



JACOBS
UNIVERSITY



Study Program Handbook

International Business Administration

Bachelor of Arts

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1 The International Business Administration (IBA) Study Program

1.1 Concept

The International Business Administration program covers all the essential areas of business and management with an international outlook. Students will develop strategic and practical perspectives on value creation in a globalized, culturally diverse, and technology-driven world. Topics that are emphasized include the management of international firms, the integration of information technology in all business areas, and the influence of the economic and cultural context on business activities. The program teaches an informed, comparative, and critical understanding of common business practices, problems, and values in an international, diverse context. Students will develop the analytical and social skills required to succeed as effective and responsible managers.

1.2 Specific Advantages of the International Business Administration Program at Jacobs University

- The International Business Program's mission is to prepare students for their professional occupations.
- The interdisciplinary approach of Jacobs University help students to understand the complex and changing environmental forces that impact international business, and how managers and companies can effectively adapt to these forces. This includes:
 - Cross-cultural leadership and management practices
 - Entrepreneurial training and activities
 - Practical, hands-on experiences in class and due to guided research and offered internships

1.3 Program-Specific Qualification Aims

- Students are enabled to work in international companies, NGOs, and governmental organisations.
- Students know work and understand the business world and interrelations between business, politics and society.
- Students know and understand work processes in various businesses.
- The program helps students to learn to work as individuals, as group members, and as group leaders in a business environment.
- Students will learn to manage diverse teams, programs to improve organizational processes and strategies to counsel in times of crisis are trained practically.
- Students gain experience from the business world for a well prepared future.
- Students will develop skills in using computers, quantitative methods, and current technology for research, composition, calculation, and presentation.

1.4 The Jacobs University Employability and Personal Development Concept

Jacobs University's educational concept aims at fostering employability which refers to skills, capacities, and competencies which transcend disciplinary knowledge and allow graduates to quickly adapt to professional contexts. Jacobs University defines employability as encompassing not just technical skills and understanding but also personal attributes and qualities enabling students to become responsible members of their professional and academic fields as well as of the societies they live in.

Graduates of JU will be equipped with the ability to find employment and to pursue a successful professional career, which means that

- graduates possess the ability to acquire knowledge rapidly, to assess information and to evaluate new concepts critically;
- graduates have communicative competences which allow them to present themselves and their ideas and to negotiate successfully;
- graduates are familiar with business-related processes and management skills and are able to manage projects efficiently and independently.

Graduates of JU will also be equipped with a foundation to become globally responsible citizens, which includes the following attributes and qualities:

- graduates have gained intercultural competence; they are aware of intercultural differences and possess skills to deal with intercultural challenges; they are familiar with the concept of tolerance;
- graduates can apply problem-solving skills in negotiating and mediating between different points of view;
- graduates can rely on basic civic knowledge and have an understanding for ethical reasoning; students are familiar with the requirements for taking on responsibility.

1.5 Career Options

Careers in a broad range of businesses, especially international and internationalizing firms with a focus on future-oriented industries, e.g. renewable energy, health, information technology, automotive and aerospace industries.

1.6 More Information and Contact

For more information please contact the study program coordinator:

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Email: c.lattemann@jacobs-university.de

Telephone: +49 421 200-3460

or visit our program website: <http://int-business.user.jacobs-university.de/>

2 The Curricular Structure

2.1 General

The undergraduate education at Jacobs University equips students with the key qualifications necessary for a successful academic, as well as professional career. By combining disciplinary depth and transdisciplinary breadth, supplemented by skills education and extracurricular elements, students are prepared to be responsible and successful citizens within the societies they work and live in.

The curricular structure provides multiple elements enhancing employability, transdisciplinarity, and internationality. The unique Jacobs Track, offered across all study programs, provides a broad range of tailor-made courses designed to foster career competencies. These include courses which promote communication, technology, business, (German) language, and management skills. The World Track, included in the third year of study, provides extended company internships or study abroad options. Thus students gain training on the job and intercultural experiences. All undergraduate programs at Jacobs University are based on a coherently modularized structure, which provides students with a broad and flexible choice of study plans to meet their major as well as minor study interests.

The policies and procedures regulating undergraduate study programs at Jacobs University in general can be found on the website.

