

INTERNATIONAL BUSINESS ADMINISTRATION

FOCUS ON COMMUNICATION MANAGEMENT

BACHELOR OF ARTS (B.A.)

STUDY PROGRAMME

Creative minds with a global perspective and an ability to communicate with international stakeholders and with cross-functional teams are in high demand. The experts needed for these tasks are able to work in all kinds of environments and know how to apply digital tools efficiently in order to implement successful communication strategies.

Our new programme "International Business Administration – Focus on Communication Management" prepares graduates for these demanding positions in the areas of international corporate communications and public relations. Equipped with a solid management education, specialised communication knowledge and negotiation skills they are able to tackle campaign planning and targeted communication to a variety of audiences.

The course provides theoretical and practical knowledge in core business areas including Economics, Human Resource Management and Law. It places a specific emphasis on corporate communications, marketing and customer relationship management.

Students gain a thorough understanding of empirical data analysis and market research and learn how to use and visualise relevant data. Modules such as Consumer Behaviour, Campaign Planning and Media Law help students to strengthen their budgeting and communication skills and provide an understanding of the legal framework of communications. The programme also includes modules on social, personal and language skills - competences that international communication managers need on a daily basis.

Students get plenty of hands-on experience and foster their project management skills in an internship and a study project. They are able to apply their knowledge and learn about production processes in media in order to orchestrate successful online and offline campaigns.

CAREER PROSPECTS

Graduates of this Bachelor of Arts programme have the flexibility to work in big or small companies, in agencies or they can start their own business. Their interdisciplinary and international approach enables them to take various leadership positions all around the globe. Possible careers include:

- Corporate Communications
- Communications Consulting
- (Online) Marketing / Social Media Management
- Public Relations and Media
- E-Commerce
- Event Marketing

www.srh-hochschule-berlin.de

AT A GLANCE

DEGREE

Bachelor of Arts

CREDIT POINTS

180 ECTS

DURATION

3 years / 6 semesters

START

October & April

STUDY CONCEPT

Full time, internship included, semester abroad possible

LANGUAGE

English

TUITION FEES

€ 725 per month EU/EEA students*

€ 780 per month Non-EU/EEA students*

€ 250 enrolment fee (once)

*Valid for the October 2018 and April 2019 intake. Please check our Website for the fees for our October 2019 intake.

CAMPUS

Berlin

CUSTOMIZE YOUR STUDIES

We promote interdisciplinary thinking and studying through the extracurricular offers of our sister SRH universities in Berlin.

CURRICULUM

1. Semester	2. Semester	3. Semester	4. Semester	5. Semester	6. Semester
Introduction to Management	Introduction to Economics	Organisational Behaviour & Human Resource Management	Corporate Finance	Business Game	Service & Quality Management
Fundamentals of Communication Management	Marketing	Dynamics in Business & Society	Communication & Campaign Planning	Business Plan	Internship
Academic Writing	Corporate Communication	Law I (Civil, Employment & Contract Law)	CRM & Consumer Behaviour	International Economics & Business	Bachelor Thesis
Fundamentals of Mathematics	Statistics I	Law II (Copyright & Media Law)	Company Project	Leading & Managing Organisations	Qualitative & Quantitative Business Research
Personal Development	Social Competence I	Press & Public Relations and Media Systems	Study Project (Social, Research or Creative Project)	Content Creation & Visualisation	
Languages I	Languages II	Languages III	Social Competence II	Market Research & Data Visualisation	

INTERNATIONAL BUSINESS ADMINISTRATION
FOCUS ON COMMUNICATION MANAGEMENT (B.A.)

BUSINESS KNOWLEDGE
FOCUS COMMUNICATION MANAGEMENT
INTERCULTURAL SKILLS & METHODS
PROFILE & PRACTICE

STUDY ADVISOR



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GET TO KNOW US

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- + CONTACT OUR STUDY ADVISOR

ADMISSION & APPLICATION

The main admission requirements are: a qualification for entry to higher education according to German Law and a proof of sufficient English language proficiency. We accept TOEFL, IELTS, TOEIC, Cambridge Certificate (CAE, CPE) or equivalent.

You can apply online at campus.srh-hochschule-berlin.de.
 We will then invite you to an interview.

STUDY FEES & FINANCING

The tuition fees are € 725* per month for EU /EEA students and € 780* per month for Non-EU/EEA students. Most German citizens may apply for the German study loan BAföG. Information on other financing options may be provided.

*Valid for the October 2018 and April 2019 intake. Please check our Website for the fees for our October 2019 intake.

ABOUT US

Our university is located in central Berlin at Ernst-Reuter-Platz and offers Bachelor, Master and MBA programmes in English and German. Approximately 1000 students from 85 nations study at SRH Hochschule Berlin, the most international management university in the German capital. In addition to an international atmosphere, our students enjoy the opportunity to get in touch with industry partners and create a professional network through internships and company projects. We offer a wide range of services to support you with finding an internship, organising a semester abroad and taking care of important tasks during your studies.