

### Studies with excellent prospects

- Innovative courses of study
- Practice-oriented curriculum

### Study successfully

- Small study groups
- Close contact to professors

### Fit for the Job

- THConnect – Wildauer Company contact fair
- Business start-up consultation

### Ideal location

- City railway station on the campus
- Only 30 minutes to the city centre of Berlin

### Family-friendly university

- Studying with a child? No problem!
- Day-care for children in our kindergarten

### Campus Life

- Accommodations for students on the campus
- Sports, culture and parties

### Healthy university

- Diverse health-care and prevention services to ensure healthy studies
- Consultant and physician for preventive measures provide advice and information on campus
- Health and campaign days during the semester
- In co-operation with the Techniker Krankenkasse

### Postal address

Technische Hochschule Wildau  
Hochschulring 1, 15745 Wildau

### Director of Studies

Martin Bradbeer Dip TEFL, MBA  
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em.wir@liste.th-wildau.de

### Student Advisory Service

Student Guidance and Counseling  
Dr. Andreas Preiß  
+49 (0) 3375 / 508-688  
studienorientierung@th-wildau.de

### Application & enrolment

Department of Student Affairs  
Dipl.-Betriebswirtin (FH) Silja Künzel  
+49 (0) 3375 / 508-666  
studentische.angelegenheiten@th-wildau.de

### Information for international students

International Office  
Simon Devos-Chernova, M. A.  
+49 (0) 3375 / 508-386  
incoming@th-wildau.de

### State Funding for Students in Germany and Student Residences

Students' Union Potsdam  
www.studentenwerk-potsdam.de  
Finance: bafog@studentenwerk-potsdam.de  
Accommodation:  
wohnen@studentenwerk-potsdam.de



» BachelorStudies «

Business, Computing, Law

**EUROPEAN BUSINESS MANAGEMENT**  
BACHELOR OF ARTS

## EUROPEAN BUSINESS MANAGEMENT

### BACHELOR OF ARTS

The bachelor's programme European Business Management is a seven-semester modern, internationally-oriented and competence-based business degree programme with a focus on Europe that is run completely in English. Graduates have specialized knowledge of business administration, are able to comprehend current economic and economic-political developments and analyse business management problems in an international context. In the 6th and 7th semesters students have the opportunity to both study and work abroad. Along with the development of linguistic and intercultural skills plus the experience of working in international teams, graduates will be able to succeed in a rapidly changing globalized world.

#### Course Content

- General studies in all key business disciplines
- Advanced courses in chosen subjects of specialization
- Acquisition of management skills to work in businesses and public institutions
- Development of personal and social competences
- Business English communication skills, project work and intercultural awareness
- Language courses for French, Spanish and German amongst others
- Option to take courses run in German
- Internship abroad and the option of doing an exchange semester

#### Degree Programme Structure and Duration

- 1. – 3. Semester: General Studies
- 4. – 5. Semester: Advanced Studies
- 6. – 7. Semester: Internship abroad/exchange semester, lectures and bachelor thesis

#### Final Degree

- Bachelor of Arts (B. A.)

#### Career Perspectives

- Careers in national and international companies, particularly in the areas of personnel, financial management and marketing as well as in private or public organizations.

#### Admission Requirements

- Proof of language proficiency which corresponds to at least B2.2 of the Common European Framework of Reference for Languages (CEFR) or General qualification for university entrance from a German school with at least 11 points in English „Grundkurs“ or at least 8 points in an „Leistungskurs“ English.

#### Degree Programme Director

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<https://en.th-wildau.de/study/programmes/european-business-management-2021-ba/>

CP Credit Points, HPW Hours Per Weeks >>

1. The Interdisciplinary Module can also be taken optionally in the 5th semester

\* These courses have exams after two semesters

# A specialisation is to be chosen from a catalogue

EUROPEAN BUSINESS MANAGEMENT, B.A.	CP	HPW
<b>General studies (3 semesters)</b>		
<b>Semester 1 (Winter semester) 15 weeks lectures</b>		
Introduction to Business Administration	2	2
Introduction to Law	5	4
Marketing	3	2
Financial Accounting	5	4
Academic Methods	2	2
Mathematics	5	4
Introduction to Information Management	5	4
Business English Communication Skills 1	*	4
<b>Semester 2 (Summer semester) 15 weeks lectures</b>		
Human Resources and Organisational Design	5	4
Financial Statements	2	2
Production and Logistics	5	4
Introduction to Economics 1	5	4
Statistics I	3	2
Business English Communication Skills 2	5*	4
Personal and Professional Skills 1	*	4
Business Languages 1 (Sp, Fr, De)	5	4
<b>Semester 3 (Winter semester) 15 weeks lectures</b>		
Investments and Asset Pricing	5	4
Costs and Management Accounting	5	4
Introduction to Economics 2	2	2
Statistics II	3	2
Management Information Systems	5	4
Personal and Professional Skills 2	5*	4
Business Communication and Project Management	5	4
Business Languages 1 (Sp, Fr, De)	3	2
<b>Advanced studies</b>		
<b>Semester 4 (Summer semester) 15 weeks lectures</b>		
International Management in European Contexts 1 and 2	10	8
Specialisation* – Modules 1 and 2	10	8
Team Development and Team Coaching 1	2	2
Elective Module	5	4
Interdisciplinary Module <sup>1</sup>	5	2
<b>Semester 5 (Winter semester) 15 weeks lectures</b>		
International Management in European Contexts 3 and 4	10	8
Specialisation – Modules 3 and 4	10	8
Team Development and Team Coaching 2	3	2
Interdisciplinary Module <sup>1</sup>	5	4
European Law	5	4
<b>Mobility and Final Study Phase</b>		
<b>Semester 6 (Summer semester)</b>		
Option 1 Semester abroad	30	
Option 2 Internship abroad	30	
<b>Semester 7 (Winter semester) 15 weeks lectures</b>		
Option 1 Internship abroad (ten weeks)	15	
Empirical Research Methods	3	2
Bachelor Thesis	12	
Option 2 International Management in European Contexts II	15	12
Empirical Research Methods	3	2
Bachelor Thesis	12	
<b>Total Credit Points</b>	<b>210</b>	