

Studying at SRH University of Applied Sciences, Berlin

Economics / Business Administration (In German and in English)

Degree: Bachelor of Arts

Duration of programme: three years

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Welcome

Dear Sir or Madam,

I appreciate your interest in our study programmes. Instead of a welcome note, I would like to use this opportunity to introduce you to our focal theses:

- International competences can only be taught in an international network
- Scientific achievement is only possible in collaboration with strong partners in education
- Successful vocational training needs good business contacts

We offer these keys to success in our unique study programmes in the field of international management.

Should you have any further questions, please do not hesitate to contact our student office or our professors – they will be glad to help you.

Yours sincerely

Prof. Dr. Dr. h. c. mult. Peter Eichhorn

President

Admissions requirements

German and foreign citizens who attended school in Germany must typically possess the general university entrance qualification or an advanced technical college entrance qualification. Applicants must provide certified documentation of their entrance qualifications.

Under certain conditions, those who have completed the **General Certificate of Secondary Education (Sekundarstufe I)** and a professional training programme, and who have several years of work experience, will be allowed to commence studies after taking a subject-specific entrance examination. We would be more than happy to mail you additional information on admission requirements.

Applicants from EU member states who have met the language requirements for study in Germany have the same status as German applicants.

Citizens of non-EU countries are often subject to country-specific regulations. Should you require more information we will be glad to send it to you.

All foreign applicants from non-German-speaking countries who do not hold German university entrance qualifications must prove their German or English language proficiency is adequate to study successfully. This is generally done by taking the *Deutsche Sprachprüfung für den Hochschulzugang ausländischer Studienbewerber* (DSH) or the *Test für Deutsch als Fremdsprache* (TestDaF). A mark of at least "TDN 4" on each section of the TestDaF or "Stufe 2" on the DSH is considered proof of fluency and authorizes the student to study any subject offered at the University.

Application, Getting to know each other and Interview

Applications to SRH University of Applied Sciences can be submitted online or by post using the SRH application form. Please use the PDF form on our website at www.srh-hochschule-berlin.de or the **online application form**. You can send us an application at any time.

Based on these facts, the University shall decide on inviting you to an interview. We make an individual appointment with you to introduce you to our academic team and university. While you are here, we will be able to assess your oral and written reasoning skills, your logic skills and understanding of the English language. Based on our conversation with you as well as your results, your school-leaving- and possibly other certificates, you may receive a place at our university.

We do not charge a matriculation fee.

Tuition fees and financing

Tuition fees are **€700 a month**. These fees are fixed for the entire three-year study programme and will not be raised during your studies.

SRH University students are eligible to seek state Bafög funding.

Economics / Business Administration course

The focus of the Economics programme is on operational management. During their course students will acquire basic competencies in the economic disciplines of management and political economy and specific aspects of law.

Consolidation of knowledge will concentrate on marketing, finance, personnel, communication and information management.

Particular importance is attached to developing academic knowledge beyond the boundaries of specific disciplines. Hence, topics from philosophy and social science, specific historical questions as well as the evolution of socio-economic and demographic structures will be discussed.

The **personal qualification profile** can be established through projects, practical experience and in the course of the final dissertation, as well as through the development and reinforcement of individual organizational and communicative skills. The thematic organization is oriented towards students' future professional practice. The academic programme prepares them for ongoing knowledge expansion (life-long learning) and enables them to adapt continually to changing demands.

The **academic programme's global outlook** in content and methodology as well as the international background of our tutors and students create an ideal setting to prepare students for professional tasks in a globalized economy.

Graduates in Business Administration are capable of supporting the management in all company departments and can, after appropriate training, take on management tasks in the economic or administrative sectors or start their own company.

