

Beispiel für Studiengangsbeschreibung

Transcript of Records Description of Degree Programme

Programme:

B.A. International Cultural and Business Studies

General Information:

The **B.A. International Cultural and Business Studies** is an interdisciplinary program of international character. In establishing this degree program in 1989 the University of Passau has set a new trend towards programs that cover a broader field of study than most of the existing programs do.

Students shall be prepared for a global economy by getting to know a cultural area from a comprehensive perspective. Presently the University of Passau offers International Cultural and Business Studies for Anglo-American cultures, Romanic cultures, French culture, Italian culture, East Central European cultures, Southeast Asian cultures and German culture (for those students whose native language is not German).

Fields of study:

The programme consists of five module groups:

A: Introduction to Cultural Studies & Intercultural Communication

Students gain general insights in the theories and methods of cultural studies and intercultural communication in a lecture course as well as in two soft-skill seminars.

B: Cultural Area Studies in a specific Cultural Area

In module group B, students of International Cultural and Business Studies specialise in one cultural area. The following areas can be chosen for study: Anglo-American cultures, Romanic cultures, French culture, Italian culture, East Central European cultures, Southeast Asian cultures and German culture (for those students whose native language is not German). Cultural Studies include classes in Cultural Studies, Literature, Linguistics, History, Geography, Art History, Sociology, and Political Science.

C: Business Studies

In addition to the acquisition of basic knowledge in Business Mathematics, Accounting, and Information Systems Management, students will gain detailed insights in the following subjects: Cost Accounting, Corporate Finance, Taxation, Financial Accounting, Marketing, Supply Chain and Production Management, Organisation Management, and Human Resource Management.