



Bern University
of Applied Sciences



Bachelor of Science in International Business Administration

Study Guide

► Business School

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Editorial

Are you interested in a modern bachelor's degree in International Business Administration? Then you are in the right place.

If you ...

- are looking for a sound education in the basics of business administration, enriched with the latest practice and research findings, as part of an international group of students,
- would like to start your studies well accompanied and with proper guidance,
- want to benefit from a range of specialisations and electives tailored to your needs,
- would like to be among those graduates who are best prepared for the challenges of the job market, and all this in a familiar and natural environment,

then you should take a few minutes and take a closer look at the study guide you are holding in your hands.

Naturally feel free to contact us if we have not answered all your questions. We are looking forward to supporting you in your choice of degree.

With kind regards from Bern and see you soon!



Prof. Dr. Claudia Vogel
Head of Bachelor of Science in
International Business Administration

Study Programme at a Glance

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Title	Bachelor of Science BFH in International Business Administration with specialisation in
Specialisations	<ul style="list-style-type: none">- Accounting & Controlling (German)- Banking & Finance (English)- Digital Business Management (English)- Digital Government (German)- Human Resource Management (German)- Innovation & Entrepreneurship (English)- Sustainable Business (German & English)- Global Management (English)- Marketing (German & English) <p>Other specialisations are offered as part of double degree programmes at partner universities.</p>
Commencement	Once a year in calendar week 38 For new students in calendar week 37 (Induction Days)
Study model	Full-time (FT), Part-time (PT)
Duration	6 semesters (FT), 8 semesters (PT)
Number of ECTS credits	180 ECTS credits
Teaching language	English
Teaching location	Bern
Fees and costs per semester	Application / matriculation (one-off): CHF 100 Tuition fee: CHF 750 Tuition fee for international students: CHF 950 Other charges: ca. CHF 250 for current fees see bfh.ch/application



Profile of International Business Administration

6 Why International Business Administration?

As a business administration graduate you will be active in a wide variety of subject areas and deal with current entrepreneurial, social, political and technological challenges. You are a generalist with a comprehensive understanding of the interrelationships between companies and the corporate environment.

On Completing the Programme

- you will have a firm grasp of the basics of business administration as well as expert knowledge in your chosen area of specialisation,
- you will be able to recognise business issues in practice, analyse these issues, understand their interrelationships and resolve them,
- you have skills that are particularly important in 21st century work environments: communication, collaboration, creativity and critical thinking,
- you will be capable of working efficiently and setting appropriate priorities,
- you will have the ability to reflect on your own behaviour, be able to manage multicultural teams and deal with conflict,
- you will be resilient and capable of adapting to new situations and requirements.

The students in our International Business Administration programme are a mix of students from Switzerland (national students) and abroad (international students). This mix allows us to create a teaching and learning environment that promotes language and intercultural skills. These skills coupled with a bachelor's degree – ideally complemented with one or two semesters abroad – mean that you will become a coveted employee for Switzerland's global businesses and other international companies.

Prospects

We will prepare you for a career as a specialist or senior executive. The skills taught are geared towards giving you a professional qualification which will allow you, after a brief training period, to take up an appropriate position in business, administration or the non-profit sector. Our graduates work in regional, national and international companies, such as banks, insurance companies and management consultancies. They have careers in local, cantonal or federal administrations or international organisations.

After Your Degree

After obtaining your bachelor's degree you will have a wide variety of career options in a very attractive national and international job market. Furthermore, you might choose to go on and acquire a consecutive master at the BFH or another university at home or abroad. Your bachelor's degree usually fulfils the admission requirements for such courses.

Structure of the Bachelor Programme

8 Course Content

Modules

The competences taught in the curriculum are provided in modules. Compulsory modules during the basic level provide fundamental business knowledge and skills. In the advanced level, these are expanded in further compulsory modules. For most of the modules during advanced studies you are free to choose from a variety of elective and optional modules to strengthen your individual profile.

