



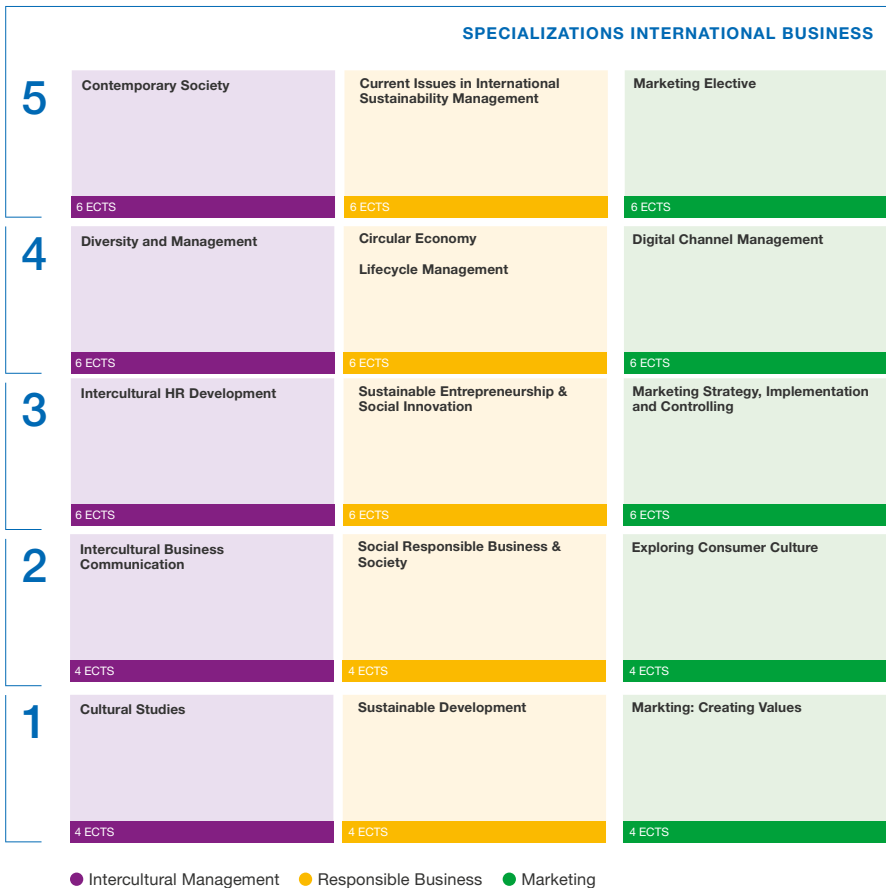
**I imagine learning economics
from different perspectives.**

International Business

The exchange and trade of merchandise and services helps define our human relations. That is why I feel that economics should have a human side to it and be adjusted to clear values. I want to understand the economic system as something that is not characterized by maximizing returns and the pursuit of profit but by sustainability and commitment – an economic system where globalization is not perceived as a threat but as a chance for humane and fair treatment.

It is for this reason that I have chosen the International Business degree program at Karlshochschule. For the economy is not only examined

from an economic standpoint here, but mainly as a cultural and linguistic phenomenon. In this place, I develop the ability to identify differences within and between cultures and to act with confidence on an international stage. One thing that helps me is the wide range of management tools that I have become familiar with at Karlshochschule. Another benefit is that the degree program International Business has a consistently international orientation: English is the language of instruction right from day one, and learning one of eight foreign languages, such as Chinese or Spanish, is mandatory.



Degree Program Structure

Karlsruhochschule opens up a whole new, exciting world with each module in the International Business degree program. Looking at the module overview, I immediately discover how

the contents of my studies interlock, thereby revealing International Business to me as a continuum.



- IB specialization
- IB compulsory modules
- Practical studies
- General Management
- Languages & Culture



I imagine being able to experience everything on this campus. Including myself.

I am looking for a university that is pursuing an educational ideal focusing on individual growth and social responsibility. This university wants to amaze its students and help them grow into reflective individuals who help shape our future as thinkers and doers.

I imagine that this university is constantly striving to improve itself and remains grounded in reality, and that the exchange between professors, researchers, employees, and students is characterized by trust and humanity.

What distinguishes us from others?

- ✓ Bachelor of Arts in six semesters
- ✓ Officially recognized
- ✓ Leading position in the CHE ranking
- ✓ International and multicultural atmosphere
- ✓ English taught modules from 1st semester
- ✓ Second foreign language
- ✓ Semester abroad and internship
- ✓ Real company projects
- ✓ Small groups and interactive teaching
- ✓ Individual mentoring by professors
- ✓ Focus on personal development

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