



## Business Administration - Bachelor of Arts -

### PROFESSIONAL ENVIRONMENT

After graduation from our degree course Business Administration you will have a huge variety of working possibilities in medium and upscale managements in the production and service industries, in commerce, banks, insurances, associations, consulting activities, in institution of further training, and on the public sector.

### JOB PROSPECTS

Our graduates are capable of supporting the management departments of the various business and industrial sectors, to assume own leadership tasks, or to work free-lance or set up their own business. Our degree course will give you broad-based business knowledge and, offering a wide range of specialisation areas, it will give you manifold possibilities for professional activity. Therefore, job prospects are good, even in times with low economic activity.

### YOUR PROFILE

As a business manager you must be able to recognise and solve problems arising in the professional practice with the scientific knowledge and methods acquired in your studies. This will require a certain maturity, assurance and assiduity, decisiveness and mental flexibility, and you should be ready to develop these competencies further.

### HOW THE STUDIES ARE ORGANISED

Our degree course lasts 7 semesters (3.5 years) and consists of a basic and an advanced studies period.

Semesters 1 to 3 are considered basic studies, they will impart fundamental business knowledge. You will get to know the whole range of key disciplines from business management and you will learn about legal and macroeconomic aspects as well. In addition, you will improve your command of the English language.

In the advanced studies period (semesters 4 to 7) you will attend the core and specialisation modules essential for going professional. It consists of three academic semesters and one work placement. The work placement semester can be done in semesters 5 or 6. It comprises 18 weeks full-time work experience in company, either domestically or abroad, plus two weeks complementary lectures back at the university. It serves two purposes, namely to give you specific practical qualification and to provide an insight in your possible future field of professional activity. As for the contents, much emphasis is put on advanced administrative work, or on project work. If you have gathered a minimum of 12 months work experience in a business environment prior to studies, you may be exempt from serving the work placement semester.

In semester 4 and 5 you will continue with core modules, but you will be able to customise your studies according to your needs and wishes by choosing electives from our catalogue, and by electing two specialisation areas. This does not, however, result in a premature limitation of your future field of professional activity; the intention is rather to provide in-depth knowledge in a certain field which can be used in all working areas and will enable you to develop a way of thinking in interdisciplinary terms and beyond the pure functional categories.

### SPECIALISATION AREAS

Each student must select two

- Auditing
- Bank, Financial and Insurance Management
- Business Development and Consulting
- Business Law and Compliance
- Business Strategy and Business Intelligence
- Human Resource Management
- Information Management
- International Financial Management
- International Management: Sales & Marketing
- Logistics Management
- Management-oriented Controlling
- Marketing
- Process Management
- Room and Real Estate Management
- Taxation

Studies are topped off with a Bachelor thesis which can be done at the university or in a company, under the supervision of a full-time lecturer. An additional project (practice project or research project) must be done in semester 7, providing a further element to check out your team-working capabilities and practice orientation.

Upon graduation you will receive the academic degree Bachelor of Arts (B.A.). Graduates with top qualification may consider enhancing their academic profile by entering one of our Master's-Degree programmes.

## LIST OF STUDY MODULES

### Basic Studies (Semesters 1 to 3)

#### Semester 1

- Basic Business Administration
- Organisation
- Accountancy I
- Business Law I
- Basic Economic Policy
- Basic Macroeconomics
- Business Mathematics
- English I

#### Semester 2

- Statistics
- Logistics
- Accountancy II
- Business Law II
- Business Information Technology I
- Taxation I
- English II
- Communication Skills I

#### Semester 3

- Marketing
- Economic and Social Policy
- Labour Law
- Taxation II
- Business Information Technology II and III
- Human Resource Management
- Communication Skills II
- Finance/Investment Management

### Advanced Studies (Semesters 4 to 7)

#### Semester 4

- Strategic Management
- Macroeconomic Policy
- Course-related Compulsory Elective I
- General Compulsory Elective I
- Specialisation Module I

#### Semester 5

- Specialisation Module II
- Course-related Compulsory Elective II
- General Compulsory Elective II

#### Semester 6

- Work Placement semester
- Complementary lectures to work placement

#### Semester 7

- Business Management Simulation
- Practice and Research Project
- Bachelor Oral Examination
- Bachelor Thesis

## CONTACT

### International Relations Coordinators

Prof. Dr. Arthur Kolb

Phone +49 831 2523-288

E-Mail: [arthur.kolb@hs-kempten.de](mailto:arthur.kolb@hs-kempten.de)

### International Office

Tel: +49 831 2523-340 or -117

E-mail: [international@hs-kempten.de](mailto:international@hs-kempten.de)

## IMPORTANT LINKS

Information in English on our website:

[www.hs-kempten.de](http://www.hs-kempten.de) > INTERNATIONAL > click English flag (in the top left-hand corner)

[Information for international exchange students](#)  
(> INTERNATIONAL > EXCHANGE STUDENTS / INCOMING)

[Study programmes – short description in English](#)  
(> INTERNATIONAL > DOWNLOADS > Study Programmes)

[Guests and Visitors at Kempten University](#)  
(> INTERNATIONAL > GUESTS AND VISITORS)

## KEMPTEN UNIVERSITY OF APPLIED SCIENCES

Bahnhofstraße 61

87435 KEMPTEN (Allgäu)

GERMANY

Tel: +49 831 2523-0

Fax: +49 831 2523-104

[post@hs-kempten.de](mailto:post@hs-kempten.de)

**PLEASE NOTE** that, although this description is written in English, the study course is taught in German.