Qualification Objectives

The qualification objectives of the degree programme Business Administration with Informatics are:

- **a broad, application-oriented transfer of fundamental knowledge in business administration**
  
  Graduates of the degree programme Business Administration with Informatics should be familiar with all main pillars of business administration. The primary focus is the development of analytical problem-solving skills for the students’ future professional life.

- **a focus on applied computer science as a key competency**
  
  Professional practice demands a solid knowledge of applied computer science as a fundamental qualification. Furthermore, employment opportunities for students are far superior if they can demonstrate practice-oriented knowledge, e.g. ERP software (SAP ERP), when applying for a job.

- **practical study experiences through co-operations with business partners**
  
  Practice-oriented problem-solving skills of the students are challenged and expanded in the context of real business issues. Diverse industry contacts of the Faculty of Electrical Engineering as well as international contacts of the cooperating partners are employed for this purpose.

- **the fostering of international competencies through improved language skills as well as content-related knowledge**
  
  The continuous improvement of English language skills is – in comparison to similar graduates – a positive side effect. However, the international focus provided in modules such as Marketing, Innovation Management, Controlling, Business Law, Business Administration, Economics, and Net Economy is of even greater significance.

- **a multicultural competency due to an international learning environment**
  
  While the student body is multicultural, approximately 20% of the students are German. Within the scope of various cooperations during the preparation of the applicants, the study course is planned in a way that single nations are not dominant. This strategy has proven to be successful in the administration of the degree programme. It is equally important that team projects in the form of case studies, role plays, and lab work are conducted in mixed teams with an equal distribution of the individual nations. Beyond the university courses, specific support for students of different nationalities is provided. In addition, importance is placed on fostering ethical behaviour in the international as well as multicultural business context.

With the bachelor project at the end of the Business Administration with Informatics programme, students shall independently demonstrate that they are capable of finding solutions to complex problems in the corporate environment on the basis of scientific findings and methods.

Graduates of the degree programme will ultimately be able to perform those tasks within internationally operating companies, which interconnect business areas such as marketing/sales, purchasing/SCM/logistics, controlling/management, enterprise resource planning as well as the companies and their environment.

In addition, learned concepts such as Corporate Citizenship, Corporate Social Responsibility, or Social Entrepreneurship, motivate students to engage in civil societies. The discussion and reflexion of responsible behaviour in modules such as Business Activities, Economics, or
Entrepreneurship further support the development of the students’ personality and demonstrate that personal and social responsibility go hand in hand.