

Accredited by:



Cooperative Education in Freiburg

INTERNATIONAL BUSINESS MANAGEMENT B.A.

Core Specialisms

Event Management · Hotel Management

Real Estate Management · Marketing · Sports Management

ISBA AT A GLANCE

State recognized degree: Bachelor of Arts (B.A.) in International Business Management

Core Specialisms: Event Management, Hotel Management, Real Estate Management, Marketing or Sports Management.

Accredited by the AHPGS (German Accreditation Agency in Health and Social Sciences).

Program Content: Business Administration, Economics, Social and Methodological Competences, Digitalization, Corporate Social Responsibility, Internationalization and Sustainability.

Electives: Module Groups in Event Management, Hotel Management, Real Estate Management, Marketing or Sports Management

Flexible starting dates: July 1, October 1 and January 1

Study Duration: 6 Semesters

Prerequisites: High School/GCSE (general or vocational, minimum average 3.0 / C) or advanced technical college certificate; successful admission interview at ISBA in Freiburg, training/apprenticeship contract with a partner company.

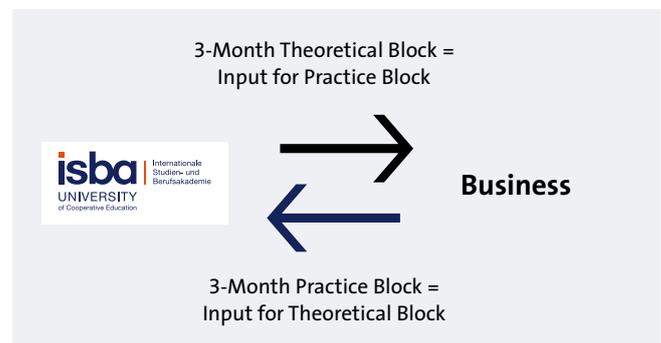
For a cooperative education program of studies at ISBA in International Business Management, applicants must provide proof that their English language skills correspond to level B1 of the Common European Framework of Reference for Languages (CEFR). Instruction at ISBA is also given in the German and/or Spanish languages. Therefore, applicants must also demonstrate that they have attained a level corresponding to the CEFR level C1 in one of these two languages.

Costs: Initial registration fee: 250 EUR, Tuition: 580 EUR per month, Student services fee: 168 EUR per year (Status: 2022)

Courses of study at ISBA are eligible for BAföG support. See: www.bafoeg-rechner.de (in German)

Training/Apprenticeship remuneration and benefits are arranged individually between the student and the partner company. The minimum pay should be equivalent to that of non-student trainees/apprentices. Students are also paid during the theory blocks.

ALTERNATE 3 MONTHS OF THEORY IN CLASS WITH 3 MONTHS OF ON-THE-JOB PRACTICE





The Herz-Jesu (Heart of Jesus) Church, Stühlinger



The Cathedral



THE UNIVERSITY CITY FREIBURG

A FABULOUS LOCATION FOR LIVING AND STUDYING!

Freiburg enjoys practically a Mediterranean climate and with its over 30,000 students, is one of Germany's most attractive university cities. Its highlights include a rich cultural scene, abundant opportunities for sports and outdoor activities and a cityscape filled with charming street cafés. Freiburg is a wonderful place to live and study. Its ideal location at the border triangle of Germany, France and Switzerland provides a wealth of cultural and leisure-time offerings, like mountain-biking or hiking in the nearby Black Forest.



PLUS POINTS FOR YOUR SUCCESS

FUTURE-ORIENTED STUDIES

- Small work groups
- Ongoing dialogue with lecturers
- Excursions to companies and events
- Seminars to foster soft skills and foreign language competency
- Networking events

EXPERT EDUCATORS

- Professors and lecturers are academics and practitioners with years of experience
- Numerous lectures conducted in English
- Open Door Policy: Administrators and lecturers are easily reachable and have an attentive ear for students' concerns.

CAMPUS WITH STATE-OF-THE-ART INFRASTRUCTURE

- In the center of Freiburg
- Modernly-equipped seminar rooms
- Campus-wide WLAN
- Microsoft Office 365, storage space in Microsoft Cloud, and personal ISBA email address
- University cafeteria (Bioteria - providing meals cooked with organic ingredients)
- Student Services including help with housing, etc.

LIBRARY FACILITIES

COMPREHENSIVE QUALITY MANAGEMENT

- Evaluation of all lectures, seminars, etc.
- Continuous further-development of courses of study
- Ongoing expansion of infrastructure (library, campus, IT, etc.)
- Uniform quality standards for business processes

THEORY AND PRACTICE ADMINISTRATION



„The combination of sound business knowledge, specialty-specific know-how, linking theory and practice provides our students and graduates with outstanding chances for employment and successful careers.“

PROF. DR. REGINA SCHWAB, Academic Director; Head of Event and Hotel programs; Head of General Business Administration; Director of Examinations



„Nowadays, knowledge becomes out-of-date faster than ever before. Motivated by their own practical experiences, cooperative education instructors effectively convey key competences like networking and independent, problem-solving oriented thinking. This prepares our students optimally for the constantly evolving world-of-work.“

PROF. DR. JÖRG SCHODER, Head of Real Estate and Sports programs



„The role of marketing is to establish relationships between customers and organizations. This is especially true in today's competitive business environment. Dual study students bring a combination of theory and practice which is necessary in order to respond to the marketing challenges of the 21st century.“

DR. PETER BOHAN, Head of Marketing program

In the areas of Hotel Management and Event Management, the professors are supported by 2 Executive Coordinators: Arne Kuder (M.A.) for the former program and Yvonne Schönauer (M.A.) for the latter. Dr. Micheline Jöemets is responsible for the business languages. Numerous external lecturers coming from a professional work environment complete the team.