2.2 The Jacobs University 3C-Model

Jacobs University offers study programs according to the regulations of the European Higher Education Area. All study programs are structured along the European Credit Transfer System (ECTS), which facilitates credit transfer between academic institutions. The three-year undergraduate program involves six semesters of study with a total of 180 ECTS credits. The curricular structure follows an innovative and student-centered modularization scheme - the 3C-Model - which groups the disciplinary content of the three study years according to overarching themes:

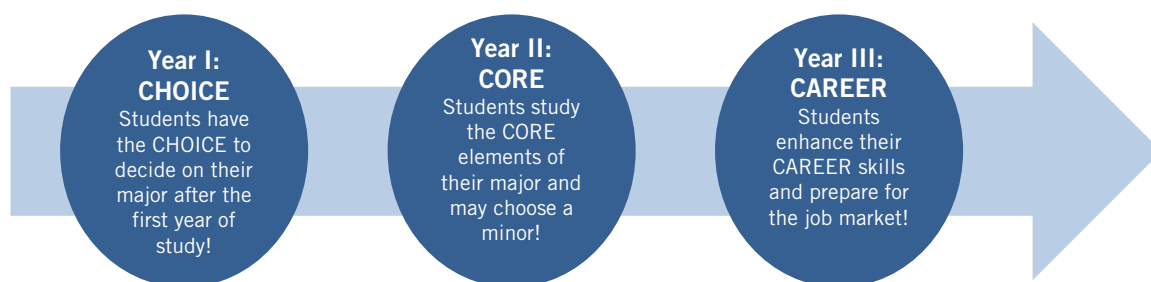


Figure 1: The Jacobs University 3C-Model

2.2.1 YEAR 1 - CHOICE

The first study year is characterized by a broad offer in disciplinary and interdisciplinary education. Students select three CHOICE modules from a variety of study programs. As a unique asset, our curricula allow students to select their study program freely from among the three selected CHOICE modules during their first year of study.

2.2.2 YEAR 2 - CORE

In the second year, students take three in-depth, discipline-specific CORE modules. One CORE module can also be taken from a second, complementary discipline, which allows students to incorporate a minor study track into their undergraduate education. Students will generally qualify for a minor if they have successfully taken at least one CHOICE module and one CORE module in a second field, and this extra qualification will be highlighted in the transcript.

2.2.3 YEAR 3 - CAREER

During their third year, students must decide on their career after graduation. In order to facilitate this decision, the fifth semester introduces two separate tracks. By default students are registered for the World Track.

1. The World Track

In this track there are two mandatory elective options:

- **Internship**

The internship program is a core element of Jacobs University's employability approach. It includes a mandatory semester-long internship off-campus (minimum 16 weeks in full-time) which provides insight into the labor market as well as practical work experience related to the respective area of study. Successful internships may initiate career opportunities for students. For more information, please contact the Career Services Center (<http://www.jacobs-university.de/career-services/contact>).

- **Study Abroad**

Students can take the opportunity to study abroad at one of our partner universities. Courses recognized as study abroad credits need to be pre-approved according to the Jacobs University study abroad procedures and carry minimum of 20 ECTS credits in total. Several exchange programs allow you to be directly enrolled at prestigious partner institutions worldwide. Jacobs University's participation in Erasmus+, the European Union's exchange program, provides an exchange semester at a number of European universities including Erasmus study abroad funding.

For more information, please contact the International Office (<http://intoffice.user.jacobs-university.de/outgoing/>).

2. The Campus Track

Alternatively, students may also opt to follow the Campus Track by continuing their undergraduate education at Jacobs, namely by selecting an additional CORE module during their third year and redistributing the remaining courses and modules across the

third year. This opportunity can be used by students to more intensively focus on their major or to fulfill the minor requirements for a second field of interest.

In the sixth semester, all students select from a range of specialization courses within their study program and concentrate on their Bachelor thesis in the context of a Project/Thesis Module.

All students attend a mandatory set of career skills courses and events throughout their studies. These equip them with necessary skills for their 5th semester and their future career.

2.3 The Jacobs Track

The Jacobs Track, another stand-alone feature of Jacobs University, runs parallel to the disciplinary CHOICE, CORE, and CAREER modules across all study years and is an integral part of all study programs. It reflects our commitment to an in-depth methodological education, it fosters our transdisciplinary approach, it enhances employability, and equips students with extra skills desirable in your general field of study. Additionally, it integrates essential language courses.

Mathematics, statistics, and other methods courses are offered to all students within a comprehensive Methods Module. This module provides students with general foundations and transferable techniques which are invaluable to follow the study content not only in the study program itself but also in related fields.

