

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

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## A. General structure of the degree program

The name of the degree program is:

International 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

Additional degree awarded by the respective international partner university:  
Bachelor of Business Administration/Management (Sun Yat-sen Business School) Bachelor of Management Sciences in Business Administration (Tongji University)

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:

8 semesters (full-time)

Start of the program:

- ☐ Summer semester
- ☒ Winter semester
- ☐ Every semester

Number of ECTS credits to be awarded: 240 ECTS credits

Tuition fees:

- ☒ No
- ☐ Yes,      € per semester



## B. Description of the degree program

### 1. The degree program in three sentences

The Bachelor's degree program in "International Business Administration" is a special degree program offered in collaboration with selected international partner universities. Its aim is to provide students with an excellent subject-specific training in the field of management as well as foreign language training and developing an understanding of other cultural areas and intercultural connections. Particularly gifted applicants for the program will be given the chance to intensively experience another cultural area thanks to the integrated stay abroad and the comprehensive study program in the Bachelor's degree program in "International Business Administration".

### 2. Target group

Committed individuals who have completed their general (*allgemeine*) or subject-specific university entrance qualification (*Fachgebundene Hochschulreife*), have an interest in business and economics and interdisciplinary topics and who are linguistically talented with a particular affinity for the Chinese cultural area.



## C. Degree program concept

### 1. Degree program structure

#### 1.1. Admission requirements

Requirement for being admitted to the Bachelor's degree program in "International 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.

In connection with the integrated stay abroad, students also require high motivation and linguistic talent and should be interested in experiencing the culture of the country in which the partner university is located.

The number of study places for this program is limited. Allocation of study places is effected in accordance with the "Statutes on the implementation of a selection procedure for allocating places on the Bachelor's degree program in 'International 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 Chinese and English: in Chinese, they can express opinions on cultural and economic topics and master approx. 790 characters; in English, they can use the language in a social and professional context effectively and flexibly and can express themselves clearly and in a structured and detailed manner on complex topics (level C1),
- understand the cultural basics of management in the Chinese culture and can gauge and assess interactions of players in political and business administration contexts from an intercultural perspective,



- 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. Further qualification options

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 study program for the Bachelor of Science in “International Business Administration” is eight semesters, with the last four semesters of study being completed at the foreign partner university.

Students acquire a total of 240 ECTS credits that are distributed between a required area, a required elective area and an elective area as well as an internship and 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. For students who have started their studies at a foreign partner university, the study and examination achievements to be completed in the required area are regulated by the partner university.

The study plan for the required area is identical to the study plan for the Bachelor’s program in Business Administration. In addition to the regular curriculum, students of the international Bachelor’s program also attend language courses worth 10 ECTS credits that are held during the semester. In the lecture-free period, the University offers intensive language courses. Furthermore, students of the international double degree Bachelor’s program must complete an internship of at least eight weeks during the four semesters spent at the foreign partner university that will be credited with 10 ECTS credits.

### 2.3. Required elective area

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

- Business language
- Specialization (major): 45 ECTS credits
- Introductory seminar: 5 ECTS credits
- Culture and society or language spoken in the cultural area of the respective partner university: 20 ECTS credits
- 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 contains modules from the entire teaching program for all Bachelor's degree programs at the Ingolstadt School of Management or at the partner university.

The student can choose a minor worth 20 ECTS credits, which will reduce the amount of credits that have to be obtained in the modules from the rest of the elective area accordingly. The minor/elective area is used to gain skills that go beyond the major. 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.

The Ingolstadt School of Management currently 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. Relevance to practice

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.

Required internships are also integrated in the study period spent at the partner universities that need to be completed in order to successfully pass their Bachelor's program.

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

The program is designed as double degree program. Students of the program have the option of obtaining two degrees in eight semesters, with half of the study time being spent in Germany and the other half in China. The combination of courses held in German, English and Chinese ensures that students acquire important specialist vocabulary in the respective languages. The required stay abroad introduces them to another cultural area and encourages multi-perspective thinking. 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).
- Gaining language and intercultural skills as well as subject-specific knowledge of business administration in an international context is a core pillar of the program and qualifies graduates for professions in international or intercultural fields.
- 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 in its curriculum.



## Annex: Ideal study plan

Semester								
8	Bachelor's thesis (10 ECTS credits)		Chinese (4 ECTS credits)	Banking and Financial Markets (6 ECTS credits)	Intermediate Economics (6 ECTS credits)	Human Resource Management in China (4 ECTS credits)		30 ECTS credits
7	Internship (10 ECTS credits)		Financial Management Accounting I (6 ECTS credits)	Financial Management Accounting II (6 ECTS credits)	Financial Market in China (4 ECTS credits)	Money and Banking in China (4 ECTS credits)		30 ECTS credits
6	Research Methodology for Management (6 ECTS credits)	Advanced Management (6 ECTS credits)	Business Negotiation in China (6 ECTS credits)	Global Supply Chain Management (6 ECTS credits)	Fundamentals of E-Commerce (6 ECTS credits)			30 ECTS credits
5	Chinese (6 ECTS credits)	Strategic Management in China (3 ECTS credits)	Multicultural Communication (4 ECTS credits)	Entrepreneurship in China (3 ECTS credits)	Big Data Analytics (6 ECTS credits)	Lectures and Seminars (4 ECTS credits)	Survey of China (4 ECTS credits)	30 ECTS credits
4	Business Analytics (5 ECTS credits)	Decision Theory (5 ECTS credits)	Operations Management (5 ECTS credits)	Software Development: Programming (5 ECTS credits)	Studium.Pro (5 ECTS credits)	Introductory Seminar (5 ECTS credits)	Business Chinese II (5 ECTS credits)	35 ECTS credits
3	Operations and Information Management (5 ECTS credits)	Investment, Finance and Capital Markets (5 ECTS credits)	Finance (5 ECTS credits)	Private Law II (5 ECTS credits)	Introduction to Business and Corporate Ethics (5 ECTS credits)	Inductive and Multivariate Statistics (5 ECTS credits)	Business Chinese I (5 ECTS credits)	35 ECTS credits
2	Balancing and Business Taxation (5 ECTS credits)	Principles of Marketing Management (5 ECTS credits)	Macroeconomics (5 ECTS credits)	Microeconomics (5 ECTS credits)	Descriptive Statistics and Probability Theory			25 ECTS credits

					(5 ECTS credits)			
1	Corporate Management (5 ECTS credits)	Accounting (5 ECTS credits)	Foundations of Economics (5 ECTS credits)	Mathematics (5 ECTS credits)	Private Law I (5 ECTS credits)			25 ECTS credits

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

## Diploma Supplement (English, German)