COURSE PROGRAM

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
Interdisciplinary and business related modules					
Introduction to Business Studies and Services Management	Accounting and Finance	Information Management and Digital Business	International Management	Economic and Currency Policy	
Business Mathematics and Financial Management		Digital Marketing	Organization and Controlling		
	Academic Research Methodology and Competence		Corporate Accounting		Entrepreneurship and Consultancy
		Economics			
	Law for Economists				
Social and Methodological Competence					
Business Languages					
English (Intermediate + Advanced) + French (Beginner / Advanced) or Spanish (Beginner / Advanced)					
Specialism-Specific Modules					
Modules from the chosen specialism area: Event Management, Hotel Management, Real Estate Management, Marketing, Sports Management					
Practice					
	Practice Transfer I		Practice Transfer II		Practice Transfer III
	Academic Research Project Year I		Academic Research Project Year II		Oral Examination
					Bachelor's Thesis

CURRICULUM for the core specialisms
To see the complete curriculum for the individual core specialisms, visit our website section "International Business Management" at: www.isba-freiburg.de or use the QR code here.



THE CORE SPECIALISMS



EVENT MANAGEMENT INFORMATION MEETS EMOTION: The opportunities for working abroad, interacting with people from diverse cultures and backgrounds and promising chances for advancement make the event sector an attractive and popular career choice. Employment opportunities abound in this sector. They range from classic event agencies to incentive companies or stage builders up to trade fairs, conventions or hotels. Studying at ISBA in Freiburg in a cooperative educational framework is the perfect introduction into this varied and exciting field.

HOTEL MANAGEMENT FOR SERVICE-ORIENTED ALL-ROUNDERS: Every day in the hotel sector brings new experiences, challenges and tasks. The cooperative study program in Hotel Management turns you into an all-rounder able to use your skills in varied hotel types: international chains, private boutique hotels, convention or spa hotels and ones in the city or countryside. Positions in this sector include Front Office Manager, Event Manager, Guest Relations Manager, Assistant Managing Director and all the way up to Hotel Director.



REAL ESTATE MANAGEMENT BUILD A SOLID FOUNDATION IN THIS BOOMING SECTOR: The real estate industry is extremely vast and varied and includes sectors such as commercial, residential and government owned and run properties. The cooperative educational framework in Real Estate Management at ISBA in Freiburg gets you ready for multiple career opportunities in the areas of project development, marketing or property / estate administration.

MARKETING NOT ADVERTISING TO SAVE MONEY IS LIKE STOPPING A CLOCK TO SAVE TIME: This description from Henry Ford illustrates perfectly the importance of marketing. Learn all about how to do it with us! The cooperative study program in Marketing prepares you for careers throughout this sector in areas like: International Marketing, Customer and Service Management, Consulting, Market Research and Sales.



SPORTS MANAGEMENT TEAM PLAYERS ARE WELCOME! Whether you are active in sports marketing, the fitness sector or in a sports association, you need specialist know-how to succeed in a related career. This begins with a solid foundation in business management, as the sector is becoming more and more professionalized. Our cooperative Sports Management program at ISBA in Freiburg puts you in top condition for a world of career opportunities in this field.

APPLICATION PORTFOLIO PREPARATION AND ASSISTANCE WITH SEARCH FOR SUITABLE PARTNERS

Our ISBA Freiburg company-student liaison team provides advice on an individual basis and helps with your application process and partner company selection. However, your own engagement here is key, as without a workcontract, you cannot be admitted to one of our cooperative study programs. Whenever possible, it is preferable for applicants to come to the university with a potential partner company.

INDIVIDUAL ADVICE, SAMPLE LECTURES AND INFORMATIONAL EVENTS

We regularly host digital and when possible, in-person informational events.

Look for upcoming ones on our website. Telephone consultations are possible anytime during our office hours, or make an appointment for a face-to-face advising session. The company-student liaison team is here to help:

Call +49 (0)761 791 999 - 70.

You are also welcome to attend a sample lecture. Find out more with a call to our administration at: +49 (0)761 791 999 - 70.

FOUR STEPS TO ISBA ADMISSION

If you are interested in applying for admission to any of our cooperative study programs at ISBA Freiburg please follow these four steps:

1 Send the following documents to: office@isba-freiburg.de:

- The completed application form
- Your motivation letter and CV
- Copy of your secondary school (or college) diploma/certificate and transcript. (Last half-year report if you are still at school.)
- Proof of internship participation

You can also apply **online**. You will find the application forms and a template at our website: www.isba-freiburg.de/bewerbung

2 After we receive and check your application, we will invite qualified applicants for their personal admission interview (digital or in-person.).

ISBA'S LOCATION IN FREIBURG

Centrally located:

Facilities key to your studies are just a short walk from us (University of Freiburg Cafeteria and Library, etc.)

ISBA – Internationale Studien- und Berufsakademie / University of Cooperative Education

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 [isbafreiburg](https://www.instagram.com/isbafreiburg)

 [ISBA Studienort Freiburg](https://www.facebook.com/ISBAStudienortFreiburg)



SIMONE SCHEFFCZYK

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KATJA KÜSTNER

Administrative Officer
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3 Upon acceptance, we will send you the contract for your course of studies. Please sign and return it to us and pay the 250 EUR initial registration fee within three weeks.

4 After that, someone from the company-student liaison team will contact you and assist you with your search for a partner company upon request.