If you continue to pursue your career in an area related to business administration, then you can apply to have your work acknowledged and receive a maximum of 12 ECTS points towards your degree. If you do not work in a related area, then you will gain practical experience while studying at the Business School. We have a variety of modules which work together with companies and other institutions.

Specialisations and Bachelor Thesis

By choosing a specialisation and the bachelor thesis you can further strengthen your individual profile. You can select two specialisations. The first chosen specialisation consists of fixed modules in one of the areas described below. In the second you can put together your own specialisation portfolio. This is done either by choosing another complete specialisation area or combining modules from different specialisation areas and further defined specialisation modules. At the end of your studies you will write your bachelor thesis. This provides an in-depth academic review of a problem - usually of a practical and business applied nature.



10 Specialisation Areas

Accounting & Controlling (German)

This specialisation is especially designed for students who want to work in financial management, auditing or controlling.

After completing this specialisation, you will have knowledge of the latest accounting and tax standards and controlling systems.

In addition, you will use state-of-the-art digital tools - and all this in cooperation with leading auditing companies.

Banking & Finance (English)

With over 200,000 employees, the financial sector plays an important role in the Swiss economy. This specialisation gives you a sound basis in financial economics and financial management. It focuses on topics relating to asset and risk management. In addition, you will be prepared for an increasingly digital financial world by integrating quantitative methods and tools.

Digital Business Management (English)

Digital transformation opens the opportunity to apply business knowledge to areas in which digital technologies will enable new business models in the future. The understanding of data, cloud services and algorithms is central for companies in the digital economy.

Digital Government (German)

In the greater Bern area, the public sector plays an important role as both employer and customer. Basic knowledge of how the digital transformation is taking place in the public sector is a plus on the labour market. This specialisation deals with the changes and adjustments in the public sector triggered by digitalization. Digital Government focuses on digital democracy and participation, data and infrastructure as enablers of transformation, as well as innovation and the associated processes of change.

Global Management (English)

Nowadays all businesses are part of the world's globalised economy and doing business and managing enterprises is a global issue.

In this specialisation you will have the opportunity to develop what you have learnt at the Business School and integrate it into a global mindset, thus giving you the practical skills and experience to deal with the complexity of international markets and cultural diversity.

Human Resource Management (German)

This specialisation is for students who are interested in personnel management not only in its traditional form but also in new forms of organisation and work. In three modules, you acquire specific HR management skills, become familiar with various HR tools and instruments and critically reflect on their application. In exercises and training sessions you reflect on your own attitudes and behaviour. You will also learn how to deal with stress effectively.

Innovation & Entrepreneurship (English)

Innovations are the engine of our economy and have the potential to solve social problems. It is often start-ups that change our lives with innovative products and services. In this specialisation, you will learn how to create value through innovation and make strategic decisions that benefit both companies and society.