The Skills Module equips students with general academic skills which are indispensable for their chosen area of study. These could be, for example, programming, data handling, presentation skills, and academic writing, scientific and experimental skills.

The transdisciplinary Triangle Module offers courses with a focus on at least one of the areas of business, technology and innovation, and societal context. The offerings comprise essential knowledge of these fields for students from other majors as well as problem-based courses that tackle global challenges from different disciplinary backgrounds. Working together with students from different disciplines and cultural backgrounds in these courses broadens the students horizon by crossing the boundaries of traditional disciplines.

Foreign languages are integrated within the Language Module. Communicative skills and foreign language competence foster students intercultural awareness and enhance their employability in a globalized and interconnected world. Jacobs University supports its students in acquiring and improving these skills by offering a variety of language courses at all proficiency levels. Emphasis is put on fostering German language skills, as they are an important prerequisite for students to learn about, explore, and eventually integrate into their host country. Hence, acquiring 10 ECTS credits in German is a requirement for all students. Students who meet the requirements of the German proficiency level (e.g. native speakers) are required to select courses in any other language program offered.

2.4 Modularization of the International Business Administration Program

2.4.1 Content

Year 1

Take two mandatory modules listed below and select one further CHOICE module from a different study area.

General Management (CH12-GenMan)

The module "General Management" provides the foundation for the basic domains of business practices and management tools in the international context in which modern businesses increasingly interact with their various stakeholders. The module consists of three courses: "Introduction to International Business", "Entrepreneurship and Innovation", and "International Financial Accounting".

"International Business" provides the foundation for the basic domains of business (accounting, economics, finance, management, marketing and production). It builds the base for all other management and business courses. "Entrepreneurship and Innovation" deals with firm-internal processes and methods to start and run a business. "International Financial Accounting" explains the applications of international accounting standards. Special emphasis is placed on managing international entrepreneurship with respect to how accounting applies to global strategies and the key accounting issues that influence multinational decision making.

This module describes and analyzes the business-eco system which defines the environment for firm's activities. It further aims to teach basic practices and tools to run a business and explains firm's international driving forces. The module will also provide the basics in international accounting to understand the fundamental pillars of firm's activities. This module provides the foundation from which you may progress to higher level modules in Managing Diversity, Finance and Project Management, and Strategy and Management.

General Economics (CH13-GenEcon)

This module introduces to the functioning of economies, progressing from national to international markets. The decisions that firms, workers and consumers are making is examined in Microeconomics. Macroeconomics addresses the whole economy of a country with a view to delivering stable and sustainable economic growth. The nature of economic globalization and its many effects on firms, governments and individuals is analyzed in International Economics. A key question in all three courses of this module is when, how and why governments may want to intervene in markets in order to deliver satisfactory outcomes for society as a whole, while balancing the contradicting interests of various societal stakeholders.

Year 2

Take all three modules or replace one with a CORE module from a different study program.

Strategy and Management (CO31-StratMan)

The module "Strategy and Management" examines the process, problems, and consequences of creating, implementing, and evaluating business strategy on a global scale and within an internet-driven business-eco system.

Emphasis is given to detailed case studies of a variety of firms, global e-commerce, marketing, supply chains, networks, innovation, customer relationship management, and future developments in business models.

Finance and Project Management (CO28-FinProMan)

The module "Finance and Project Management" deals with Corporate Finance and Investment, Managerial Accounting and Project Management.

The finance and accounting courses examine the principles, techniques, and uses of international standards in the steering (planning and control) of business organizations in general, and in projects and in financial and investment activities.

The course surveys international financial and managerial accounting topics emphasizing the analysis of financial statements and managerial decision techniques. It exposes students to theory and techniques used for solving many different investment problems in firms and on the financial market. Real-life projects with firms will be conducted in the course "Project Management" to experience how to plan, monitor, control and proceed in projects. The course will base on the techniques if the world most famous PMI Standard.

Managing Diversity (CO32-ManDivers)

The module "Managing Diversity" addresses the opportunities and challenges that the diversity of human needs and resources poses for modern enterprises, especially international and internationalizing companies. Inside the firm, Leadership and Human Resource Management need to build on the latest evidence in Organizational Behavior and Cross Culture and Diversity Management in order to motivate and monitor a diverse workforce successfully and responsibly. Outside the firm, Marketing practices must reflect the differentiated needs of customers and business partners for creating unique offerings tailored to specific segments in dynamic, globalized markets. The module provides a holistic view of how companies create value from diversity.

