



Study
**Business & Management,
BSc** at the UE

Become an expert in leadership and benefit from
a cross-industry education in business studies.





TOP 10
in Business
Studies

at private universities
in Germany*

* multirank 2020

Why the UE?

The University of Europe for Applied Sciences is one of the leading universities in Germany in the field of Business Studies. The UE has offered career-oriented programmes on an international level for more than 20+ years. Our programme 'Business & Management Studies' provides students with a practice-oriented foundation on their path towards leadership. This is a great opportunity for students who want to get ahead in their career, especially since the demand for young professionals in the field of business is consistently increasing.

In addition to the different fields of business studies, entrepreneurial thinking and innovative vision, you will also learn strategic awareness and get the chance to grow professionally and develop your personal strengths. Our team of trained and experienced lecturers and business experts are highly skilled in creating engaging classroom environments that allow you to establish your business knowledge and practical skills.

You will benefit from learning unique skills when it comes to topics such as innovation practice as well as entrepreneurship on an international level. By taking part in interdisciplinary majors and a variety of elective modules as well as a semester abroad, you will graduate with a promising professional profile. By choosing UE, you will not only study at one of Germany's top 10 private universities but also experience career support from the university and a guaranteed visa extension of up to 18-months after graduating.



Degree:

Bachelor of Science (BSc)

Duration:

6 semesters

Credits:

180 ECTS

Start:

Summer semester - March

Winter semester - September

Languages:

German (Iserlohn)

English (Hamburg, Berlin)

Locations:

Berlin, Hamburg and Iserlohn

Admission requirements:

- **100% completed Online application form**
- **High school/Bachelor diploma and transcript**
- **Language qualification, B2 Level**
- **Curriculum Vitae (CV)**
- **Copy of Passport (scanned)**
- **Motivation letter (min. 500 words)**
- **Admission test**

Enquire more information



Perspectives at the UE

Depending on your personal interests, you will specialize in the areas of Management & Controlling, Modern Marketing, Digital Business, Entrepreneurship, International Management or Customer Relationship Management. The programme combines commercial know-how with strong social skills.

This enables you to take on tasks in all industries and companies of any size. Our practical approach to studying also provides you with immediate access to the job market. After your successful graduation in Business & Management Studies, you can work in the following fields, among others: consulting, management assistance, marketing and sales management or founding your own startup.

All advantages at a glance

- Interdisciplinary studies in German or English
- Unique opportunities to gain practical experience during your studies
- Practice-oriented teaching by experts from academia and industry
- Establishment of an international network with our collaboration partners
- Support with applications and job placement through our Career Centre
- Study at a university that is ranked in top 25 worldwide for international orientation

Short Curricula

1st – 2nd semester	3rd – 4th semester	5th semester	6th semester
<ul style="list-style-type: none"> • Value Chain Management • Management Basics • Mathematics & Statistics • Economics • Marketing, Sales & CRM • Employability: Business English • Start-Up Management • Human Resources & Organization • Quantitative & Qualitative Methods • Financial Accounting & Reporting • Digital Media & Communication • Employability: Soft Skills 	<ul style="list-style-type: none"> • Big Data Management • Law • Applied Research Project • Controlling & Cost Accounting • Digital Transformation • Employability: Agile & Creative Methods • Management Consulting • Corporate Management • Finance • Digital Work / Lab • Electives (2 out of 6): Management & Controlling, Modern Marketing, Digital Business, Entrepreneurship, International Management, Customer Relationship Management 	<ul style="list-style-type: none"> • Internship or semester abroad 	<ul style="list-style-type: none"> • Practical Experience: Internship • Final Thesis: Bachelor Thesis Colloquium + Bachelor Thesis

For more information, please contact your PRODIREKT personal student advisor.



PRODIREKT academic advisors will guide you through the full process and help determine the best application route based on your current status.

Contact

booking@prodirekt.net

www.prodirektgroup.com