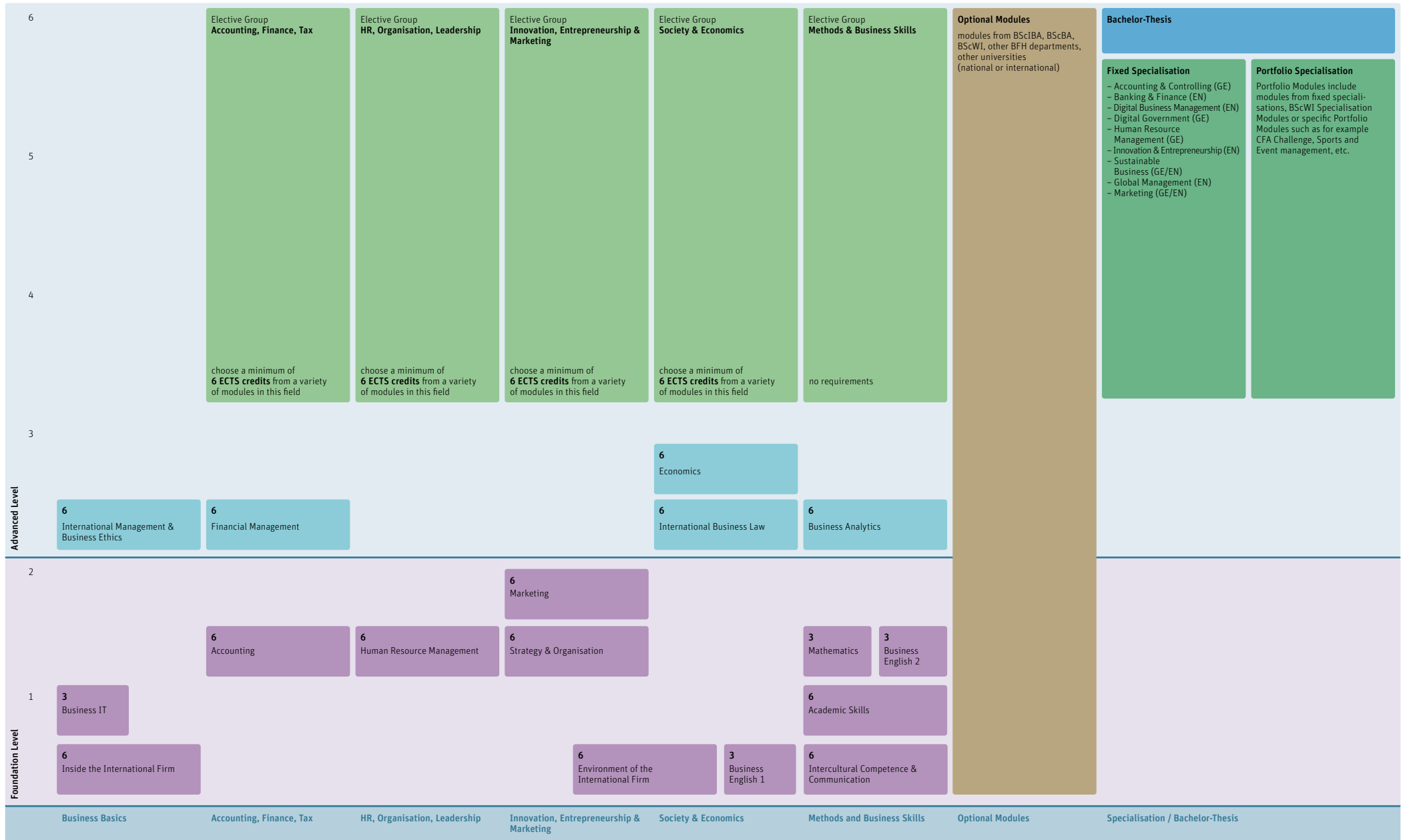
Marketing (German and English)*

Marketing is changing fundamentally due to globalisation and digital transformation. This specialisation teaches you how companies can master the associated challenges. A differentiated and detailed understanding of customers and their reactions to strategic and tactical marketing decisions is therefore essential. The specialisation is aimed specifically at students who want to acquire sound marketing competence in a diverse and interdisciplinary environment.

Sustainable Business (German and English)*

The specialisation deals with the topics corporate sustainability, sustainable demand and circular economy. The modules are designed not only to appeal to students who are already interested in business' impact on our environment, but also to attract others to the subject. In this specialisation you will explore the strong links between environmental sustainability and many other areas, such as international management, innovation, entrepreneurship and digitalisation.

*For the specialisation Marketing and Sustainable Business you need to know both languages, German and English (strong B2 level or higher recommended).





