

Entry requirements and how to apply

To apply for this degree programme, you need a recognised university entrance qualification.

Visit www.uni-passau.de/en/apply for details on the application process, deadlines and required documents.

You will need good German language skills at level C1 CEFR to study this degree programme, as that it is the language of instruction.

The University has a German language teaching unit, German Courses Passau, which offers a selection of preparatory language programmes tailored to the needs of international students. Visit www.uni-passau.de/en/learn-german for details.

Degree awarded	Bachelor of Arts (B.A.)
Duration and credits	6 semesters; 180 ECTS credits
Starts in	October (winter semester)
Languages of instruction	German and two foreign languages

Further information and contact details

Programme profile on the web

www.uni-passau.de/en/ba-icbs

Academic Advice Service

Primary contact for prospective international students seeking advice on study options and entry requirements

E-mail: advice@uni-passau.de

www.uni-passau.de/en/academic-advice

International Office

Assists international students with immigration formalities and getting settled in Passau

www.uni-passau.de/en/international

Student Registration Office

Contact for enquiries related to your application

www.uni-passau.de/en/student-registration-office

Language Centre

Offers a wide range of language courses

www.sprachenzentrum.uni-passau.de/en

Future: Careers and Competencies Section

Helps students seeking internships or career entry positions and offers transferable skills courses

www.uni-passau.de/en/zkk

iStudi Coach for job market induction

Provides job market orientation and advice on internship and job search to international students

www.uni-passau.de/en/iStudi

German Courses Passau

German language courses for international students

www.uni-passau.de/en/learn-german

kuwi netzwerk international e.V.

The student and alumni network for the programme
www.kuwi.de



08/2023

Bachelor of Arts in International Cultural and Business Studies



Award-winning
degree programme



Cum Laude



B.A. International Cultural and Business Studies

About the programme

Are you keen to give your studies an international orientation and do business, languages and culture fascinate you? The interdisciplinary B.A. International Cultural and Business Studies programme combines knowledge of economics and business with one or two applied foreign languages and a focus on a cultural region.

Moreover, the University of Passau also offers a master's degree which builds on this bachelor's degree. Both degree programmes have been accredited and carry the Seal of Quality of the Foundation for the Accreditation of Study Programmes in Germany.

Career prospects

Those graduating with a degree in International Cultural and Business Studies enjoy a wide range of employment opportunities in trade and industry, tourism, banks, insurance companies, cultural organisations, public administration and the media industry.

Depending on your individual profile and chosen study focus, you may work in sales, customer relationship management, purchasing, marketing, human resources, public relations, organisational management or coaching/professional development.

This bachelor's degree gives you access to master's-level study, which in turn will qualify you for executive-level positions or doctoral study.



Features

- A **combination of business, cultural studies and languages** that is unique in Germany
- Choose from **six cultural regions**: America and the British Isles; the French-speaking world; the Ibero-Roman cultural region; East-Central Europe; South-East Asia; and the German-speaking world
- Integrated **study or internship abroad** and a field trip or study project in the chosen cultural region
- Practical orientation due to the **compulsory internship** and workshops
- **Double-degree option in Argentina or the USA**

Programme syllabus

This programme comprises four module areas:

A: Int'l Cultural and Business Studies Principles

This introductory module group teaches the principles of intercultural communication and management as well as imparting a global understanding of the interrelationships between culture and business. Furthermore, you will acquire basic knowledge in cultural studies theories and methods.

B: Cultural Area Studies

In the Cultures, Texts and Media focus modules, you will choose one of the six available cultural regions and attend courses in cultural studies, literature or linguistics, or on the history and politics of your chosen cultural region. Furthermore, you choose a further socio-historical subject in the History, Society and Space focus area. You will write your dissertation on a topic chosen from module area B.

C: Business and Economics

In the Business and Economics module group you will acquire a methodological foundation by studying courses such as mathematics, statistics and business accounting. Building on this, you will specialise either in examination modules from the areas of management (business administration) or economics. If a sufficient number of examiners are available, you may be permitted to write your dissertation on a topic derived from module area C.

D: Foreign Languages and Applied Interculturality

You will choose one or two of the following foreign languages: Chinese, Czech, Business English, French, German as a foreign language, Indonesian, Italian, Polish, Portuguese, Russian, Spanish and Thai. The English language option requires good English language skills; however, no prior knowledge is required for the other languages. Any existing language skills are determined using placement tests and taken into account when you are assigned to the relevant course. For all languages except English, you can choose between the business/economics and cultural studies track.

The practical module, Applied Interculturality, enables you to hone your intercultural skills during a stay abroad and to set individual priorities according to your own priorities.

