

## Bachelor in **International Business Management (trilateral)**



**3**

Languages and countries  
Integrated internships  
Bachelor's degrees



## Welcome! Bienvenue! Willkommen!



**Prof. Dr. Jörg Wombacher**  
Programme Head  
BSc International Business  
Management (trinalional)

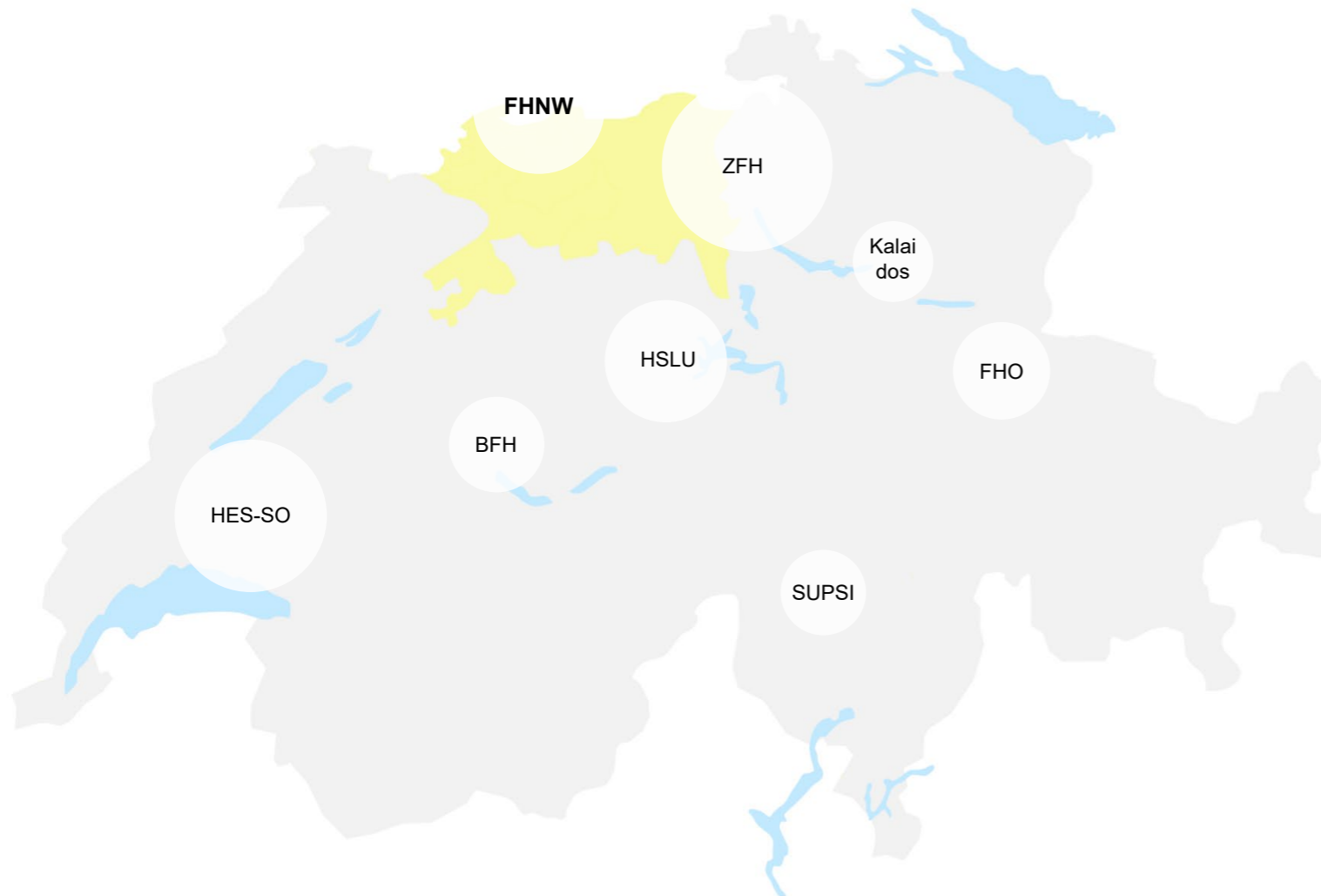


**Dr. Craig Thorrold**  
Lecturer & Academic Coordinator  
International Office  
BSc International Business  
Management (trinalional)



