

How do I apply for a place on the programme?

Visit www.uni-passau.de/en/apply for detailed application information. The entry requirements are:

- a first degree with a final grade of, or equivalent to, 2.5 (German grading scale) or ranked among the best 50% of your cohort
- at least 40 ECTS credits in economics/business
- at least 40 ECTS credits in at least one of the subjects taught in module area B (cultural area studies)
- a recognised certificate at level C1 CEFR in a modern language (German is admissible for international students)
- international students should additionally provide a German language certificate at level B2 CEFR (such as DSH-1), unless they can provide proof that their full prior secondary or tertiary education was completed in German

Need to learn or perfect your German first? We have what you need: www.uni-passau.de/en/learn-german

Quick facts about the degree programme

Degree awarded	Master of Arts (M.A.)
Duration and credits	4 semesters; 120 ECTS credits
Starts in	April and October
Languages of instruction	German and two foreign languages



Further information and contact details

Programme profile on the web

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

Academic Advice Service

Primary contact for prospective international students seeking advice on study options and entry requirements
Innstr. 41, 94032 Passau, Germany
Phone: +49 851 509 1154
E-mail: advice@uni-passau.de
www.uni-passau.de/en/academic-advice

International Office

Assists international students with the immigration formalities and with 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

Centre for Careers and Competencies

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



Master of Arts in International Cultural and Business Studies



About the degree programme

Are you keen to give your studies an international orientation and do business, languages and culture fascinate you?

This programme is both interdisciplinary and international, allowing you to combine business studies with two foreign languages and a cultural studies focus in a world region related to one of your chosen languages.

You will learn to work across disciplines, develop strong organisational and communication strategies as well as important key skills such as project management, leadership and problem-solving skills.

This is an accredited programme of study which has received the Seal of Quality of the Foundation for the Accreditation of Study Programmes in Germany.

Career prospects

Graduates of the bachelor's and master's programmes 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 development or in the education sector.

Upon completion of your studies you may enter the job market or pursue an academic career by following up with doctoral study.



Features

- A combination of **business, economics, cultural studies and language courses** that is unique in Germany
- **Choose from six cultural regions:** Anglophone America and the British Isles; the Francophone world; the Ibero-Romance cultural region; East and Central Europe; Southeast Asia; and the German-speaking world
- **Learn foreign languages (business/economics or cultural studies track)**
- Hands-on programme with **project work** in the chosen cultural region
- **Double degree options** are available

Programme syllabus

The programme consists of four module groups:

Module area A: Theories and application

In this module area you will acquire in-depth knowledge of intercultural communication and comparative cultural studies, intercultural management and academic work. You will also work on a non-university project related to the programme.

Module area B: Cultural area studies

If you wish to choose a specific cultural area, you will consolidate your knowledge on that region in this module area. You will choose up to three of the following subjects: literary/cultural studies and linguistics, digital humanities, geography, history, intercultural communication, communication studies, art history and visual culture, media studies, methods of empirical social research, political science and sociology.

Module area C: Business and economics

In this group you will study business and/or economics courses. The business courses will introduce you to the theory and empirical research related to international, market-oriented steering, management and control of organisations, as well as marketing theory and empirics.

The economics courses include international economics, development economics, economic policy and behavioural economics.

Module area D: Foreign languages (for TDU students: Research)

In the Foreign languages focus module group, you will choose one or two of the following foreign languages: Chinese, Czech, English, French, German as a foreign language, Indonesian, Italian, Polish, Portuguese, Russian, Spanish or Thai.

If you already have knowledge of a language you wish to choose, you will have to take a placement test. You will complete a subject-specific foreign language training programme, whereby you will choose between the business/economics and cultural studies track.

Special provision for TDU students: Students who are completing the double degree programme at the Turkish-German University (Türkisch-Deutsche Universität, TDU) in Istanbul will take *Research* in module area D, instead of Foreign languages.

You will write your Master's thesis on a topic derived from module area B. In principle, it is also possible to write your thesis in module area C, provided you can secure supervision for it from the Faculty of Business, Economics and Information Systems.