Some CORE Modules require students to have taken a specific CHOICE Module. Please see the Module Handbook for details regarding pre-requisites.

Year 3

In the 3rd year students follow the World Track by default:

1. World Track

5th Semester

- Internship / study abroad

6th Semester

- International Business Administration Project / Thesis Module
- Program-specific Specialization Module Exemplary course offering:
 - Social Entrepreneurship
 - Leadership
 - Juggling 5 Balls: Demographic Change Management
 - More than meets the Eye: Implicit Leader Development
 - Personnel Training the Cognitive Behavioural Way
 - Cross-cultural Communication
 - Design Thinking - Innovation Management
 - Social and Mobile Media - International Business Models
 - China and International Business
 - Managing Alliances and Networks
 - Trust Within and Between Organizations

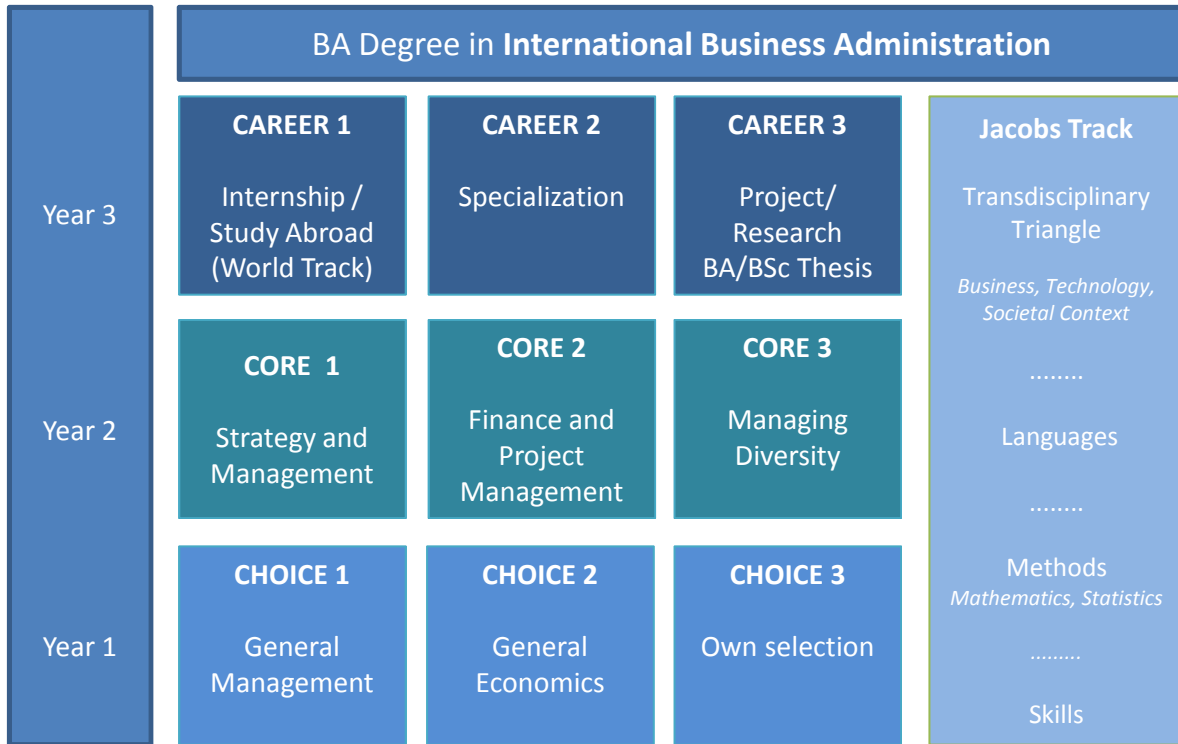
2. Campus Track

Students who do not enter the World Track follow the Campus Track.

