

ibae

**INTERNATIONAL
BUSINESS ADMINIS-
TRATION AND
ENTREPRENEURSHIP**
[MAJOR]

→ COLLEGE



LEUPHANA
UNIVERSITY LÜNEBURG

INTERNATIONAL BUSINESS ADMINISTRATION AND ENTREPRENEURSHIP AT LEUPHANA COLLEGE

How can organisations successfully handle the challenges that arise when operating in globalised environments? Which managerial and entrepreneurial skills support sustainability? How can firms and startups manage the digital transformation? If you are interested in gaining insights into management and entrepreneurship that extend beyond conventional wisdom and address key challenges of the 21st century, the major in IBAE could be your right choice of degree.

LEUPHANA BACHELOR

Studying at Leuphana College means much more than just gaining a Bachelor degree. You should also be someone who aims to understand different ways of thinking, take different perspectives and consistently subject your personal point of view to critical questioning. The Leuphana Bachelor allows you to integrate different areas of interest. The choice is yours.

Possible minor combinations

- Business Psychology (GER)
- Digital Business (GER)
- Economics (GER or ENG)
- Engineering (Fundamentals) (GER)
- Law (Corporate and Business Law) (GER)
- Philosophy (GER or ENG)
- Political Science (GER or ENG)
- Popular Music Studies (ENG)
- Psychology and Society (ENG)
- Social Media and Information Systems (GER)
- Spatial Sciences (GER or ENG)
- Sustainability Science (GER or ENG)

COURSE CONTENTS



In the Leuphana Bachelor, you combine specialist knowledge with solutions-oriented thinking and responsible action. The Leuphana Semester and Complementary Studies provide the framework for addressing socially-relevant topics beyond your chosen major/minor combination. These are a fixed part of the Leuphana Bachelor and give you the freedom to get a taste for different areas of knowledge and develop viable solutions for the challenges of the future together with other students at Leuphana College.

The English-speaking IBAE major combines management insights with a holistic perspective on responsible entrepreneurial action. In IBAE, you acquire the core managerial and entrepreneurial skills that have become ever-more important in increasingly digitised and global societies and business environments.

You will gain knowledge about business processes and managerial functions such as accounting, finance, marketing, and information systems. Yet, the programme extends beyond conventional wisdom in business administration. Informed by the broader social sciences, IBAE is interdisciplinary in nature, challenging and critically reflecting on established understandings. By looking at managerial and entrepreneurial challenges from different perspectives, you develop entrepreneurial “out-of-the-box” thinking abilities as well as a generalist, more complex understanding of today’s business challenges.

The small cohort size of only 67 students allows vivid interaction with fellow students and lecturers. By exploring interesting and relevant topics together, you participate in active knowledge acquisition that fosters your personal development and performance aspirations.

1 st semester	2 nd semester	3 rd semester	4 th semester	5 th semester	6 th semester
LEUPHANA SEMESTER Opening Week Business Management Models Statistics and Mathematics Science as method and way of thinking Critical thinking Challenges of the future Conference Week	Foundations of Organisation Theory, Business in Globalised Contexts, Entrepreneurship Theory and Practice, Entrepreneurship Research, Management and Business in Society				Elective
	Financial Accounting, Marketing, Management, Management Accounting, Finance				Bachelor dissertation
	Statistics, Qualitative Research Methods, Quantitative Research Methods		Information Systems		
	MINOR Complementing the major in International Business Administration and Entrepreneurship with another field of study				
COMPLEMENTARY STUDIES Dealing with socially relevant topics Thematic, methodological or practice-oriented complement to the major/minor combination					

PROSPECTS



The Leuphana Bachelor with a major in IBAE prepares you for a career in management and entrepreneurship by enabling you to develop the important managerial and entrepreneurial skills that are necessary in rapidly changing business environments. It does so by including topics such as sustainability and digital transformation as core features of the curriculum — without, however, underappreciating the introduction to the foundations of management.

EMPLOYMENT OPPORTUNITIES

The broad fundamental and methodological knowledge in the areas of management, entrepreneurship and further related subjects qualify you for a career in various fields of business, research institutes and public organisations, or for work in startups.

- Strategic management
- Finance and accounting
- Marketing and sales
- Entrepreneurship

MASTERS PROGRAMMES

The Bachelor of Science in IBAE qualifies you for national and international Masters programmes.

AT A GLANCE	
Programme highlights:	Entrepreneurship, sustainability, and digital transformation
Acquired competences:	Out-of-the-box thinking, analytical problem-solving, and entrepreneurial thinking and doing
Degree awarded:	Bachelor of Science (BSc)
Duration:	3 years (6 semesters)
Extent:	180 ECTS
Study places:	67
Language:	English
Semester abroad:	possible
Start date:	October 1 (winter semester)
Application period:	Mid May – July 15
Requirements:	university entrance qualification and English skills
Restricted admission:	yes
Admission:	own procedere at Leuphana College

Initial Information

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www.leuphana.de/bachelor-programmes

Programme Director

Prof. Dr. MATTHIAS WENZEL

www.leuphana.de/college-ibae