



Studying at RheinAhrCampus (Koblenz University of Applied Sciences)

Business Administration: LOGISTICS AND E-BUSINESS

BA Degree Programme

Given the relevance of holistic approaches to problem-solving, managers in leadership positions have to rely on a sound understanding of the relationships of economic and technical aspects. In the near future, the virtual marketplace on the internet will mirror that of the real world. A growing number of services will be offered which could not be offered without computers and on-line technology. The combination of logistics and e-business will thus be vital for the economies of the future.

Job Profiles

Graduates will be able to assume responsibilities in the areas of sales as well as logistics. They are qualified for management tasks in:

- small and medium-sized businesses
- service industries (haulage companies, information technology)
- services with logistic tasks (including shipping, warehousing, distribution, public transport), airlines, railroad companies etc.
- management consultancy
- waste disposal industry

Aims of the Degree Programme

Our graduates are capable of working in teams, dealing with economic questions, and taking an interdisciplinary approach to problems. We teach generalists whose holistic attitude to problems provides them with a special ability for leadership responsibility in small and medium-sized businesses. Their specialisation is an extra attraction for future employers.

Course Content

We educate generalists who will be able to solve complex problems and to take on leadership positions.

During the foundation modules, students are provided with a thorough introduction to all areas of business administration, accompanied by modules focusing on cross-sectional skills (e.g. ethical and social competencies, intercultural communication and languages).

The elective modules on “Logistics and E-Business” provide in-depth knowledge and skills relevant for this specific area of work with a high level of sector orientation and a strong focus on practical skills.

Practical Orientation and International Perspective

A practical phase is an integral part of the main study phase; as internationality plays an important role at RheinAhrCampus, students are encouraged to 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. Students learn 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.

Admission requirements:

Exchange Students: Nomination by partner university and successful application at RheinAhrCampus.

Full-degree Students: Please note the special entry requirements for this degree programme. More information at: <http://www.rheinahrcampus.de/Studierendensekretariat.52.0.html>

Contact:

Languages / International Affairs
language@rheinahrcampus.de

Structure of the Course/Curriculum:

‘Bachelor of Arts’ in Business Administration Major in Logistics and E-Business					
Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
Mathematics & IT (8c)	Political Economics (8c)	Statistics & Empirical Studies (6c)	Business Management (14c)	Advanced Business Administration (9c)	Advanced Business Administration (6c)
External & Internal Accounting (10c)	Controlling, Investment & Financing; Taxes (12c)	International Module (4c)			
Materials Management Production & Marketing (8c)	Multidisciplinary Qualification (10c)	Law I & II (8c)	Placement (16c)	Major Module ▪ Placement Work (9c) ▪ Advanced Logistics (12c)	Elective Module (12c)
Major Module ▪ The Principles of E-Business (4c)		Major Module ▪ The Principles of Logistics (8c) ▪ Advanced E-Business (4c)			Bachelor Thesis (12c)

Please note that the B.A. programme in **Business Administration** is also available for two other areas of specialisation (Health and Social Services Management, Sports Management). Please refer to the respective course descriptions for more information.

Successful completion of this BA degree qualifies a student for acceptance onto a Master’s degree. Specific regulations may apply.