5th and 6th Semester

- Program-specific Project / Thesis Module
- Program-specific Specialization Module
(please see World Track for exemplary course offering)
- Additional CORE Module

2.4.2 Structure



YEAR 1 *Take three CHOICE modules, one free selection*
YEAR 2 *Take three CORE modules, one CORE module can be substituted by a CORE module from a second study program to pursue a minor*
YEAR 3 *Alternatively Campus Track with a 4th CORE module instead of internship/study abroad module*

Figure 2: International Business Administration Module Structure

3 Appendix 1a/1b: Mandatory Course Plans for World Track and Campus Track

Jacobs University Bremen reserves the right to substitute courses by replacements and/or reduce the number of mandatory/mandatory elective courses offered

Appendix 1a - Mandatory Course Plan for World Track

International Business Administration – World Track																			
Matriculation Fall 2015																			
Program-Specific Modules					Type	Status ¹	Semester	Credits	Jacobs Track Modules (General Education)		Type	Status ¹	Semester	Credits					
Year 1 - CHOICE								45							20				
<i>Take the two mandatory CHOICE modules listed below, these are a requirement for the IBA program.</i>																			
CH12-GenMan	Module: General Management					m		15	JT-ME-MethodsMath	Module: Methods / Mathematics					m	7,5			
CH12-032201	Introduction to International Business					Seminar	m	1	5	JT-ME-990103	Empirical Research Methodology					Lecture	m	1	2,5
CH12-930113	Entrepreneurship and Innovation I					Seminar	m	2	2,5	JT-ME-990113	Data Analysis and Statistical Inference with R					Lecture	m	2	2,5
CH12-930103	Financial Accounting					Seminar	m	2	5	JT-ME-990104	Qualitative Research: Methods and Design					Lecture	m	2	2,5
CH12-930123	Entrepreneurship and Innovation II					Seminar	m	2	2,5	JT-SK-Skills	Module: Skills					m	2,5		
CH13-GenEcon	Module: General Economics					m		15	JT-SK-990100	Academic and Professional Skills					Lecture	m	1	2,5	
CH13-032101	Microeconomics					Lecture	m	1	5	JT-TA-TriArea	Module: Triangle Area					m	5		
CH13-910301	International Economics I					Seminar	m	1	2,5	Take two courses from the triangle (BUSINESS, TECHNOLOGY & INNOVATION, SOCIETAL CONTEXT) area. Each counts 2,5 ECTS ³					me	1/2	5		
CH13-032102	Macroeconomics					Lecture	m	2	5	JT-LA-Language	Module: Language					m	5		
CH13-910302	International Economics II					Seminar	m	1	2,5	Take two German courses (2,5 ECTS each). Native German speakers take courses in another offered language					Seminar	me	1/2	5	
Module: CHOICE (own selection)							e	1/2	15						m	5			
<i>Students take one further CHOICE module from those offered for all other study programs. ²</i>																			
Year 2 - CORE								45							20				
<i>Take all three modules or replace one with a CORE module from a different study program. ²</i>																			
CO31-StratMan	Module: Strategy and Management					me		15	JT-ME-MethodsMath	Module: Methods / Mathematics					m	7,5			
CO31-930224	Global E-Business					Seminar	m	3	5	JT-ME-990203	Statistical Modeling with R					Lecture	m	3	2,5
CO31-930214	International Management					Seminar	m	3	5	Take two Methods (mandatory) elective courses (2,5 ECTS each). ²					Lecture	me	3/4	5	
CO31-930204	Strategic Management					Seminar	m	4	5	JT-TA-TriArea	Module: Triangle Area					m	7,5		
CO28-FinProjMan	Module: Finance and Project Management					me		15	Take three courses from the triangle (BUSINESS, TECHNOLOGY & INNOVATION, SOCIETAL CONTEXT) area. Each counts 2,5 ECTS ³					me	3/4	7,5			
CO28-990221	Applied Project Management					Seminar	m	3	5	JT-LA-Language	Module: Language					m	5		
CO28-930242	Corporate Finance and Investment					Seminar	m	3	5	Take two German courses (2,5 ECTS each). Native German speakers take courses in another offered language					Seminar	me	3/4	5	
CO28-930221	Managerial Accounting					Seminar	m	4	5						m	5			
CO32-ManDivers	Module: Managing Diversity					me		15						m	5				
CO32-930352	Marketing					Seminar	m	3	5						m	5			
CO32-930231	Organizational Behavior and Human Resource Management					Seminar	m	4	5						m	5			
CO32-930232	Diversity and Cross-Cultural Management					Seminar	m	4	5						m	5			
Year 3 - CAREER								45							5				
CA02 / CA03	Module: Internship / Study Abroad					m		5	20	JT-SK-Skills	Module: Skills					m	2,5		
CA01-CarSkills	Module: Career Skills					m		5	20	JT-SK-990110	Advanced Academic and Professional Skills					m	6	2,5	
CA14-IBA	Module: Project/Thesis IBA					m		15	10	JT-TA-TriArea	Module: Triangle Area					m	2,5		
CA14-930305	Project IBA					m	6	5	Take one course from the triangle (BUSINESS, TECHNOLOGY & INNOVATION, SOCIETAL CONTEXT) area. Each counts 2,5 ECTS ³					me	6	2,5			
CA14-930306	Thesis IBA					m	6	10						m	10				
CA-S-IBA	Module: Specialization Area IBA					m		10	10						m	10			
Take four specialization courses (2,5 ECTS each) ²							me	5/6	10						m	10			
Total ECTS													180						

