



**Westfälische
Hochschule**

Gelsenkirchen Bocholt Recklinghausen
University of Applied Sciences

Bocholt Campus



Department of Economics and Information Technology

**Compendium of undergraduate studies in
„Business Administration“**

This programme has been re-accredited by AQAS e.V. Germany.



„Business Administration“, one of our undergraduate courses of study, finalizes with the academic degree “Bachelor of Arts” after six semesters. This course of studies provides three elective majors: tourism, marketing and managerial accounting.

Objective and main idea

Despite of comprehensive knowledge of specified business functions we strongly focus on development of leadership skills. Thus graduates of „Business Administration“ should be able to accomplish management tasks successfully and thereby, they should especially

- be able to prepare and take decisions in enterprises
- detect and deploy chances on international markets
- lead employees, coordinate creative solutions to problems and they should not only be able to work in teams, but also act sophisticatedly in the communication with others

by virtue of their methodical knowledge and their soft skills.

The graduates are supposed to stand out due to their analytical comprehension and abilities to abstract. Their expertise enables them to think also in international contexts and to unlock to new sources of know-how. In leading positions self-confidence should feature them.

During the first two terms we teach the so-called „self-competencies“ like attitude to work and work techniques, self-management and ability to learn by oneself via a specific module. Practicing social core values like ability to communicate or to work in teams is also planned for a later period during the studies. We achieve this by tackling with problems out of professional life in lecture components that are taught as complementaries to obligatory modules. We especially point out team work and techniques in presenting and giving speeches by means of projects in this course of studies.

„Business Administration“ fosters an adequate preparation for our students to attain the competencies that are expected also in international contexts. Comprehensive knowledge of languages is seen as a self-evident pre-condition to a successful course of studies in this subject. Moreover, the graduates are featured with competitive advantages due to a persistent and forceful orientation at practical experience during their studies. Thus, our offer for that course of study is strongly orientated at the persistent demand that businesses and entrepreneurial organizations make where graduated final degrees are concerned.

The Curriculum

Students can attain 30 credits per term. Therefore, they can obtain 180 credit points in six semesters.

With respect to the basic subjects lectures, tutorials and practical exercises are provided in equal proportions to the students. Practical projects and case studies will

be preferred in the second part of the scholastics in order to meet the constantly growing need for competencies in decision making and in solving. This means in particular that students should find their own way to come to the solutions. This requires effective teamwork and a creative way of thinking as well.

Basic modules are taught in the first three semesters. The advanced study period starts in semester four. Main subjects in those modules are management as well as basics in managerial accounting and due to students' major we provide classes with advanced topics in tourism, marketing or managerial accounting. The sixth term starts with an internship abroad, which is supposed to last at least 12 weeks. Finally a thesis has to be accomplished. The curriculum is presented in following chart.

Business Administration (BA)

Semester	Curriculum										Total		
											SWS	Credit	
6. Sem.	Internship					Thesis					0	30	
5. Sem.	Advanced Management		Major II *		Major III *		Individual Electives		Project				
	4	6	4	6	4	6	4	6	2	6	18	30	
4. Sem.	Strategic & Operative Management		Major I *		Managerial Accounting		Marketing Research or International Trade		Elect. Language II				
	4	7	4	6	4	6	4	6		4	5	20	30
3. Sem.	HRM & Organiz. Development		Statistics				German Tax		Macro-Economics		Elect. Language I		
	4	7	6	8			4	5	4	5	4	5	22
2. Sem.	Finance & Investment		Production & Logistics		Cost Accounting		Specific Working Environments		Micro-economics		Business Informat. Systems		
	4	5	4	5	4	5	2	3	4	5	4	7	22
1. Sem.	Basics in BA & Marketing		Mathematics		External Accountin		Introduction and basic skills		Basics in Economics		Business Law		
	6	8	6	8	4	5	2	2	2	2	4	5	24

Legende:

***):** Majors in tourism, marketing or managerial accounting

Module	
Weekl. hrs	credits

Modulname	
SWS	Credits



Electives



Basics



Not graded

Curriculum of undergraduate programme in Business Administration

Please notice, that language of instructions is generally German.

If you are interested in courses of business studies instructed in English please refer to our undergraduate programme in International Management.