**Lydia Chalita**  
Deputy Dean, Live Project  
Coordinator & Alumna  
BSc International Business  
Management (trinalional)

## Business Schools



**FHNW** Fachhochschule  
Nordwestschweiz

ZFH Zürcher Fachhochschule

HES-SO Haute école spécialisée de Suisse  
occidentale

HSLU Hochschule Luzern

BFH Berner Fachhochschule

FHO Fachhochschule Ostschweiz

SUPSI Scuola universitaria professionale  
della Svizzera italiana

Kalaidos Kalaidos Fachhochschule (private)

# FHNW School of Business



## FHNW School of Business

Our mission:

**“We educate innovative and  
responsible managers  
for a networked and dynamic  
world.”**

## FHNW School of Business



## Five Bachelor Programmes

<b>International Business Management (trinational)</b>	<b>French, German and English</b>	<b>Full-time</b>	<b>In Colmar, Lörrach and Basel</b>
<b>Betriebsökonomie</b>	<b>German</b>	<b>Full- or Part-time</b>	<b>In Basel, Olten or Brugg-Windisch</b>
<b>Business Administration (International Management)</b>	<b>English</b>	<b>Full- or Part-time</b>	<b>In Olten or Brugg-Windisch</b>
<b>Wirtschaftsinformatik</b>	<b>German</b>	<b>Full- or Part-time</b>	<b>In Olten</b>
<b>Business Information Technology</b>	<b>English</b>	<b>Full- or Part-time</b>	<b>In Basel or Brugg-Windisch</b>

Youtube Video: [«International Business Management»](#)





## Trinational cooperation for 20 years



**Université de Haute Alsace UHA (France)**

**Duale Hochschule Baden-Württemberg DHBW (Germany)**

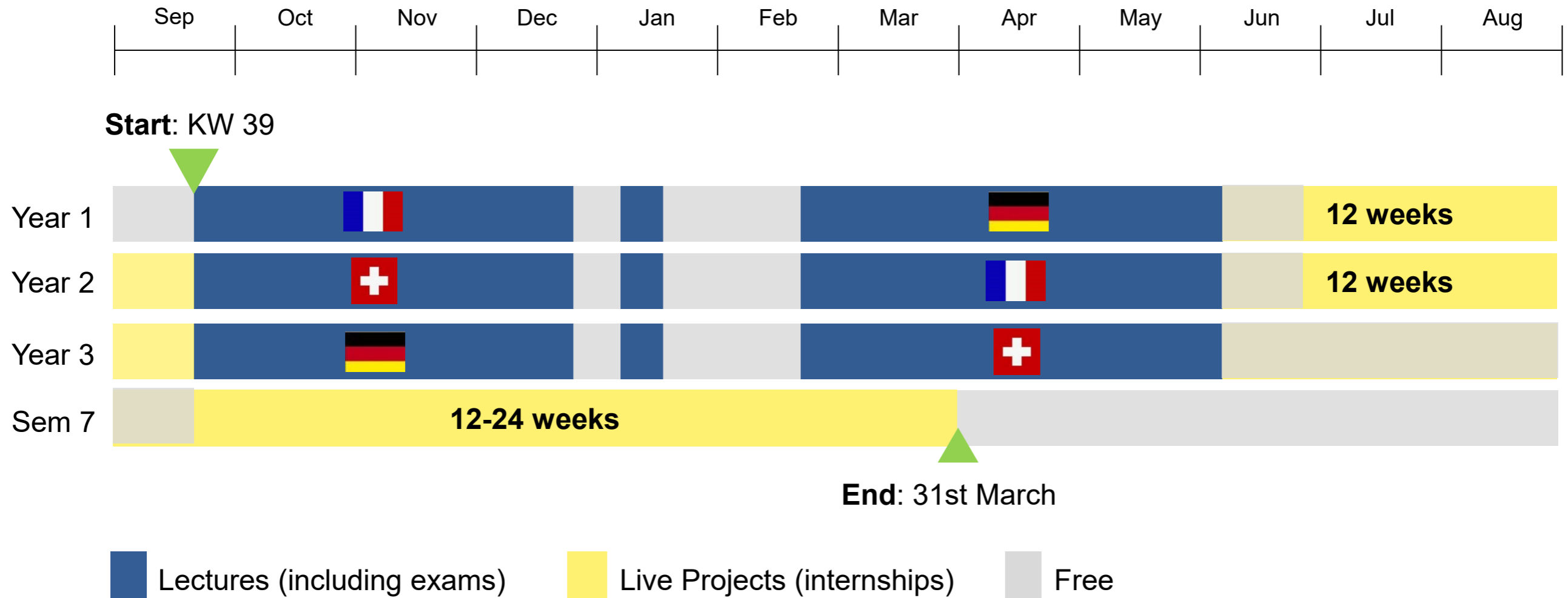
**Fachhochschule Nordwestschweiz FHNW (Switzerland)**

