



“Quality for the World”

**Business Administration/ International
Management (BIM)**



Basic Objectives of the BIM Program:

The BIM program has been designed to provide students with the academic qualification and practical skills required for upper positions involving international business management tasks. The study of business administration is closely linked to the study of two foreign languages (choosing from English, French and Spanish). This ensures that students do not only acquire a profound professional and methodical business education but also the communication skills and cross-cultural experience necessary for future international management posts. The BIM program integrates the respective business and educational philosophies of all partner countries in a unique course of studies. Thus, BIM meets the theoretical, practical, cross-cultural and personal requirements of a modern international qualification. The BIM students of today will be the international managers of tomorrow.

Duration of Studies:

8 semesters, including one internship semester in Germany and one abroad.

Begin of Studies:

Once a year at the winter semester. Students have the option to start the four years' study program either in Bremen, Valencia, Marseille or London.

Course Profile and Course Contents:

The BIM program consists of two different study models:

1. Following the **„2 plus 2 Model“** students study at the Hochschule Bremen for three semesters and complete an internship semester in Germany. At the beginning of the fifth semester, students transfer to Marseille, Valencia, London, Johnson City, Wilmington, Kansas City or Quebec (Outaouais) to complete three semesters and one internship semester there. Students within the 2 plus 2 model gain two degrees, one from Bremen and one from the respective partner institution.
2. Within the **„3 plus 1 Model“** students study three years in Bremen (1. – 6. semester). After that, students transfer to a European, American, Mexican or Canadian partner university to study there for another year (7. – 8. semester).

Course Content of the BIM Program

Basic Business Studies (Semester 1 to 4)	
Courses	
General Business Studies 1 + 2	Management Research Methods
Accounting 1 + 2	Statistics
Cost Accounting	European Studies
Business Law	Foreign Language A + B
Economics 1 + 2	
Placement/Internship Supervision	Placement/Internship in the 4 th semester
Main Courses of Studies (Semesters 5 to 8)	
Courses	
Finance	Concentration (students may choose one): HRM/Marketing/Finance
Management & Controlling	
International Marketing	International Business Law
Human Resource Management	International Economics
International Management 1 + 2	Foreign Language A + B
Project Management	Placement/Internship in the 8 th semester
Bachelor Project + Bachelor Thesis	

Possible Degrees

Double Bachelor within the 2 + 2 model:

- **Bachelor of Arts (BA)** at the Hochschule Bremen
- and according to the country where the studies abroad were completed:
 - **Diplôme du Euromed Marseille**
- Euromed Marseille
 - **BA (Honours) in European Management**
- University of Westminster in London
 - **Graduado en Estudios de Dirección de Empresas (GEDE)**
- Universitat de Valencia
 - **Bachelor of Business Administration (B.B.A.)**
- East Tennessee State University in Johnson City
- University of North-Carolina at Wilmington
- University of Missouri in Kansas City
 - **Baccalaureat en Administration des Affaires**
- Université du Québec en Outaouais (UQO)

Course Profile

The BIM program was set up in 1988. Meanwhile it has become one of the leading courses of studies with both a European and an international focus. BIM is characterized by seven quality features:

1. BIM means an *integrated course of study at home and abroad* in a four-year program.
2. Within *2 plus 2 Model with a double Bachelor* students study for two years at the Hochschule Bremen and another two years at a university abroad. Studies take place in multinational groups.
3. For participants of the program the study *two European foreign languages* (English, French, Spanish) is compulsory. Thus, students gain both business and regional knowledge of the English, French, and/or Spanish speaking countries.
4. Students gain international professional experience in two countries by completing *an internship semester at home and one abroad* in the fourth and in the seventh semester.
5. The Hochschule Bremen is a member of the *German-French University –/Université Franco Allemande* that supports the student exchange between Hochschule Bremen and Euromed Marseille as well as BIM projects.
6. The *Transatlantic Business School Alliance (TABSA)* between the four European and three US-American partner universities.
7. *High demand for BIM graduates* in management positions of all business areas with an international orientation and international top management teams.