Full-time Programme

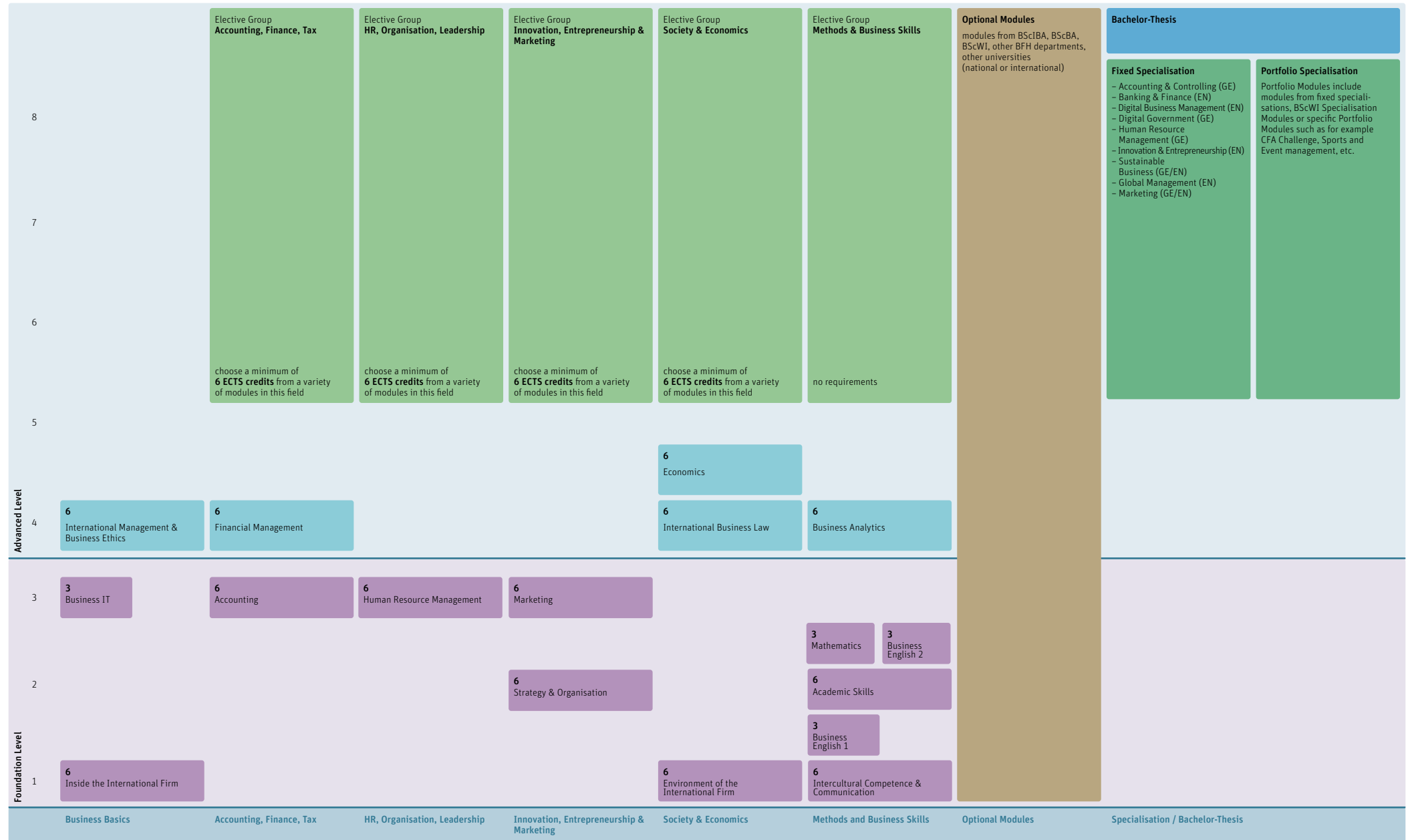
Full-time studies usually last for 3 years or 6 semesters. The workload is comparable to a full-time job. Lectures normally take place from Monday to Friday

Part-time Programme

Part-time studies usually last for 4 years or 8 semesters - longer with lower workload is also possible. Contact lessons during the first three semesters take place on Mondays and Tuesdays full day and occasionally on Saturdays until 16h00 at the latest. From the 4th semester onwards, the attendance depends on the modules you have chosen and your specialisation. Approximately 2.5 days are to be expected for contact lessons.

