



BACHELOR OF ARTS Business Administration | International Management & Marketing



*“Professors at
Whitecliffe are very
practice-driven.
They give us a lot
of feedback
and value our
contributions.”*

*—Regina Curiel, 2026
Student, BA Business
Administration | International
Management & Marketing*



Language

English



Degree

Bachelor of Arts (BA)



Location

Berlin-Charlottenburg



Start

October



Duration

3 years / 6 semesters



Credits

180 ECTS



Detailed
Study Plan

BA BUSINESS ADMINISTRATION | INTERNATIONAL MANAGEMENT & MARKETING

Why Study at Whitecliffe University of Applied Sciences?

Whitecliffe offers a state-recognized, globally accredited education in the heart of Europe. With an international campus, English-taught programs, and strong industry connections, students gain practical experience in a personalized learning environment.

Small classes, innovative teaching, and strong career outcomes prepare graduates for successful global careers.

Become The Future Leader Our World Needs!

In a world driven by AI and global challenges, this program transforms aspiring professionals into **skilled leaders**. You'll gain managerial expertise, strategic tools, and international market knowledge, while learning to harness **data-driven insights** and drive responsible innovation.

Accredited in cooperation with **ACQUIN**, the program prepares you for an **international career**, equipping you to lead with impact and contribute to societal progress.

Teaching Methods

At Whitecliffe, learning goes beyond lectures. Our problem-oriented, hands-on approach combines case studies, projects, and insights from our diverse faculty and global business network to connect theory with real-world practice.

Students develop key skills—**interpersonal communication, intercultural fluency, and analytical thinking**—through individual and collaborative work, preparing them to thrive in the 21st-century workplace. Our inclusive, supportive environment ensures personalized guidance and a space where every student can grow.

Career Opportunities

The BA Business Administration | International Management & Marketing prepares students to lead projects, manage teams, and drive business performance. Graduates can pursue careers in marketing, management, consulting, NGOs, or launch their own startups, with global opportunities in Berlin and beyond.



If you have any questions, our
Student Affairs and Admissions
Teams are happy to help!

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