

Nuremberg – a good place to study business



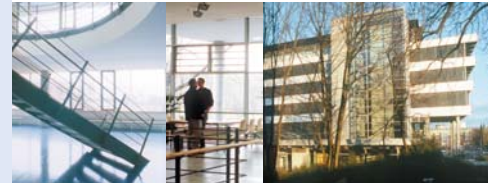
Germany plays a leading role in the global economy. Management decisions made here are being put into action all over the world. Situated in Bavaria, in the South of Germany, the Nuremberg area is home to about a million people and hundreds of internationally thriving companies, including the headquarters of several multinationals. The city is also a rapidly growing venue for trade fairs, playing host to the world's biggest toy fair. Nuremberg has a lot more to offer: a historic old town with a romantic atmosphere, a rich cultural life and picturesque surroundings that are well worth visiting. You will immediately feel at home here, for hospitality is more than just a word in Nuremberg.

Our Address:
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Useful contacts: For information about the **full-time Master** of International Business Courses: www.ohm-university.de/ib

For information about the **part-time MBA** course (**evening classes**): www.gso-mi.de/



Training Tomorrow's Managers for the Global Market



The GSO Bachelor in International Business

The Georg-Simon-Ohm University of Applied Sciences

The Georg-Simon-Ohm-Hochschule Nürnberg (GSO) is a university of applied sciences which offers a unique combination of theoretical and practical training. Our degree courses include internships supervised by professors at GSO. You will benefit from our extensive company network which includes world-renowned companies such as Deutsche Bank, Siemens, Adidas, Staedtler, Audi and BMW. Our full-time teaching staff have both excellent academic and professional qualifications, and our part-time lecturers hold top management positions in major international firms.

GSO is one of the oldest educational institutions of its kind in Germany. Founded in 1823 under the direction of the eminent physicist Ohm, GSO now maintains more than 60 partnerships with foreign universities. The GSO campus is situated in a pleasant green area of Nuremberg very close to the city centre. The Business School numbers 2200 full-time students and offers a wide variety of special fields. The International Business Program is designed for 200 students, who enjoy an individual and personal atmosphere in the middle of a large and well-equipped business school.



About the Bachelor in International Business



The 7-semester **IB-Bachelor course** is structured in different modules. The **introductory modules** give a good introduction into the tools of business, business mathematics and statistics, some insight into the fundamentals of law, a professional training in English (for non-native speakers) and a 2nd business language.

In the 4th semester (**foreign module**), students spend a study semester at one of our international partner universities. The **project module** (5th semester) offers the opportunity to acquire some work experience within the framework of an international internship of 20 weeks and the accompanying in-house seminars. The internship seminars represent an important link between theory and practice and provide students with the possibility to share and exchange with fellow students the experiences, difficulties and challenges occurring during the internship semester. Later on, the newly acquired know-how provides a valuable foundation for the project work seminar, which is designed to develop entrepreneurship skills with students being given the assignment to found their own virtual business.

The **advanced modules**, of which some courses will already start in the 3rd semester, serve to deepen insight into international business and management problems. In addition to the core subjects in marketing, finance, law, economics and management, IB-students can deepen their international

specialisation subjects by choosing subject-related electives in the fields of international marketing, international finance, international law as well as global management. In this way, the IB-Bachelor offers the opportunity to pick subjects from different fields and create a personal "menu" fitting individual interests and career plans. In the 6th/ 7th semester students are required to write their bachelor dissertation on an international business or economic topic.

Duration and semester plan of the IB-Bachelor

Duration: 7 semesters (3 1/2 years)
Winter semester: October – February
Summer semester: March – July
Admission: only in winter semester

Gaining international experience and intercultural competence

Through interaction in a multinational environment from the very start, our students begin to acquire the personal skills needed to operate successfully in an intercultural and ever-changing international business environment.

Through the language training and the semester(s) abroad, our students have the opportunity to deepen this essential ability. The fourth semester is spent at a foreign partner university (UK, France, Finland, Spain, Italy, Sweden, Estonia, Russia, Czech Republic, USA, Australia, South Africa, Columbia, Mexico, Chile, China, Hong Kong, Malaysia, Korea, Thailand or the Philippines) and the internship may either be undertaken abroad or in an international function in Germany.



