

## Qualification Goals B.A. Business Administration with Informatics

The seven-semester Bachelor's course Business Administration with Informatics aims to provide students with the scientific foundations and methodological competence in the fields of business administration and IT and with a broad and sound knowledge in these areas. Graduates of the course are able to work independently on business or IT-related tasks with the help of scientific methods. In addition, the degree course qualifies graduates for successful employment in the fields of business administration and IT as well as at the interface of management and IT. The course is explicitly international in both content and the way knowledge is imparted: The course content is geared towards an international field of work, communication and cooperation in an intercultural and international environment are central topics in teaching across all disciplines.

In detail, graduates have:

- Sound specialised knowledge in the fields of business administration and IT
- Solid knowledge of the current state of research in the fields of business administration and IT
- Practice-oriented knowledge of business administration at its interfaces with information technology
- Knowledge and application competence of current methods and software (e.g. MS Office, SPSS, SAP)
- Problem-solving skills to deal with new and complex tasks and challenges in the areas of management and IT
- the ability to analyse, structure and solve practical problems with regards to an objective
- The ability to learn and adapt scientifically
- the ability to analyse the current state of research within a defined field of research on the basis of current scientific publications and scientific databases
- the ability to express oneself adequately (verbally and in writing) in a complex specialised context in English
- Presentation skills and the ability to moderate and negotiate
- the ability to work in a team (team leadership, integration, communication and coordination)
- the ability to search for information independently, familiarity with new media and new information technologies
- the ability to present complex interrelationships in such a way that also non-experts can understand
- the ability to formulate and defend professional positions vis-à-vis third parties
- the ability to treat people and resources with respect
- Knowledge of cultural differences and particularities in an international environment

Graduates of the Business Administration with Informatics degree course are qualified for responsible tasks in various positions. These include tasks in commercial areas using application-oriented IT tools, such as product management, project management, sales, business development, marketing, quality management, procurement, strategy, consulting, process management, IT, human resources, and controlling. Furthermore, students are also systematically prepared for management tasks in these areas so that graduates can also work in positions such as group or team management. This also includes positions in companies in the field of information technology. In particular, the skills at the interface of Business and IT that characterise graduates of the degree programme, as well as the very practice-oriented elements of the course, are decisive employment characteristics.

The compulsory elective modules in the area of Business are assigned to two course specialisations: The **Markets specialisation** addresses stakeholders in the corporate environment, while the **Resources specialisation** combines compulsory elective modules that impart knowledge and skills relating to service provision and the production factors required for this. Students must complete at least three modules in the chosen course specialisation.