Students who work in a framework of an employment contract, self-employment or in the non-profit voluntary sector in a field that is directly related to the contents of the study programme, can enroll in modules for supervised practical professional experience. In these modules the connection of practical work and study contents is demonstrated by a transfer assignment. A maximum of 12 ECTS credits can be credited for supervised practical work.

Contact lessons in the special weeks and the examinations may take place between Monday and Saturday. The exact dates are sent well in advance. During lecture-free periods no obligatory lectures, workshops etc. take place.



Going International

18 Exchange Semester

While studying at the Business School you can gain international experience by going abroad and studying at one of our partner universities for one or more semesters. The modules you take during your exchange may be credited towards your degree at the BFH.

Double Degree

Another way for you to gain international experience is a double degree with one of our partner institutions. A double degree allows students to gain two qualifications during their studies. You will complete the first part of your studies at the BFH and then attend the final year in a partner university. If you take this excellent opportunity you will be granted bachelor's degrees from two different universities.

Services and Supplemental Offers for Students

Preparation Courses

If you are competent in German and wish to refresh your prior knowledge, we offer preparatory courses for some modules. Further information is provided prior to your start of studies.

Pre-Bachelor

If you have a non-Swiss educational background, we highly recommend you enrol in our Pre-Bachelor Programme. This three-week course takes place in August before the start of the autumn semester. The goal is to prepare foreign students for life at a Swiss university of applied sciences and a new cultural environment. It provides hands-on experience and the opportunity to fill certain knowledge and skills gaps. By taking this course you are better equipped when you commence your studies, which increases your chances of successfully completing your bachelor programme. Further information is provided on our website.

Certificate of Global Competence

In addition to the bachelor's degree, you can also acquire the Certificate of Global Competence. It offers you the opportunity to provide evidence of your intercultural competence.

Certificate of Engagement

You also have the opportunity to obtain the Certificate of Engagement during your studies at the Business School. With this, you can have your voluntary engagement certified which you perform at our institution to the extent of at least 150 hours in the course of your studies.

Career Services

We accompany and support you with a range of services relating to job seeking with our Career Services. Look out for more information when you enrol at the Business School.

Admission

20 Admission Requirements

Applicants with the following qualifications are eligible for direct admission to our degree programmes:

Switzerland

- Vocational Baccalaureate with a (Swiss) Federal Diploma of Vocational Education and Training (VET/EFZ) in one of the related professions / fields or one year's full-time work experience in a related profession/field *
- Gymnasial Baccalaureate plus one year's full-time work experience in a related profession/field *
- Specialised Baccalaureate plus one year's full-time work experience in a related profession/field *
- PET (professional education and training) college qualification with a Diploma of Vocational Education and Training (VET/EFZ) in a related profession/field* or one year's full-time work experience in a related profession/field *

All Other Countries

- Equivalent Swiss or foreign qualification (as per [swissuniversities](#) regulations, please see requirements of Bern) plus one year's full-time work experience in a related profession/field*

* such as retail specialist, customer (and public) relations, public transport planning and management, information technology, office clerk / administrator (the complete list of all related professions/fields can be found on [bfh.ch/en/studies/bachelor/international-business-administration/](#))

Command of English

Applicants must have a good command of English. International Business Administration modules are taught in English. Students should not experience problems if they have at least a B2 level of English from their vocational qualification ('Berufsmaturität') or their higher education entrance qualification ('gymnasiale Maturität'). For all interested students who have a non-Swiss educational background, we expect an English level of at least B2 and recommend a level of C1. Please refer to the Common European Framework of Reference for Languages ([www.coe.int](#)) for details on language competence levels.

Own Notebook

A prerequisite for study is that you possess your own notebook computer (smartphones or tablets are not sufficient).