¹ Status (m = mandatory, e = elective, me = mandatory elective)

² For a full listing of all CHOICE / CORE / CAREER / Jacobs Track modules please consult the **CampusNet online catalogue** and / or the module handbook (on our website).

³ You are required to take six Triangle Area courses in total. Select two from each of the three triangle areas (BUSINESS, TECHNOLOGY & INNOVATION, SOCIETAL CONTEXT).

Appendix 1b - Mandatory Course Plan for Campus Track

International Business Administration – Campus Track											
Matriculation Fall 2015											
Program-Specific Modules	Type	Status ¹	Semester	Credits	Jacobs Track Modules (General Education)	Type	Status ¹	Semester	Credits		
Year 1 - CHOICE					45						20
<i>Take the two mandatory CHOICE modules listed below, these are a requirement for the IBA program.</i>											
CH12-GenMan	Module: General Management			m		15					
CH12-032201	Introduction to International Business	Seminar	m	1	5						
CH12-930113	Entrepreneurship and Innovation I	Seminar	m	2	2,5						
CH12-930103	Financial Accounting	Seminar	m	2	5						
CH12-930123	Entrepreneurship and Innovation II	Seminar	m	2	2,5						
CH13-GenEcon	Module: General Economics			m		15					
CH13-032101	Microeconomics	Lecture	m	1	5						
CH13-910301	International Economics I	Seminar	m	1	2,5						
CH13-032102	Macroeconomics	Lecture	m	2	5						
CH13-910302	International Economics II	Seminar	m	1	2,5						
Module: CHOICE (own selection)				e	1/2	15					
<i>Students take one further CHOICE module from those offered for all other study programs. ²</i>											
Year 2 - CORE					45						20
<i>Take all three modules or replace one with a CORE module from a different study program. ²</i>											
CO31-StratMan	Module: Strategy and Management			me		15					
CO31-930224	Global E-Business	Seminar	m	3	5						
CO31-930214	International Management	Seminar	m	3	5						
CO31-930204	Strategic Management	Seminar	m	4	5						
CO28-FinProjMan	Module: Finance and Project Management			me		15					
CO28-990221	Applied Project Management	Seminar	m	3	5						
CO28-930242	Corporate Finance and Investment	Seminar	m	3	5						
CO28-930221	Managerial Accounting	Seminar	m	4	5						
CO32-ManDivers	Module: Managing Diversity			me		15					
CO32-930352	Marketing	Seminar	m	3	5						
CO32-930231	Organizational Behavior and Human Resource Management	Seminar	m	4	5						
CO32-930232	Diversity and Cross-Cultural Management	Seminar	m	4	5						
Year 3 - CAREER					45						5
COXX	Module: Additional (4th) CORE module			m	5/6	15					
CA01-CarSkills	Module: Career Skills										
CA14-IBA	Module: Project/Thesis IBA			m		15					
CA14-930305	Project IBA	m	m	5	5						
CA14-930306	Thesis IBA	m	m	6	10						
CA-S-IBA	Module: Specialization Area IBA			m		15					
Take six specialization courses (2,5 ECTS each) ²				me	5/6	15					
					45						5
JT-SK-Skills	Module: Skills			m		2,5					
JT-SK-990110	Advanced Academic and Professional Skills		m	6	2,5						
JT-TA-TriArea	Module: Triangle Area			m		2,5					
Take one course from the triangle (BUSINESS, TECHNOLOGY & INNOVATION, SOCIETAL CONTEXT) area. Each counts 2,5 ECTS ³				me	5	2,5					
Total ECTS										180	

¹ Status (m = mandatory, e = elective, me = mandatory elective)

² For a full listing of all CHOICE / CORE / CAREER / Jacobs Track modules please consult the **CampusNet online catalogue** and / or the module handbook (on our website).

³ You are required to take six Triangle Area courses in total. Select two from each of the three triangle areas (BUSINESS, TECHNOLOGY & INNOVATION, SOCIETAL CONTEXT).