

# Faculty of Business Administration and International Business Program

## Information for Partners and Exchange Students

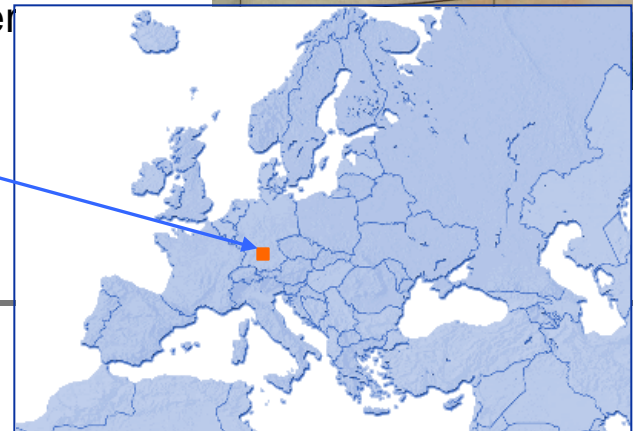


# The University – new status!

## Since March 2013:

## Nuremberg Institute of Technology

- With about 12.000 students **one of the largest** universities of applied sciences **nationwide**.
- **Strong applied focus** in 12 faculties: 21 bachelor and 16 master degree programs.
- **Intensive research:** most research-active of all Bavarian universities of applied sciences and leading in third-party funds
- **Worldwide partnerships:** Over 130 partner universities, 1.032 foreign students at present.
- **Renowned namesake:** Georg Simon Ohm was here professor and president, a 186 year old institution.
- Nuremberg is situated in the heart of Bavaria – in the beautiful and dynamic **Southern part of Germany**





## Study conditions

- Green campus close to the city centre and the main train station
- Language center
- Modern library and computer services
- Student housing nearby
- Short routes within the university
- Short routes into the city which is famous for its city walls, castle and traditional houses





# The Faculty of Business Administration

- About 3.000 students + about 100 exchange students per semester
- 50 Professors and about 70 lecturers
- Accredited by  **ACQUIN**  
Your intention. Our focus.
- Top ranking for International Business Program  **CHE UNIVERSITY RANKING**
- Modern building including all facilities needed for state of the art business studies in a comfortable environment
- Course teaching in both English and German



# What we have to offer for Exchange Students

- Business and Economics courses taught both in English and in German
- Academic teaching with a strong applied focus
- German or other language courses
- Student housing
- Strong support by our international office
- A rich cultural life in the centre of Europe





# The Faculty's Bachelor Programs

## International Business

- Completely in English
- International Business Administration in Combination with 2 Business Languages and other intercultural Competences
- International Studygroup
- One semester study abroad
- One semester international internship
- Bachelor of Arts

## International Business and Technology

- Bilingual: Englisch and German
- Joint Program by the faculties of
  - Business Administration
  - General Sciences
  - Electrical Engineering
  - Mechanical Engineering
- Interdisciplinary
  - International Business
  - Transdisciplinary Competences
  - Engineering and Natural Sciences
- One semester study abroad
- One semester international internship
- Bachelor of Engineering

## Betriebswirtschaft

- In German
- General Business Administration with Specialization Possibilities
  - Accounting and Controlling
  - Business informatics and Organisation
  - Economics
  - Environmental Management
  - Finance
  - Health Economics
  - Human Resources
  - Law
  - Logistics und Supply Chain Mgt.
  - Marketing
  - Taxes
- One internship semester
- Bachelor of Arts



# The Faculty's Master programs

## International Finance and Economics

- Completely in English
- Study Modules
  - Quantitative Methods
  - International Corporate Finance
  - International Investment
  - International Economics
  - Electives in Economics
  - Strategic Management
  - Applied Research
- Master of Science

## International Marketing

- Completely in English
- Study Modules
  - Analysis of and Access to International Markets
  - Creation of International Market Offers
  - International Marketing Tools
  - Strategy and Business Development
  - Advanced Economics and Ethics
  - Applied Research
- Master of Arts

## Betriebswirtschaft

- In German
- Possible Specializations
  - Finance and Banking
  - Marketingresearch and Innovation
  - Supply Chain and Information Management
  - Audit and Accounting and others
- Master of Arts



## The complete portfolio of the Faculty of Business Administration:

### Bachelor

- Bachelor of Arts  
in International Business
- Bachelor of Science  
in International  
Management and  
Technology
- Bachelor of Arts  
in Betriebswirtschaftlehre

### Master

- Master of Science  
in International Finance  
and Economics
- Master of Arts  
in International Marketing
- Master of Arts  
in Betriebswirtschaftlehre

### MBA

- MBA for Business  
Graduates
- MBA für Non-Business  
Graduates
- MBA Supply Chain  
Management