**Duration: 3 ½ years, 7 semesters**

**48 weeks Live Projects**

**Total Credits: 210**

## Study structure



## Internships – Practical experience opens doors

**Graduating with a total of 48 weeks of work experience**

**In lecture-free phases**

**Every summer 12 weeks full time**

**7th semester: 24 weeks**

**Transfer between theory and practice**



## Going further afield

More than 150 partner universities abroad

One semester (during semester 3 - 6)

No delay in graduation

Internships abroad recommended



**3+** Languages and countries  
Integrated internships  
Bachelor's degrees

## Three Diplomas and accreditations

Licence Gestion – parcours International Business Management (UHA)



Bachelor of Arts in Business Administration (DHBW)



Bachelor of Science in International Business Management (FHNW)



**AACSB accredited (anticipated for 2021)**

**Deutsch - Französische Hochschule accredited**

**Certificate of the Deutsch-Französischen Hochschule**



## Content and modules (210 ECTS)

**42**

### General Management

technical basics  
business management

**48**

### Economics, Methods, & Law

economic environment  
methodological expertise

**36**

### Cross-Cultural Management & Marketing

specialisation

**15**

### Theses

DUT & Bachelor Thesis

**36**

### Languages

communication and  
language competences

**24**







### Live Projects

practical  
experience included

**9**

### Electives

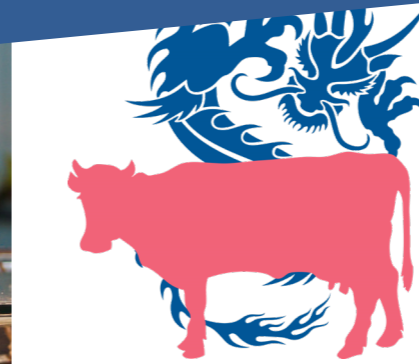
broadening the horizon

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Semester 7	
							ECTS
Colmar in French	Lörrach in German	Basel in English	Colmar in French	Lörrach in German	Basel in English	In-company	
<b>General Management</b>							<b>42</b>
- Introduction to Business Management - Financial Accounting	- Introduction to International Business - Management Accounting	- Organisation - Corporate Finance I	- Supply Chain Management - Corporate Finance II	- Leadership - Services Management - Corporate Management and Digitization	- Strategic Management - International Taxation - Human Resource Management		
<b>Cross-Cultural Management &amp; Marketing</b>							<b>36</b>
- Fundamentals of Cross-Cultural Management - Fundamentals of Marketing	- Communication - Marketing Mix	- Intercultural Management Styles - Marketing Research	- Negotiation - Consumer Behaviour	- Cross-Cultural Leadership - Marketing Strategy and Planning	- Conflict Management - Project Management		
<b>Economics, Methods &amp; Law</b>							<b>48</b>
- Microeconomics I - Business Mathematics I - Statistics	- Microeconomics II - Business Mathematics II - Business Analytics I	- Macroeconomics I - Digital Marketing - Cases in European Business Law	- Macroeconomics II - Business Analytics II	- International Economics - Sustainable Entrepreneurship	- Trilateral Economic and Political Cooperation - Business Ethics - Digital Transformation		
<b>Languages</b>							<b>36</b>
- English - French or German	- English - French or German	- English - French or German	- English - French or German	- English - French or German	- English - French or German		
<b>Electives</b>							<b>9</b>
- ICT Applications - Commercial Negotiations	- Business Game - Rhetorics	- Chinese - Spanish - Leadership Models - Development Economics - Sociol., Media & Sports Mgmt	- Chinese - Spanish - Entrepreneurship - International Trade	- Chinese - Spanish - Financial Mathematics - Sustainable Corporate Management	- Chinese - Spanish - Mindfulness-Training - The Business of Sustainability		
<b>Live Projects and Written Theses</b>							<b>39</b>
	- First Year Live Project		- Second Year Live Project Report: DUT Thesis			- Final Live Project - Bachelor's Thesis	



