



International Digital Business

Degree	Bachelor of Science (B. Sc.)
Type of study	Full-time study
Standard period of study	7 Semester
Commencement of studies	Winter semester (1 Oct)
Credits (ECTS)	210
Language of instruction	German / English
Department / Central Institute	Department of Business and Economics

Degree programme

Google, Spotify, Zalando – **international digital companies** of all kinds enrich our everyday lives and dominate the economy and society. Their success is based on digital business models, new forms of collaboration, and their employees' digital skillset. Likewise in **Berlin's ecosystem of digital startups**, creative teams of young professionals are working today on tomorrow's future.

The bachelor's degree program **International Digital Business (B.Sc.)** invites you to an **exploration of these digital industries** and to prepare yourself for starting a professional career in a digital company.

Professional field

Graduates of this degree program have excellent entry-level opportunities with international companies and organisations, especially in digital industries. They work in both strategic and operative management, especially in the areas of Organisational Design, IT, and Marketing.

Graduates are also qualified to study a range of Master's degrees.

Degree structure

The „B.Sc. International Digital Business“ is a **Business Administration degree program** focusing on business information systems and specialising on digital

Beratung für Studieninteressierte Student Counselling Services

+49 30 30877-1919

- [Contact form](#)
- [On-site consultation](#)

Admission and enrolment Office for Applications, Admissions and Enrolment

+49 30 30877-1800
bbzi@hwr-berlin.de

Office hours:

Mon 14.00-16.00

Wed 10.00-12.00

Thu 14.00-16.00

Student advisory service

Department of Business and
Economics

Christin Wallek

Studienbüro 1 "Business
Administration Teilzeit und Blended-
Learning, International Sustainability
Management, International Digital
Business"

+49 30 30877-1593

christin.wallek@hwr-berlin.de

Academic Director

Department of Business and
Economics

Prof. Dr. Avo Schönbohm

Professor of General Business
Administration with focus on
Management Accounting

+49 30 30877-1144

avo.schoenbohm@hwr-berlin.de

industries.

The degree program is predominantly taught in English, a small part in German. It includes a **semester abroad** at one of the university's approximately 180 partner universities and an **internship semester** at an internationally active company.

The study program unfolds along a **project-based didactic approach**, in which scientific foundations are applied to frame and solve real business problems.

Key qualification modules train transdisciplinary skills such as project management, storytelling and research methodology.

Elective modules allow students to deepen their study interests both within and across subjects, e.g. by learning Spanish or Chinese or gaining insights into the Arts and Humanities.

Course contents

The program combines teaching of foundational competencies in business administration with that of specialized digital and methodological competencies and key qualifications.

- [Study plan](#)

Specialized digital competencies

- Fundamentals of Digitalisation
- Digital Marketing
- Digital Performance Management
- Enterprise Gamification
- Digital Law

Methodological competencies

- Digital Literacy I: Coding
- Digital Literacy II: Database Systems
- Digital Literacy III: Standard Software & IT Sourcing
- Digital Literacy IV: Software Architectures
- Mathematics for Business and Economics
- Statistics
- Statistics & Applications in Data Science

Key qualifications

- Entrepreneurial Project I: Management Skills & Project Management
- Entrepreneurial Project II: Design Thinking & Agile Project Management
- Entrepreneurial Project III: Entrepreneurship & Research Methodology
- Academic Writing & Managing Complexity
- Storytelling for Business & Business and Data Ethics

Foundational competencies

- Fundamentals of Business Economics
- Strategic Management
- Human Resources and Organisation
- Organisational Behaviour in International Companies

- Principles of Financial Accounting
- Principles of Corporate Finance
- Fundamentals of Business Law

Semester abroad

- Electives
- Foreign languages

Internship semester

Admission requirements

- Academic qualifications meeting the general requirements for admission to a University or University of Applied Sciences or
- professional qualifications allowing University admission as specified in §11 of the Law on Institutions of Higher Education in the State of Berlin (Berliner Hochschulgesetz - BerLHG)
- Proof of German language skills as specified in „Ordnung zum Nachweis deutscher Sprachkenntnisse an der Hochschule für Wirtschaft und Recht Berlin vom 13.12.2016“
- Proof of English language skills at Common European Framework of Reference (CEFR) B2 level.

Application procedure and deadlines

Applicants without a German qualification need to apply via [uni-assist e.V.](#)

- Winter semester until 15 July

Fees and grants

Tuition fees	None
Semesterfee	ca. € 300 per semester (incl. local transport semester ticket)
Funding	evtl. Förderung durch BAföG