



Degree program description for the Bachelor's degree program in Business Administration at the Catholic University of Eichstätt-Ingolstadt

Contents

A. General structure of the degree program	2
B. Description	4
1. The degree program in three sentences	4
2. Target group	4
C. Degree program concept	5
1. Degree program structure	5
1.1. Admission requirements	5
1.2. Qualification objectives	5
1.3. Further qualification options	6
1.4. Labor market situation and professional fields	6
2. Program structure	7
2.1. Fundamental program structure	7
2.2. Required area	7
2.3. Required elective area	7
2.4. Elective area	8
2.5. Studium.Pro	8
2.6. Relevance to practice	8
2.7. Implementation of the internationalization strategy	9
D. Contribution to KU profile based on mission statement for studies and teaching..	9
Annex	10
Ideal study plan	10
Diploma Supplement (English, German)	10

A. General structure of the degree program

The name of the degree program is:

Business Administration

Responsible faculty:

Ingolstadt School of Management

Involved faculties:

Faculty of Philosophy and Education,
Faculty of Mathematics and Geography

Successful graduates of the degree program are awarded the academic degree:

Bachelor of Science

Mode of study:

- Full-time
- Part-time program
- Full- and part-time program
- Cooperative study program (*duales Studium*)
- Distance learning program

Type of degree program:

- Undergraduate program
- Consecutive
- Professional and continuing education

Standard length of the program:

6 semesters (full-time)

Start of the program:

- Summer semester
- Winter semester
- Every semester

Number of ECTS credits to be awarded: 180 ECTS credits

Tuition fees:

- No
 Yes, € per semester

B. Description of the degree program

1. The degree program in three sentences

The aim of the degree program is to teach students fundamental knowledge on the subject and qualify them for taking over specialist tasks and leadership positions in a national and international environment in a responsible, socially and professionally competent manner. Through specializations (majors/minors), which are geared to the professional field of graduates and include interdisciplinary references, the students acquire relevant technical and methodological knowledge in the fields of study that correspond to their professional objectives.

2. Target group

Committed individuals who have completed their general (*allgemeine*) or subject-specific university entrance qualification (*Fachgebundene Hochschulreife*) and have an interest in business and economics and interdisciplinary topics.

C. Degree program concept

1. Degree program structure

1.1. Admission requirements

Requirement for being admitted to the Bachelor's degree program in "Business Administration" is a general (*allgemeine*) or subject-specific university entrance qualification (*fachgebundene Hochschulreife*). The student must not have failed the same degree program or a degree program with comparable content at the final attempt.

If the *Zulassungszahlensatzung* (Statutes on the Number of Admissions) of the KU that is issued annually stipulates a restriction of admissions for this program, places in the program are awarded according to the "Statutes on the implementation of a selection procedure for allocating places in the Bachelor's degree program in Business Administration at the Catholic University of Eichstätt-Ingolstadt".

1.2. Qualification objectives

Graduates

- have acquired fundamental knowledge in the different subareas of business administration, economics and law,
- have acquired a comprehensive overview of fundamental interrelationships in the field of internationalization, leadership and company organization,
- have acquired a wide range of methods for working on complex problems in contexts of business administration and economics,
- are able to work on a research question in a structured way, combine different scientific perspectives and derive implications for action,
- are able to recognize ethical problems on a social and corporate level, to analyze them adequately, to develop solutions and to apply them to new situations independently,
- are able to formulate complex questions and solutions clearly and suitable for specific target groups and correctly interpret messages from others,
- have acquired skills for working in teams, coordinate among each other and negotiate compromises as well as for heading a team,
- have acquired foreign language skills in English and an extensive business vocabulary and can use their foreign language skills in social and business contexts effectively and flexibly and express themselves on complex matters in logical clarity and in detail (at least level B2+),
- have acquired knowledge on presentation techniques as well as self and time management skills,
- are able to define objectives, reflect on and assess learning and work processes independently and design such processes in a sustainable manner,

- are able to fulfill management and leadership tasks in national and international companies and organizations in a responsible, socially and professionally competent manner.

1.3. Opportunities for further qualification

In the course of their studies, graduates are qualified for further Master's studies, for example in the Master's degree programs in "Business Administration", "Taxation" or "Business and Psychology" at the Ingolstadt School of Management.

1.4. Labor market situation and professional fields

Due to the broad orientation of the basic training in business administration, graduates have a wide variety of possible career fields to choose from:

All specializations:

- Specialist and leadership positions in national and international companies and organizations,
- Master's degree and further academic career in Germany or abroad.

Specialization Business and Psychology:

- Professions in personnel work or management positions,
- Cross-sectional tasks in the industry and various professional fields.

Specialization Management and Marketing:

- Professions in (international) strategy consulting,
- Professions in strategic planning and corporate development,
- Professions in marketing, product and service management.