## More projects abroad

Study trips organised by students for students:  
Insight China, Focus India, connectUS or exploreASEAN





## Student life made exciting - examples

### **FHNW: Unisport Basel**

More than 100 different disciplines

[www.unisport.ch](http://www.unisport.ch)

### **UHA: Carte Culture**

Reductions for cultural events, admission to cinemas, etc.

[www.carte-culture.org](http://www.carte-culture.org)

### **DHBW: additional courses**

SAP Course, Languages (e.g. Spanish, Italian, Turkish, Chinese and Russian), Coaching Saturdays, etc.





**Be supported by the IBM Community**

**Introduction week in Mittelwihr**

**Kickstarter of the programme to break the ice**

**IBM Support – tutorship and tutorials for first year students**

**IBM Association – networking events, trips and more**

**New contacts – apartments, internship companies, etc.**

## What most of the graduates do afterwards



**75% salaried**

(of whom 40% in companies with more than 10,000 employees and 36% with personnel responsibility)

**5% self-employed**

**~ 50% Master's programme**

## Typical fields of work

**Marketing (24%)**

**Distribution (13%)**

**Human Resources (10%)**

**Logistics (7%)**

**Other: Project Management, Controlling, Procurement, Consulting, Assistant CEO, etc.**

## Job titles - examples

**Regional Manager Asia Pacific at BASF, Shanghai, China**

**Director of C2C, Bangalore, India**

**Chairman of the Board at Newsroom Communication Ltd**

**Head of Strategy Development  
at EuroAirport Basel-Mulhouse-Freiburg**

**Consultant at PwC**

**Oecoplan-project manager at COOP**

**Project manager at Credit Suisse**



**SIEMENS**



**KPMG**



**Google**



**AIRFRANCE KLM**



**BASF**



## After studying IBM you will be ...



**... technically  
adept for  
business and  
management**



**... effective  
communicators**



**... problem  
solvers**



**... interculturally  
competent**

## Your advantages

You network internationally

You immerse yourself in foreign languages and they become a part of you

You experience interculturality on a daily basis and learn from others' perspectives

You are often on the road and there is never a boring study routine

You adapt regularly to new environments and therefore become living proof of flexibility

You gain real life insights in your internships

**3**

Languages and countries  
Integrated internships  
Bachelor's degrees

You experience a personal atmosphere through class lessons, where colleagues and lecturers have the chance to get to know you

You can go on a semester abroad and expand your international horizons

You get to know experienced lecturers who are practice oriented

You will certainly be catapulted out of your comfort zone and thereby make enormous personal progress!

Are you interested in ...

... different countries  
and cultures?



... management and  
economics?



... the practice-oriented use  
of languages?



... practical insights and  
experiences?

Are you ...

... tolerant  
and respectful?



... a solution  
seeker?



... open and  
curious?



... able to deal with  
frustration?



«Ein sehr guter Studiengang, der perfekt auf das spätere Arbeitsleben im internationalen Kontext vorbereitet.»