Fees & Scholarships

Fees & Costs per Semester*

Tuition fee	CHF 750
Tuition fee for international students**	CHF 950
Other charges	ca. CHF 250
Application / matriculation (one-off charge)	CHF 100

Students who leave the programme in mid-semester will be required to pay the full fees for that semester.

* Current fees see [bfh.ch/application](#)

** International students are defined as persons of foreign citizenship who at the time of obtaining their university entrance qualification were domiciled under civil law neither in Switzerland nor the Principality of Liechtenstein.

Scholarships

The BFH is an institution governed by Swiss scholarship law. Interested students can find further information on the procedure at [bfh.ch](#).

Autumn semester

	September			October				November				December				January				February			
Calendar week	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	1	2	3	4	5	6	7
Induction Days, 1 st semester Bachelor																							
Contact lessons																							
Non-attendance period																							
Special weeks																							
1. examination date																							
2. examination date																							

Spring semester

	Feb		March					April				May				June				July				August				September			
Calendar week	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	
Contact lessons																															
Non-attendance period																															
Special weeks																															
1. examination date																															
2. examination date																															

Please note:
 * The repeat date for the examinations in the spring semester are the two weeks around Easter holidays. These weeks move accordingly each calendar year.

- Lesson-free days:
- Easter (Friday to Monday)
 - Ascension (Thursday to Saturday)
 - Whitsun (Monday)

Lectures commence in calendar week 38 in the autumn semester and in calendar week 8 in the spring semester.

During the 14-week teaching period you will be expected to attend face-to-face lessons. In addition, you are required to do individual and guided self-study (including exam preparation) during the semester. Certain modules may take place during Special Weeks.

Bern University of Applied Sciences in Figures

Facts and Figures

Established	1 October 1997
Funding body	Canton Bern
Bachelor degree programmes	31
Master degree programmes	27
Teaching language	German, French and English
Students	7499
Proportion of females	50 %
Employees	2530

As of 2022

24 Application

You can apply online at bfh.ch/application. Application is possible until 31 July. Application before 31 March guarantees a study place at the Business School.

Recognition of External Study Achievements and excellent English language skills

Prospective students who have completed equivalent modules at another university or who are able to demonstrate that they possess excellent English language skills that are far above those required for the degree may apply for an accreditation of their previous study achievements and/or excellent English language skills.

Guest Students

Members of the public may participate in courses, subject to availability. Information on this service can be provided on request.

Contact

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Bern University of Applied Sciences
Business School
Brückenstrasse 73
3005 Bern

Telephone +41 31 848 34 00
business@bfh.ch

Opening Hours During the Semester Access Point

Counter

Mondays to Fridays 8.00 to 16.00
Wednesday 8.00 to 12.30

Telephone

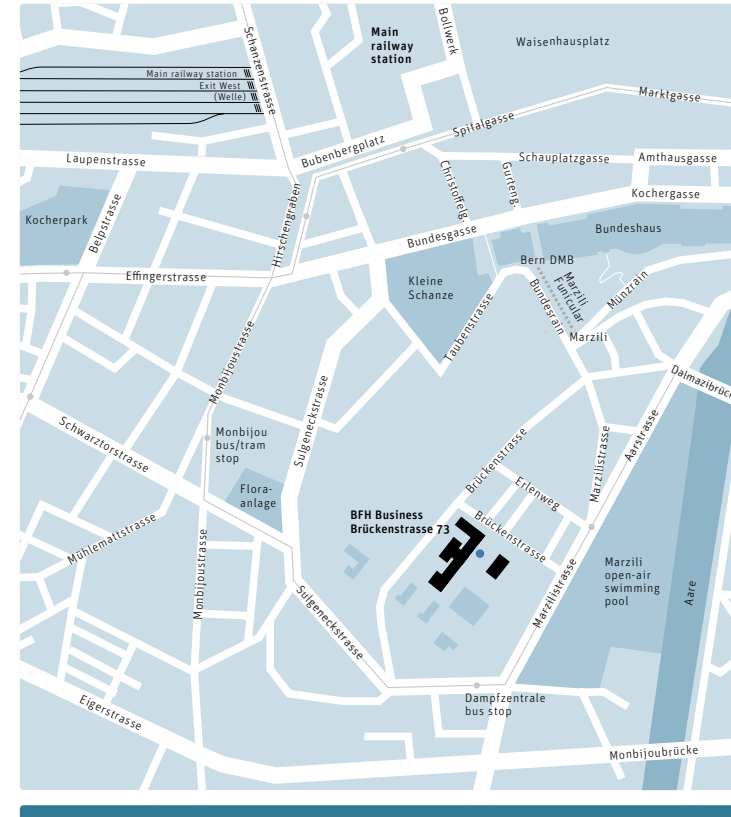
Monday to Friday 8.00 to 12.30 and 13.30 to 16.00
Wednesday 8.00 to 12.30

