

Why should you study Management, Leadership Innovation?

This is a skills-driven curriculum that will enable graduates to deal with business-related tasks independently on an interdisciplinary basis. As generalists, they learn how to take a holistic view at problems. They are able to lead in a corporate world where hierarchies are flattened and where virtual and cooperative leadership requires efficient communication and delegation. This is why it is essential to integrate leadership and innovation topics in an undergraduate programme in business management.

The advanced modules of this programme address the needs of companies in a changing business environment. It enables graduates to analyse processes and problems, find pragmatic solutions and pay attention to international and cross-functional factors.

Occupational areas

In general, graduates of this programme are likely to succeed in all areas where managers with a thorough grasp of business administration and economics are needed.

As this is a first academic degree at bachelor's level, our graduates will immediately be able to deal with leadership and management tasks at an operative level, in junior management positions and middle management. They are able to meet the needs of cross-divisional functions including customer, product and project management. Thus, their typical job titles include:

- Project manager
- Product manager
- Account manager

Objective of studies

Graduates of our B.A. Programme in Management, Leadership, Innovation have developed planning, decision, implementation and control competencies which meet the needs of corporate leadership in today's business world – which is characterised by digitalisation and global change.

They must be able to independently recognize, structure and implement tasks.

The programme features

- Core modules in business administration (70%)
- Specialised modules on selected topics in Management, Leadership and Innovation (20%)
- Crossfunctional Skills Training (10%).

Practice-integrating studies and international orientation

A practical phase is an integral part of the main study phase; as internationality plays an important role at RheinAhrCampus, students must spend their practical phase abroad - either studying at one of our partner universities or experiencing business life in a firm or institution of their choice. The students are learning foreign languages for professional purposes and attend a number of lectures in English. The credit point system allows the transfer of credits for academic work performed at other universities.

Application for Admission

Admissions are restricted. Please note that early application deadlines apply (cf. student services website). The successful completion of secondary education qualifying for higher education ("Fachhochschulreife", "Hochschulreife" or equivalent); a pre-study practical training of at least 12 weeks must be completed in the commercial sector; the completion must be documented by the end of the second academic semester. An apprenticeship in the commercial sector can often be accepted as a pre-study practical training.

Duration:

The standard period of studies is six semesters.

Contact:

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