Specialization Financial Management:

- Professions in auditing, tax consulting, in the field of controlling and in banks and capital investment companies,
- Professions in finance departments at companies or consulting firms.

Specialization Business and Economics:

- Professions in strategy departments or in corporate general management,
- Professions in public institutions, ministries or international organizations.

Specialization Supply Chain & Information Management:

- Work as experts in one of the professional fields of logistics, production and purchasing or in the growing market for operative and/or strategic logistics consulting,
- Professions in information management.

Specialization Sustainable Solutions for Business and Society:

- CSR managers
- Professions in consulting

2. Program structure

2.1. Fundamental program structure

The standard length of the Bachelor of Science degree program in “Business Administration” is six semesters with the option of spending one semester at a foreign partner university.

Students acquire a total of 180 ECTS credits that are distributed between a required area, a required elective area and an elective area as well as the Bachelor’s thesis. Details are stipulated in the examination regulations. Furthermore, the program structure and structure of the required elective area is outlined in the attached study plan.

2.2. Required area

In the required area, students complete modules from the fields of business administration, economics, law, quantitative methods and business and corporate ethics. The required modules are listed in the annex of the examination regulations.

2.3. Required elective area

In the required elective area, students have to complete modules from the following fields:

- Business language
- Specialization (major)
- Introductory Seminar
- Culture and society or language spoken in the cultural area of the respective partner university
- Studium.Pro

Detailed allocation is stipulated in the examination regulations.

Currently, the faculty offers the following majors:

- Business and Psychology
- Management and Marketing
- Financial Management
- Supply Chain and Information Management
- Business and Economics
- Sustainable Solutions for Business and Society.

The required elective area consists of all modules in the subjects of the chosen specialization, which are listed in the required elective catalog. Required modules can be determined for the majors (see Annex Study Plan).

The specializations (majors) are subject to admission restrictions. Admission to the specializations is effected in accordance with the “Statutes on the selection procedure for allocating places in the specializations for the Bachelor’s degree programs in Business Administration and International Business Administration at the Catholic University of Eichstätt-Ingolstadt”.

2.4. Elective area

The elective area is used to gain skills that go beyond the major. It contains modules from the entire teaching program for all Bachelor’s degree programs at the Ingolstadt School of Management or at the partner university.

Students can also cover the required amount of ECTS in the elective area by choosing a minor worth 20 ECTS credits. Students benefit from the fact that the minor offers further possibilities for approaching a field of study in depth. Depending on the respective offer, students can complete the minor at the partner universities. For students from our partner universities who come to the KU, the Ingolstadt School of Management has also extended its offers for elective modules and specializations.

Currently, the faculty offers the following minors:

- Business languages
- Quantitative Methods and Digitalization
- Economics.

Required modules can be determined for the minors (see Annex Study Plan).

2.5. Studium.Pro

Integrated into the required elective area

2.6. Practical approach

The conceptualization of the degree program allows for enough time to integrate internships in the lecture-free periods. In particular, students can choose when to take their module examinations from two examination periods per semester (to the exception of innovative examination types) in order to allow for flexible planning of internships.

Comprehensive practical training is also ensured by involving guest lecturers and speakers from the practical professional field. The guest lectures can either be part of the regular courses or are held on separate dates in the semester calendar. In addition, students have the opportunity to participate in projects and workshops that are offered in regular intervals together with companies and often deal with job-related tasks.

When writing their Bachelor’s thesis, students can also collaborate with a business partner from the practice.

2.7. Implementation of the internationalization strategy

Students have the possibility to complete part of their studies abroad. Our students especially benefit from the KU's great number of partner universities. Incoming students can choose from a wide range of English-language courses. Further international elements are:

- Use of primarily English-language specialist literature,
- Teaching of foreign language and intercultural skills,
- International guest professors, e.g. international AUDI visiting professor.

D. Contribution of degree program to KU profile based on the mission statement for studies and teaching

- The program combines a high scientific standard with a consistent practical orientation (in all specializations).
- The specializations are of an interdisciplinary nature and consist of several subjects.
- The program also supports students' personal development by placing a strong focus on business and corporate ethics and the Studium.Pro element in its curriculum.

Annex: Ideal study plan

Semester			
6	Computational Statistics with R (5 ECTS credits)	Studium.Pro (5 ECTS credits)	Media Ethics (Culture and Society) (5 ECTS credits)
5	Supply Chain Controlling (5 ECTS credits)	SCM Case Studies (5 ECTS credits)	System Development (5 ECTS credit)
4	Business Analytics (5 ECTS credits)	Decision Theory (5 ECTS credits)	Operations Management (5 ECTS credit)
3			

Please note: Modules marked in yellow are modules of majors.

Diploma Supplement (English, German)