**Graduate  
International Business Management (trinational)**

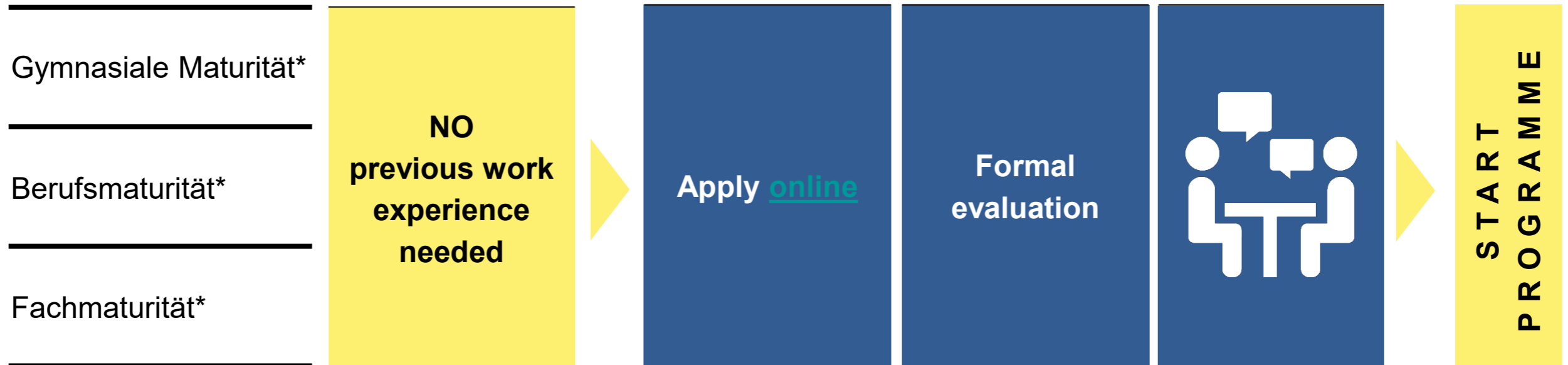
«Sehr abwechslungsreicher Studiengang aufgrund  
der häufigen Standortwechsel.»

**Graduate  
International Business Management (trinational)**

«Spannend, interkulturell, fordernd.»

**Graduate  
International Business Management (trinational)**

## Conditions for admission IBM (trinalational)



\* All specialisations welcome  
(kaufmännisch, technisch,  
Spanisch, Gesundheit, etc.)

Good language  
knowledge  
en, fr, de  
(ideally B1/B2  
GER)

## Your next steps

- 1. Talk to us about further or personal questions (contact information on the final slide)**
- 2. Prepare required documents for the application** (motivation letter, copy of diploma\*, passport-conform picture, where appropriate employer references and/or language certificates)
- 3. Apply via the registration link on right hand side of the website:**  
<https://www.fhnw.ch/en/degree-programmes/business/ibm>
- 4. Receive a reply within the next few weeks**
- 5. If formally accepted, receive an interview invitation for the next month**

\*You can apply before you receive your diploma and submit it as soon as possible

**Questions? We are always happy to answer your personal questions or queries!**



## Contact us – We are happy to answer!

IBM trinational Secretary  
T +41 61 279 17 25  
Hochschule für Wirtschaft FHNW  
Peter Merian-Strasse 86  
CH-4002 Basel



[fhnw.ch/en/degree-programmes/business/ibm](https://fhnw.ch/en/degree-programmes/business/ibm)



**Caroline Gschwind**  
Secretary  
BSc IBM (trinational)  
caroline.gschwind@fhnw.ch  
T +41 61 279 17 25  
F +41 61 279 17 18



**Mirjam Beer**  
Secretary  
BSc IBM (trinational)  
mirjam.beer@fhnw.ch  
T +41 61 279 17 25  
F +41 61 279 17 18



**Prof. Dr. Jörg Wombacher**  
Programme Head  
BSc International Business  
Management (trinational)  
joerg.wombacher@fhnw.ch



**Lydia Chalita**  
Live Project Coordinator  
BSc IBM (trinational)  
lydia.chalita@fhnw.ch