BSc Business Administration

School of Business & Economics

Management, accounting and digital business models.

Management, accounting and digital business models. The programme combines scientific foundations with project-based engineering practice, delivered in structured semesters with supervised teaching.

Qualification	Recognised secondary qualification or equivalent
Academic credits	180
Duration	6 semesters
Language of instruction	Deutsch / English
Start	1 October 2027
Tuition	EUR 2,450 per semester, EUR 14,700 in total
Application deadline	15 July 2027

Curriculum

Semester 1

· Microeconomics
· Financial Accounting
· Calculus I
· Business Law
· Academic Skills and Scientific Writing

Semester 2

· Macroeconomics
· Management Accounting
· Probability and Statistics
· Marketing and Market Research
· Organisational Behaviour and Leadership

Semester 3

· Corporate Finance
· Operations Management
· Database Systems
· Business Analytics
· Project Management

Semester 4

· Strategic Management
· Digital Business Models
· Logistics and Supply Chain Management
· Corporate Governance and Business Ethics
· Interdisciplinary Team Project

Semester 5

· Innovation and Technology Management
· Technology Entrepreneurship
· Negotiation and Leadership
· Elective Modules
· Capstone Project

Semester 6

· Industrial Placement Semester
· Elective Modules
· Bachelor's Thesis and Colloquium

Learning outcomes

· Apply scientific method to technical problems
· Design, model and evaluate complex systems
· Communicate results to specialist and international audiences
· Assess technological developments in ethical and legal terms

Admission requirements

· Recognised secondary qualification or equivalent — higher education entrance qualification including mathematics and one natural science (overall grade 2.5 or better)
· Evidence of proficiency in the language of instruction — English C1 (IELTS 7.0 / TOEFL iBT 95) or German C1 (TestDaF 4x4 / DSH-2), depending on the language of instruction
· Complete application documentation — transcripts, language certificate, CV and identity document

Career opportunities

· Development and design roles in technology-driven organisations
· Research and development in institutes and industry
· Project and systems responsibility in interdisciplinary teams
· Progression to master's or doctoral study

Contact and application

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