

The Bachelor's degree program Business Studies offers you fields of study with perspective, including "Data Science and Business Intelligence", "Sustainability", "Digitalization, Innovation and Entrepreneurship", "Marketing and Customer Insights", etc. These are closely intertwined with the classic focus areas of Business Studies: Business Administration (BWL), Economics (VWL), Business Information Systems (WIN) and Business Education (WiPäd).

The Bachelor's degree program in Business Studies prepares students for careers in global and future-oriented sectors. The aim of the program is for students to acquire academic knowledge and learn specialist methods in the field of business studies that they are able to apply in practice. The Bachelor's degree program at the School of Business, Economics and Society in Nuremberg has a strong international focus and offers one of the widest ranges of subjects of any such program in German-speaking countries.

This degree program is taught in German. Therefore, a good knowledge of German is an essential prerequisite to successfully completing the degree program. Proof of German language proficiency at DSH 2 level or equivalent is required for admission.

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The Bachelor's degree is the first university degree. Graduates who have obtained a Bachelor's degree may study for a further four semesters directly afterwards or after spending a period of time working to obtain a Master of Science degree. The program starts in the winter semester and usually lasts six semesters, during which students must acquire 180 ECTS credits.

The Bachelor's degree program is divided into two sections: Students must complete compulsory modules in the first semesters. At the start of the third semester, students choose a specialization that matches their interests. Parallel to this, modules from a specific field of study can be chosen from the first semester onwards. During the final stage of the program, students prepare their Bachelor's thesis.

The areas in which business specialists may pursue careers are very diverse, ranging from responsibilities in planning and analysis to roles in management and consulting. Graduates with a Bachelor of Arts in Business Studies are qualified to take on demanding tasks in industry, in trade and at service providers. There is also high demand for such graduates in non-commercial institutions, such as chambers of commerce and associations.

Students studying a Bachelor's degree program at WiSo may choose to study part of their degree in another country at one of over 140 international partner universities.

30.09.

The application deadline for the winter semester for international applicants is July 15th.

In addition to the general qualification for university entrance (Abitur), there are other access options for studying at FAU. Our Student Advice and Career Service (IBZ) is the central point of contact for all questions about studying and starting a degree programme. Our Student Service Centres and subject advisors support you in planning your studies.

Degree: Bachelor of Arts (B.A.)

Duration of studies in semester: 6

Start of degree program: Winter semester

Study location: Nuremberg

Number of students: 250-600

Subject group: Economic Sciences, Law

Special ways to study: Double degree program, Cooperative Bachelor's degree program

Teaching language: completely in German

Admission Requirements: No Admissions Restrictions

Admission requirements (first semester): No Admissions Restrictions

Application deadline winter semester: 30.09.

German language skills for international applicants: DSH 2 or equivalent

Details and notes: The application deadline for the winter semester for international applicants is July 15th.

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