

Information Sheet

Course of Study

Business Management

General Information

The aim of this programme is to teach students how to run a business successfully. It combines the core competencies of business administration, economics and law and prepares the graduates for a management job in various areas of operation. Apart from theoretical knowledge, students acquire personal and entrepreneurial skills, such as presentation and facilitation techniques, efficient self-management and problem-solving skills. In addition, students can choose between various electives to enhance their intercultural competence as well as language and computer skills.

Course of Study

The programme takes seven semesters to complete and leads to a **Bachelor of Arts degree (B.A.)** in Business Management.

The first three semesters are designed to provide the basic know-how of Business Management. Students have to choose from two different groups of modules. The first module group focuses on fundamentals, such as

- Balance Sheet Analysis and Techniques
- Introduction to Business Administration
- Basics of Economics
- Business Mathematics
- Business Statistics

The second group provides more specialist course content and involves the following:

- Marketing
- Labour Law
- Private Business Law
- Finance and Investment
- Information Management
- Cost Accounting
- Organisation
- Human Resources Management
- Production and Logistics
- Taxation

At the beginning of the third semester, students have to choose two of the following areas of specialisation:

- Product and Service Management
- Logistics Management
- Key Account Management
- Resource Management
- Strategic Management

In addition to the above specialisation modules, students have to take five integrative modules including Entrepreneurship and Economics as well as three other modules of their own choice.

Throughout the programme, students have to choose six key qualification modules, which include three compulsory modules (Basic Business English, Advanced Business English and Competence of Activities and Processes) as well as additional language courses (Chinese, Spanish, Russian, etc.) or other modules such as Rhetoric, Excel for Power Users or Event Management.

During the sixth semester, students have to serve a practical semester of at least 18 months to expand on the skills acquired during the study programme.

The last semester is intended for the completion of the final research paper (Bachelor's Thesis).

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