



Subject	International Communication Management
Qualification	Bachelor of Arts
Course duration	3 years (9 Trimesters)
Form of studies	Fulltime
University	International University in Germany - Bruchsal Campus 3 76646 Bruchsal
Faculty/Department	
Contact	Dr. Jutta Walz
Telephone	0049 7251 700 111
Fax	0049 7251 700 150
E-mail	weber@iss-hh.de
Accredited by	FIBAA
Date of accreditation	September 18./19., 2006
Period of accreditation	Ende of SS 2011
Conditions imposed	none
Peers	<ul style="list-style-type: none"> <li>- Prof. Dr. Andreas Goldschmidt, Universität Trier</li> <li>- Prof. Dr. Ulrich Grimm, European Business School, Oestrich-Winkel</li> <li>- Prof. Dr. Thomas Peisl, Fachhochschule München</li> <li>- Dr. Udo Dierk, ConEdu Consult, Paderborn</li> </ul>
Profile of course	<p>The International University in Germany (IU), Bruchsal, is an English-speaking university in Germany. It was founded as a non-profit university and limited company (gGmbH) in 1997. It received permission to operate from the Ministry of Higher Education in Baden-Württemberg in 1998.</p> <p>According to IU, the general description of the “Bachelor of International Communication Management (BICoM)” is as follows : “The mission of the Bachelor in International Communication Management (BICoM) program is to provide the state-of-the-art knowledge and skills necessary for a successful career in Communication Management in internationally operating organizations and companies, or for further studies in graduate programs. The BICoM is an intensive program covering in three years the content of a typical four-year program. Its curriculum combines Communication, Liberal Arts, Business, and Information Technology. It complies with international standards and consists of courses that are up-to-date and of high quality. The mission is now fully justified by the fact that we have completed all module descriptions for trimester 5 to 9. In addition, we have also introduced a track system in trimester 8 and 9 in which students can choose an area of specialization.”</p> <p>The length of study, including completion of exams and the thesis, covers a period of three years (9 Trimesters). Students may</p>

complete graduation requirements in a shorter period of time in special cases, especially if credits acquired at other universities can be transferred. The minimum length of study is defined as not less than five trimesters including the internship trimester.

For admission to the programme „Bachelor of Arts“ at the International University in Germany, candidates must:

- for German candidates – hold a German certificate of secondary education, or a German or foreign educational certificate recognised by a relevant education authority as equivalent;
- for foreign, or stateless, candidates – hold a German certificate of secondary education, or a certificate of secondary education of their home country certifying at least 12 years (ascending grades) of education, with better than average median results.
- show knowledge of the English language adequate for the course of study. For candidates whose mother tongue is not English, this is normally proven by a score of at least 600 points (paper-based) or 250 points (computer-based) in the “Test of English as a Foreign Language” (TOEFL), or through successful completion of the “Advanced Placement International English Language” (APIEL) with a mark of at least 4 (out of 5);
- hold two letters of recommendation from teachers, professors or professional superiors;
- provide a “Statement of Purpose” written by themselves.

The International University in Germany is financed in a large part by tuition fees. The tuition fees are between EUR 6,000 and EUR 10,000 per programme per year.

According to IU, class sizes are small, project work is regarded an important form of instruction, and students receive personal supervision and mentoring by faculty throughout their studies. The activating teaching and learning methods in the BICoM Programm are: Interactive discussions, small-group-work, team paper, projects, student Research, classical lectures, student presentations and homework assignments.

At the moment, the BICoM programme is conducted by 9 permanent faculty members, 8 full-time equivalent of permanent faculty members and 7 adjunct faculty members on per trimester basis.

As far as internationality is concerned, IU explains

- itself as an international community of faculty, staff and students with diverse backgrounds, customs and individual goals,
- that all programmes require language and corresponding cultural study modules that, depending on the student’s background, may be selected from different languages and regions
- that the “study abroad” programme component allows/encourages students to take modules at a university abroad (IU has partnerships with universities in different countries),

