

Hochschule für
Technik und Wirtschaft
des Saarlandes
University of
Applied Sciences

Fakultät für
Wirtschaftswissenschaften
Business School

- Master Programs
- International Management M.A. (English)
 - Marketing Science M.Sc. (German)
 - Rechnungs- Prüfungs- und Finanzwesen M.A. (German)
 - Supply Chain Management und Digital Business M.Sc. (German and English)

Contact

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Curriculum

Core Business Courses 1 st –3 rd Semester	Specialization and Electives 4 th –6 th Semester
Fundamentals of Business: – Introduction to Business – Accounting Techniques	International Contract and Competition Law
Contracts and Business Law	Intercultural Competence
Cost Accounting	International Economics
Applied Business Mathematics	Specialization International Marketing – Int. Marketing Instruments – Int. Marketing Insights – Seminar Int. Marketing
Operations Management	or International Accounting and Reporting – International Financial Reporting – International Taxation – Seminar Contemporary Issues in Financial Reporting
Financial Analysis	or International Logistics – Logistics Project – Sustainable Logistics Management – Seminar International Logistics
Data Literacy	Electives – HR Leadership and Team Management – Entrepreneurship and Business Valuation – Competition and Corporate Strategy
Business Statistics	Study abroad semester Bachelor-Thesis / Colloquium
Marketing and Market Insights	
Academic Presentation & Communication	
Academic Reading & Writing	
Microeconomics	
Macroeconomics	
Investment and Finance	
International HRM and Organization	
Enterprise Resource Planning	
Business Process Management	

The 5th semester takes place
at one of more than 20 partner
universities

Overview

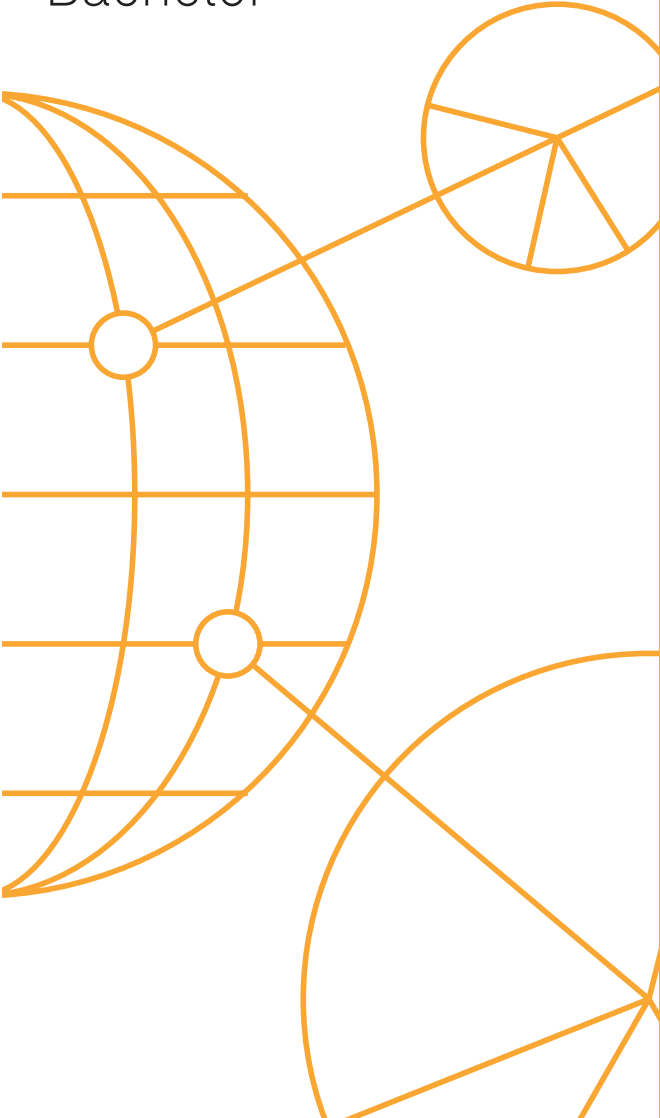
Degree	Bachelor of Arts
Program duration	6 semesters
Study abroad	1 semester or double-degree (2 semesters)
Teaching language	English
Beginning	Winter semester
Application deadline	Check website (typically July 15 th)
Tuition fees	None
Accreditation	FIBAA and German Accreditation Council
Special features	admission-free