The IB-Bachelor curriculum

Semester	Module	Course
1st–3rd	Business Administration	• Foundations in Management
		• Environmental Management in Business
		• Applied Information Technology
	Business Accounting	• Elective course
		• Financial Accounting
		• Cost Accounting
		• International Accounting
	Law	• Business Mathematics
		• Business Statistics
		• Business Law
Business Languages	• International Business Law	
	• Business Language I (English or German)	
	• Business Language II (French, Spanish, Italian or German. Other languages, like Chinese, depending on demand)	
Functional Specialities	• Operations Management	
	• Marketing	
	• Personnel Management	
	• Finance, Investment & Capital Budgeting	
4th	Study Abroad	• Special electives abroad
		• Elective in General Science
5th	Project and Internship	• Internship
		• Internship seminar
6th-7th	Economics	• Microeconomics
		• Macroeconomics
	International Functional Specialities	• International Financial Management
		• International Marketing
		• International Commercial Law
		• Case Studies in International Management
	Functional Electives (examples)	• Case studies in International Finance
		• Case Studies / Business simulation in
		• International Marketing,
	Management	• Innovation management,
• Corporate Governance,		
• Roles and Functions of International Organisations,		
• International Contract Law		
• International Management		
Project work and Dissertation	• Strategic Management,	
	• International Management	
	Project work and Dissertation	• Project Work
		• Bachelor Dissertation

Languages

Course instruction during the first three semesters is 100% in English and thereafter approximately 60% in English and 40% in German. Two business languages are part of the curriculum: German, Spanish and Italian are offered at various levels. English and French courses start at an advanced level. The offering of other languages, like Chinese, depends on the demand.

German language requirements for international students

Even though all foundation courses are held in English, basic level skills in German (100 hours of lessons) are one of the entry requirements for international applicants. German is to be the second business language for non-Germans and international students will find the appropriate courses for rapid progress. After the semester abroad the lectures will be held in German so that by the end of their studies international students will have achieved the objective of mastering German. Thereafter they will be able to communicate freely in the German-speaking market which to date is made up of over 100 million people.

Special services

Tutors will assist new students and study guidance will be provided by members of the staff. The International Business Department will help international students to find a room in a student hall of residence.

Admission requirements

- Secondary school certificate with higher education entrance qualification
- Proficiency in English as shown by obtaining at least one of the following minimum requirements:

Abitur	1 - 2
TOEFL	580 (paper test)
TOEFL	237 (computer test)
TOEFL	92 (internet test)
TOEIC	605
IELTS	6.5
Cambridge CAE	Grade A
Cambridge CPE	Grade B



- If you are a German applicant: a good command of a second foreign language (eg, French, Spanish, Italian)
- If you are an international applicant: basic skills in German (100 hours)*
- If your native language is English: a good command of two foreign languages (eg, German, French, Italian, Spanish)

* Please note that the DSH-certificate for German is not required for this program.

Exchange students

International exchange students from partner universities are welcome for one or two semesters.

Foreign school certificates

In Germany all foreign school certificates must be approved by an official accreditation office (*Zeugnisanerkennungsstelle*) which does not belong to our university. For the accreditation procedure, you need a certified copy of your school leaving certificates (in German, English or French) and a specific accreditation form.

- Please send the certified*) copies of your school leaving certificate to the Accreditation Office (*Zeugnisanerkennungsstelle*, Puendtnerplatz 5, 80803 Munich, Germany, phone +49 89- 38 38 49-0, fax +49 89 -38 38 49-49) together with the completed accreditation form (available from the download area of the IB web site: <http://www.fh-nuernberg.de/ib>)
- Please also send us a copy of your school leaving certificate together with your application.
- If you should already have an accreditation letter from a German accreditation office, you may send it directly to us (certified copy)

If you strictly follow this procedure (and if your documents are complete), the Accreditation Office will inform us directly and your application can be processed without further delay.

*) Certification either by a German authority (e.g. German Embassy) or a notary

Fees and scholarships

By state law, study fees of 500 € per semester are charged plus administration fees of 92 € per semester.

Application Procedure

Please be aware of the fact that the application form can only be completed online. After completing the online application form, please submit it online, print it, sign it and send it by post together with the following application documents no earlier than April, but no later than June 15th to the address given below:

Your application packet must include:

- Your completed and signed online application form as found under **www.ohm-university.de/ib**
- A personal letter (1-2 pages) in English, explaining your reasons for wishing to join this program (please do not write this by hand)
- Your curriculum vitae in English (tabular form, please do not write this by hand)
- Your secondary school leaving certificate with higher education entrance qualification (certified copy*)
- Proof of required language skills (school certificates showing the achieved grades)
- Letters of recommendation and written references may be attached as an additional information

Additionally, for international applicants:

- Make sure you have sent your certified school leaving documents to the accreditation office as described above.

- TOEFL score (or other assessment test as mentioned above) and proof of German skills (eg. Certificate by the Goethe Institut).
- APS for Chinese applicants

After having submitted the form, you will receive by email a login name and a password. Please make a note of both as you will need them to log-on and inform yourself about the status of your application.

If you live in Germany you may be invited for a test. This test will take place in early July.

*) Certification either by a German authority (e.g. German Embassy) or a notary

Selection procedure

The IB Program admits 50 students per year. A faculty committee will select the applications according to the applicants' general qualifications, language skills and serious interest as drawn from the personal letter and CV. Incomplete applications will be returned without further evaluation.

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