Access to the Building

The BFH card grants students 24-hour access to all buildings at Brückenstrasse.

For more information, visit our website
bfh.ch/business

Location Plan



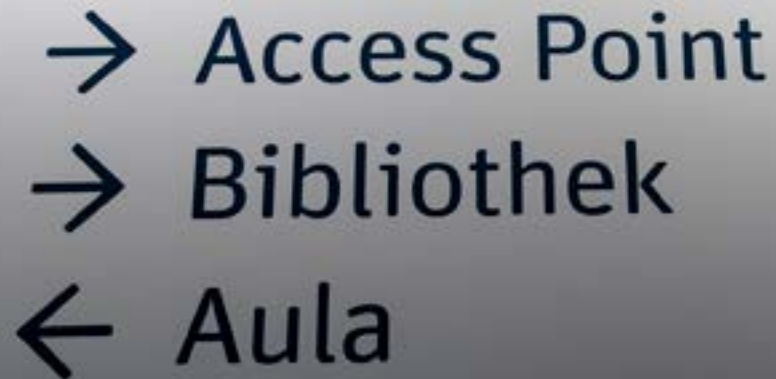
How to reach us

Brückenstrasse is a ten-minute walk from Bern railway station. The Marzilibahn funicular takes you from Bundeshaus-West to the Marzili district on the banks of the Aare river. Brückenstrasse is just 450 metres away from the lower station.

Info Events, Open Days, Consultation in English

- Between November and June, we conduct monthly info events where we introduce the degree programme and answer your questions. Some of these events take place on campus, followed by an aperitif, others are held online via Microsoft Teams.
- You can also request consultation sessions with the Head of Degree Programme. This is especially recommended if you have a non-Swiss educational background.
- Each year you can take part in our Open Days, where you will get to know the study programme and meet and talk to students and lecturers. Information and application details can be found closer to the time on our website bfh.ch/business.

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→ Access Point
→ Bibliothek
← Aula

Legal notice:

The information contained in this brochure is purely for general guidance. In case of doubt the wording of the statutory provisions and regulations shall prevail. In addition, the right is reserved to make alterations.

10th edition, October 2022



swissuniversities

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Shares what works.

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HFKG 2017–2024

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business@bfh.ch
bfh.ch/business

Degree Programme

- Bachelor of Science in Business Administration
- Bachelor of Science in International Business Administration
- Bachelor of Science in Business Information Technology
- Master of Science in Business Administration
- Master of Science in Digital Business Administration
- Master of Science in Business Information Technology
- Master of Science in Circular Innovation and Sustainability

Further Education

- EMBA in Leadership and Management
- EMBA in Controlling & Consulting
- EMBA in Economics and Management in Healthcare
- EMBA in Human Resource Management
- EMBA in Project Management
- EMBA in Public Management
- EMBA in Excellence in Sportmanagement
- EMBA in Digital Business
- Master of Advanced Studies (MAS)
- Diploma of Advanced Studies (DAS)
- Certificate of Advanced Studies (CAS)
- Specialist courses