Compendium of modules: Economics - Business Administration									
Lecture designation	Module-No.	Semester						Total SWS	Final score weighting
		1.	2.	3.	4.	5.	6.		
Knowledge									
Business Economics Fundamentals I	1	5						4	3%
Business Economics Fundamentals II	2		5					4	3%
National Economics Fundamentals	3	5						4	3%
Economic Policy and Structural Change	4		5					4	3%
Philosophy, Social Sciences and History	5	8						6	4%
Money and Ethics		4						3	2%
Demographics, Types of Market and Distribution		4						3	2%
Accounting	11			10				8	6%
Bookkeeping, Annual Accounts and Internal Accounting				5				4	3%
Introduction to Tax Law, International Accounting and Group Accounting				5				4	3%
Logistics Management	13			4				3	2%
Communication-/Informationmanagement Data Banks and Web-based Services	14			4				3	2%
Law	15			8				6	4%
Business Law, Contract Design, Commercial Law				4				3	2%
Labour Law, Competition Law, Information and Communication Law, International Law				4				3	2%
Financing	16				4			3	2%
Controlling	17				4			3	2%
Human Resource Management and Organisation	18				4			3	2%
Marketing	19				8			6	4%
Marketing Mix, Buyer Behaviour and Strategic Marketing					4			3	2%
Market Research, International Marketing, Online Marketing					4			3	2%
Economic, Public and Social Policy	21						4	3	2%
Businessplan	22					4	4	Block	4%
Business Game	23					4		Block	2%
Innovation and Technology Management	24						4	3	2%
Corporate Governance	25						4	3	2%
Methods									
Profile-building	6	6						6	3%
Intercultural Communication and Teamwork		3						3	2%
Writing, Rhetoric and Creativity		3						3	2%
Informatics	7		4					4	2%
Quantitative Methods I Analysis and Algebra	8	4						4	2%
Quantitative Methods II Financial Mathematics and Introduction to Statistics	9		4					4	2%
Study Techniques	10		6					6	3%
Scientific Writing			3					3	2%
Project Management			3					3	2%
Moderation and Conflict Management	12			2				2	1%
Quantitative and qualitative Research	20				8			6	4%
Statistics: descriptive and inductive Methods					4			3	2%
Explorative Research and Interview Techniques					4			3	2%
Languages I	26	2						2	1%
Languages II	27		2					2	1%
Languages III	28			2				2	1%
Languages IV	29				2			2	1%
Languages V	30					2		Block	1%
Languages VI	31						2	Block	1%
Profile and practical experience									
Ressort	32		4					2	2%
Internship	33					20		2	11%
Bachelor Colloquium	34						2	1	1%
Bachelor Thesis	35						10	Block	6%
Credit Points/ Semester		30	30	30	30	30	30	180	
Total hours/semester		26	26	24	23	12	22	133	
Total workload (WL)		900	900	900	900	900	900	5.400	

Study programme

A main objective of SRH University's study programme is to strike a **new balance between flexible study and structure**. A firm organizational framework ensures programme quality while providing students with freedom and challenging them to take the initiative, be autonomous and raise their own profiles. At SRH University **virtual applications** (Internet, web-based learning platform) are fundamentally integrated into the educational concept. However, **intensive study on campus** remains the main pillar of the programme.

Relevance to the real world plays a major role at our university. We productively combine theory and practice as equal partners, following the motto of Gottfried Wilhelm Leibniz's scientific approach (*theoria cum praxi*). Using life-long learning principles, this undergraduate programme prepares students for professional careers and imparts fundamental knowledge and further-learning methods.

There are **40 weeks** in an academic year. The 40 study weeks are divided as follows:

- **2 semesters of 18 weeks each**
- **4 weeks of company and departmental project work**

In total, the three-year programme includes 20 weeks of integrated practical projects (16-week work placement in a company in Germany or abroad, and four weeks of project work in SRH departments) and a final dissertation which corresponds to eight weeks of course work.

Alternating between **classroom instruction** with lecturers, **supervised work groups** and **self-study** is intended to make students more proactive and independent. Group projects with different topics, durations and compositions enhance teamwork and conflict management skills.

In order to structure your studies on our university platform, *srh-board*, you will require a **laptop**. Students must bring their own. Beginners receive a **week-long orientation** elucidating the platform's structure and various operating systems.

The University and its sponsors

The SRH Hochschule Berlin is a state-accredited private university. Study programs started on September 30th, 2002. The supporting organization is the SRH Hochschule Berlin GmbH.

At the moment, SRH Hochschule is a rather small university with 210 students, 20 professors and visiting professors, six associate professors and other research assistants, 15 visiting lecturers and an administrative staff of nine. The small size allows for a good personal relationship with students. Until the year 2011 capacities in the university's German and English Bachelor and Master programs shall be expanded.

In March 2005 SRH University moved its main campus facilities to Ernst-Reuter-Platz. It is now conveniently connected to the Technical University Berlin campus, located just a stone's throw away. Apart from this, good transport connections make it easy to reach other universities, research institutes and businesses.

Contact

Make an individual appointment with us to find out more!

SRH University of Applied Sciences

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Further information
and application

www.srh-hochschule-berlin.de

How to find us

Berlin-Charlottenburg

Ernst-Reuter-Platz 10
10587 Berlin

Using public transport from Berlin
Zoologischer Garten:

- Take the U2 underground train one station in the direction of Ruhleben

University entrance

- through the main entrance on Marchstraße (1st floor)