European Partners

- The *Euromed Marseille* was founded in 1989 as an initiative of the Chamber of Commerce and Industry of Marseille-Provence. The integrated European course of studies offered jointly with the Hochschule Bremen's Department of Business Studies was initiated in 1991. The contents of studies of Euromed Marseille have been harmonized with those of BIM. Students can specialize during the main course of studies in Marketing, Human Resource Management, or Finance. Studies at the Euromed Marseille are geared to practical experience. After completion, the Diplôme du Euromed Marseille, visé par le Ministère de l'Éducation Nationale, de l'Enseignement Supérieur et de la Recherche, is awarded.
- BIM students in the German-French program are students of the *German-French University / L'Université Franco - Allemande* (DFH/UFA) at the same time. This is a

binational alliance of renowned German and French universities. The DFH's long-term task is to develop a standardized German-French degree. The DFH cooperates with its German and French partners to ensure bi-national courses and projects. The overall objective is to strengthen the educational cooperation between Germany and France. Therefore, the DFH supports the German-French transfer, and exchange respectively, of activities, projects, education and research.

- Founded already in 1502, the ***Universitat Valencia*** is one of the oldest and largest universities in Spain. Its Mediterranean location and the large amount of German companies in the region make the university especially attractive. The BIM program of the Hochschule Bremen has been cooperating with the Universitat Valencia since 1993 benefiting from a wide range of courses in business and economic offered there. In Valencia students may specialize in Marketing, Human Resource Management, and Finance. After two years students within the 2 + 2 model can gain the degree Graduado Europeo en Administración y Dirección de Empresas.
- Since 1997, the English partner of the Department of Business Studies and the BIM program has been the ***University of Westminster***. Although, the university of Westminster was founded already in 1838 as the "Royal Polytechnic Institution", it is an innovative and cosmopolitan university in the metropolis London. The business program is offered at the Harrow Business School, which is located on an attractive and modern campus in the northwest of London. Within the framework of the BIM program, after two years of study including a placement semester, the BA (Honours) in European Management is awarded.

Transatlantic Partners

USA

- The ***East Tennessee State University, Johnson City*** is a typical U.S. comprehensive regional university with around 11,000 students enrolled in nine departments. The "College of Business" teaches approximately 1,200 students who can gain the Bachelor of Business Administration, the Master of Business Administration, the Master of Accountancy and the Master of Public Management. Located in the Appalachian Mountains, the campus is surrounded by scenic vistas.
- The ***University of North Carolina at Wilmington*** is located in the rapidly growing recreational region on the North Carolina coast. UNC-Wilmington offers its 10,600 students forty-seven undergraduate degree programs and a number of graduate degrees. The "Cameron School of Business" enrolls around 1,600 students and offers a number of undergraduate programs, the MBA and the Master of Science in Accountancy. The Cameron School has most modern equipment, distant learning facilities and computer laboratories.
- The ***University of Missouri - Kansas City*** is an urban university located in Kansas City, Missouri. Altogether, around 12,700 students study at the UMKC. The "Henry W. Bloch School of Business and Public Administration" enrolls approximately 1,000 students. The Bloch School offers the undergraduate degrees Bachelor of Business Administration and Bachelor of Science in Accounting. Furthermore, there are a number of graduate programs

with the degrees Master of Business Administration, Master of Science in Accounting and Master of Public Administration.

Canada

- The ***Université du Québec en Outaouais***, founded in 1971, is a young and lively university, preparing its 6,000 students for a quick changing society in which an academic education, competence, flexibility and quality are getting more and more important. Almost all programs offer the opportunity of complete an internship. Teaching methods are inspired by realism with most of the professors and lectures coming from the private sector. The Université du Québec en Outaouais offers students the degree Bachelor of Business Administration.