Academic admission requirements

1. University entrance qualification (Hochschulzu- gangsberechtigung, HZB) for German universities or German universities of applied sciences
2. Language requirements: English B2, German B1

wirtschafts
wissenschaften
htw saar

International Business Bachelor



Bachelor

Why Study International Business at htw saar?

➤ **Shaping the future with sustainability, digitalization and entrepreneurship. Find out why our program is the perfect choice for your global career:**

➤ **Excellence in CHE ranking and global perspective:**

Our business school is proud to be awarded top rankings in the CHE ranking. We offer an excellent education that is internationally recognized. In today's globalized world, a comprehensive understanding of international business practices is essential. Our degree program prepares you perfectly for international challenges.

➤ **Focus on sustainability and digitalization:**

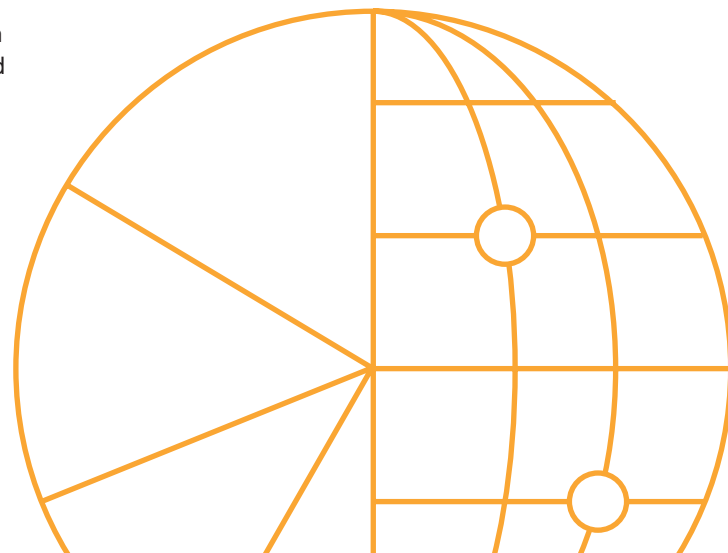
We place special emphasis on sustainable business practices. Learn how you can help companies act more responsibly and make a positive impact on the world. Prepare for the digital era by gaining insights into the latest technologies and business models. Learn how to shape digital transformation and successfully lead businesses in the connected world.

➤ **Entrepreneurship, internships and career opportunities:**

Our Business School promotes entrepreneurial thinking and action. Develop ideas, start your own projects and learn the art of innovative entrepreneurship. And our field-tested approaches allow you to apply theoretical knowledge in real business situations. We support you in finding internships and offer you access to a strong industry network. With a strong international orientation and practical focus, our graduate profile paves the way for careers in management consulting, finance, general management, and international logistics.

➤ **Excellent teaching, global partnerships and regional networking:**

Our faculty members bring a wealth of real-world experience from leading international companies and high-level public institutions, and are recognized for their strong research expertise. We offer lectures on key business topics – digitalization, entrepreneurship and sustainability. More than 20 partner universities around the world. In addition, htw saar is closely connected to a vibrant international network of businesses and industries – ranging from global corporations and mid-sized firms to small enterprises and start-ups.



International Business at the htw saar

➤ **Our international program – supported by global partner universities – enhances your leadership and intercultural skills. At our Rotenbühl Campus in Saarbrücken, you'll work on real-world case studies, develop data-driven business models, or launch your own digital start-up. Sharpen your expertise through courses in economics, marketing, data science, finance, and workshops on sustainability and diversity.**

➤ **Become part of an inspiring community of students, faculty and alumni who want to change the world.**

➤ **Apply now and start your journey into the world of International Business!**

