How do I apply for a place on the programme?

Visit www.uni-passau.de/en/apply for application information. Entry requirements:

- a first degree with an average mark of or equivalent to 2.5 (German marking scheme) or ranked among the best 50% of your cohort
- at least 40 ECTS credits in economics/business
- at least 40 ECTS credits in one or more of the subjects taught in module group B (cultural area studies focus)
- a certificate at level C1 CEFR (e.g. UNICert® III) in a modern foreign language
- international students should additionally provide a DSH-1 or equivalent German language certificate

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

Further information and contact details

Programme page 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 ext. 1154, 1153, 1152, 1151 or 1150
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
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, giving you the chance to acquaint yourself with business, combined with two foreign languages and a cultural studies focus in a cultural region related to one of your chosen languages.

You will learn to work across disciplines, develop strong organisational and communication strategies, as well as developing 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 decide to pursue an academic career by following up with a doctorate.

Features

- a combination of business, economics, cultural studies and language courses that is unique in Germany
- a choice of seven cultural regions: America and the British Isles; the French-speaking world; the Ibero-Romance cultural region; the Italian cultural region; East and Central Europe; Southeast Asia; and exclusively for international students: the German-speaking world
- learn foreign languages with a business/economics or cultural studies focus
- a hands-on programme with project work in the chosen cultural region
- earn a double degree from one of our partner universities in Scotland, France or Turkey

B) In this module you will consolidate your knowledge related to your chosen cultural region in up to three of the following subjects: cultural studies, literary studies, linguistics, history, geography, political science, sociology, art history/visual culture, intercultural communication, communication studies, media studies, philosophy or digital humanities.

C) You will choose business studies or economics modules in this module group: The business modules are concerned with international market-oriented business management and organisation as well as marketing; the economics modules include international economics, development economics, economic policy and behavioural economics.

D) You will choose two of the following foreign languages: Chinese, Czech, English*, French, German as a foreign language, Indonesian, Italian, Polish, Portuguese, Russian, Spanish, Thai or Vietnamese. For all of these subject-specific language programmes you have a choice of business/economics focus or a cultural studies focus.

You will write your master’s thesis on a topic derived from module group B or C.

* Good existing English language skills are required for the English language option, as it is not offered from beginner’s (ab initio) level; all other languages can be studied without prior knowledge, however existing language skills will be taken into account by way of a placement test.

Programme syllabus

The programme consists of four module groups:

A) Core modules
B) Cultural area studies
C) Business administration and economics
D) Foreign languages

A) The core modules are further subdivided into two areas: theory and methods as one area and applied skills as the other. You will gain well-founded knowledge of intercultural communication and comparative cultural studies, intercultural management and academic research. Moreover, you will work on a cultural project outside the University and hone transferable skills by choosing your own Key Skills courses taught by professional instructors.