Mexico

- The Mexican partner of the BIM program is the ***Universidad Panamericana***, a small, private and prestigious university located in Mexico City. The cooperation with the Hochschule Bremen started in 1998. The university offers Bachelor, Master, and Doctoral degrees. The enrollment of the Universidad Panamericana is about 6,000 students in all of its programs. The Business Administration School is the largest of the schools and the graduate business school, known as IPADE (Panamerican Institute of High Business Management) has the only full time MBA program in Latin America.

BIM-Partners in the Business World

- Marketing-Club Bremen e.V.
Since 1998 the Marketing-Club Bremen annually awards a prize to the best BIM student after four semesters of study.
- Companies offering placements for BIM students (selection):
 - Air France, Paris
 - Andersen Consulting
 - Astrium, Bremen
 - Atlanta, Bremen
 - Atlantic Hotel, Hamburg
 - Audi, Neckarsulm
 - Aventis
 - Bahlsen KG, Hannover
 - Banque Nationale de Paris, Frankfurt/Main
 - Beratung für Betriebsführung, Bremen
 - BMW AG, München
 - Born & Born Konzertagentur, Bremen
 - Bosch Telekom, München
 - Bosch-Siemens Hausgeräte
 - Bremer Lagerhaus Gesellschaft
 - Bremer Straßenbahn AG
 - British Airways
 - Budde & Ariens Unternehmensberatung, Kiel
 - Club Méditerranée, Düsseldorf
 - Coca Cola
 - Colgate-Palmolive, Hamburg
 - Commerzbank AG, Bremen, Frankfurt/Main
 - Continental AG, Hannover
 - Deutsche Lufthansa, Köln
 - Deutsche Shell AG, Hamburg
 - Eduscho GmbH, Bremen
 - Eggers & Franke, Bremen
 - Escada, München
 - EWFE Heiz- und Brennwertechnik, Bremen
 - FIDES Treuhandgesellschaft, Bremen
 - Flughafen Bremen AG
 - Flughafen Frankfurt am Main AG
 - Flughafen München AG
 - Gebrüder Hellmann, Bremen
 - Hanseatische Sportmarketing GmbH, Bremen
 - Hapag Lloyd Tours, Bremen
 - Henkel KGaA, Düsseldorf
 - IBM Kellogg Deutschland GmbH, Bremen
 - Körber AG, Hamburg
 - KPMG, Hamburg
 - Kraft Foods, Bremen
 - Kraft, Fallingbommel
 - Krawag, Ludwigshafen
 - Krupp Polysius, Beckum
 - Kühne & Nagel Weltweites Transportmanagement, Bremen
 - L'oreal, Paris
 - La Roche Posay Deutschland, Kronberg (Ffm)
 - Leipziger Messe
 - Lloyd Werft, Bremerhaven
 - MAN Roland, Leipzig
 - MBB Förder- und Hebesysteme GmbH, Bremen
 - Megatel Informations- und Kommunikationssysteme, Bremen
 - Mercedes Benz, Berlin, Stuttgart
 - Mercedes Benz, Werk Bremen
 - Motta Eiskrem GmbH, Schwanewede
 - Nestlé
 - Nike
 - Otto Versand, Hamburg
 - Porsche AG, Stuttgart
 - Publicis Werbeagentur, Düsseldorf
 - Roha Arzneimittel, Bremen
 - SAP, Walldorf
 - Schenker International, Bremen
 - Schwarzkopf AG, Hamburg
 - See Transport AG, Bremen
 - Senator für Wirtschaft, Mittelstand, Technologien und Europaangelegenheiten, Bremen
 - Shell, Hamburg
 - Siemens AG, München, Hamburg, Bremen
 - Sony Deutschland, Köln
 - Sparkasse Bremen
 - Sportverein Werder Bremen
 - STN Atlas Elektronik GmbH, Bremen
 - Temp Rite International, Bremen
 - VDO Kienzle, Villingen-Schwenningen
 - Volkswagen AG, Wolfsburg
 - Wella AG, Darmstadt
 - Zweites Deutsches Fernsehen (ZDF), Mainz

Further information under:

[Http://www.bim.hs-bremen.de](http://www.bim.hs-bremen.de)

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