	<ul style="list-style-type: none"> <li>- that in the “Internship programme”, an important guideline to compose student-teams is national diversity,</li> <li>- that each year exchange students, especially from partner universities, participate in IU programmes, thus increasing the national diversity at IU,</li> <li>- that permanent faculty at IU originates from different countries and has been professionally involved at foreign universities in several instances. German faculty has usually had international training/experience,</li> <li>- that on a regular basis, visiting professors and adjunct faculty from different countries teach at IU,</li> <li>- that IU faculty members have established international partnerships / networks and are an integral part of the international research community,</li> <li>- that IU faculty members participate in international conferences and publish in international journals, and that IU organizes internationally-oriented events for students, staff and the general public that furthers “internationalism”, e.g. “International Evenings”, the “IU Summer Festival”,</li> <li>- that in 2001 IU was runner-up in the Deutsche Arbeitgeberpreis Bildung, in recognition of IU initiatives to integrate international students.</li> </ul>
<p>Summary of assessment by the agency</p>	<p>The panel concludes unanimously that the Bachelor’s course “International Communication Management (BICoM)” as offered by International University in Germany - Bruchsal complies with all the FIBAA-Quality Standards for bachelor’s courses for the time being.</p> <p>The bachelor’s programme meets all requirements of Cross-Länder (nationwide) structural guidelines for Bachelor’s programmes. Conformity with the structural guidelines is reviewed specifically related to:</p> <ul style="list-style-type: none"> <li>• general specifications of standard programme length (time to degree)</li> <li>• rules on the structure of academic studies (two-cycle, independent professional qualification) and on the organisation of academic studies (modularisation and credit points system),</li> <li>• admission requirements and transfers, .</li> <li>• the degree granted</li> </ul> <p>The bachelor’s programme has already started in September 2005, is currently not recognized / accredited by the Ministry of Higher Education in Baden-Württemberg, but the process is initiated.</p> <p>The positioning in the higher education market as well as in the labour market are viewed by the panel as promising. This is also shown by the success of intakes (24 students in the first round) without major marketing efforts.</p> <p>The graduate profile of the programme corresponds sufficiently to the requirements of the labour market. IU graduates should be accepted in industry (the list of companies for internships is rather impressive) and international universities.</p>

	The panel states, that the competencies acquired by the students are qualifying for both: professional career and further studies in graduate programmes.
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## Quality Profile

BA-Programm „International Communication Management“, International University Bruchsal – 10/2005

Quality levels & criterias								n.s.	n.a.	irrel.
		+		+	-	+	-			
*10	Mission design						X			
11	Positioning: higher education market				X					
12	Positioning: academic and employability						X			
131	Graduate profile: definition					X				
--2	Graduate profile: coherence					X				
14	Definition of objectives				X					
151	Curriculum: outline				X					
--2	Curriculum: texture						X			
16	Science institutes connections		X							
17	Transfer (traditional studies)								n.b.	
211							X			
---2	Entry degree						X			
---3	Cohort: figure	X								
---4	(Cohort: international)	X								
221	Admission test			X						
--2	Foreign language test					X				
--3	Personal profile			X						
23	Admission ratio						X			
241	Success rate: regulars								n.b.	
--2	Success rate: equivalentents								n-b.	
25	Admission procedure handling		X							
*311						X				
*- 2	Integrative concept			X						
-3	: general mgt. provisions					X				
-4	: keeping track				X					
-5	: methods		X							
32	Academic stature				X					
331	International: general philosophy	X								
--2	: lectures	X								
--3	: comparison method	X								
--4	: intercultural education	X								
--5	Language	X								
341	Professional practice: key competence					X				
---2	: scientific methods				X					
			X							
			X							
351	Learning process control: tutoring	X								
---2	: exams			X						
---3	: CPS						X			
--4	Student's programme evaluation.						X			
361	Society& industry: progr. dev. co-op.					X				
--2	: internship co-operation		X							
--3	: projects in companies			X						
--4	: guestspeakers				X					
--5	: advisory board								X	
--6	: placement service		X							
--7	: alumni organisation					X				

*41	Content, relevance					X							
421	Courses: $\phi$ key areas				X								
--2	: in-depth				X								
--3	: personal dev./key competencies					X							
--4	: ethical & social aspects	X											
431	Consistency of curriculum				X								
--2	Theories applied				X								
441	Internship handling				X								
--2	Projects handling				X								
45	Intellectual growth				X								
461	Courses: syllabi				X								
462	: performance				X								
511	Academic climate				X								
--2	Activating methods				X								
52	Group segmentation	X											
531	Course material							X					
--2	: use of IT				X								
--3	: case studies				X								
541	Organized Research&Teaching relations						X						
--2	R&T relations: effectiveness							X					
--3	Significance of thesis							X					
551	Support: library				X								
--2	: T-/CT-labs	X											
--3	: availability/open							X					
56	Skills adopted				X								
611	Faculty: size and structure							X					
*--2	: professional integrity				X								
--3	: flexibility							X					
62	: formal academic standing				X								
631	: research flow into teaching			X									
--2	: publications							X					
641	: business experience							X					
--2	: consulting experience							X					
651	: capacities, international			X									
--2	: capacities, interdisciplinary							X					
--3	: capacities, teaching							X					
66	: performance checks							X					
71	Study schedule							X					
72	Programme development							X					
731	Organisational framework					X							
--2	Administration staff				X								
--3	Hardware (Telecom/IT)			X									
--4	Student application handling			X									
--5	Annual report											X	
741	Room facilities			X									
--2	Classroom equipment			X									
75	Accommodation service	X											
761	Physical fitness support							X					
--2	Mental recreation support						X						