

How do I apply for a place on the programme?

The application procedure to follow depends on your background and qualifications. For more information visit:

www.uni-passau.de/en/apply

Good German language skills are required to study this programme, as that is the language of instruction. If you need to learn or perfect your German first, we have just what you need: www.uni-passau.de/en/learn-german

The application deadline for the degree programme, which commences in the winter semester, is 15 July.

Programme	International Cultural and Business Studies
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

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 degree programme
www.kuwi.de

Bachelor of Arts in International Cultural and Business Studies



Award-winning
degree programme



Cum Laude



About the programme

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

This degree 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.

The University of Passau also offers the related M.A. International Cultural and Business Studies. Both programmes of study have been accredited and bear 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, organisation or in the education sector.

This bachelor's degree gives you access to master's-level study, which in turn qualifies you for executive-level positions or further studies at the doctoral level.



Features

- A combination of business, cultural studies and languages that is unique in Germany
- Choose from 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
- Integrated study or internship abroad and a field trip or study project in the chosen cultural region
- Practical orientation as a result of the compulsory internship and workshops
- Possibility to earn a German-Argentinian double degree

Programme syllabus

The programme consists of five module groups:

- A) Intercultural core module
- B) Regional cultural studies
- C) Business and economics
- D) Subject-specific foreign language training
- E) Profile module

A) The intercultural core module imparts the principles of intercultural communication and an understanding of the global cultural and business interrelationships.

B) You choose from one of the seven cultural regions offered and complete modules in cultural studies, history and/or geography, as well as choosing from linguistics or literary studies and political science, sociology, art history or philosophy. You will usually write your dissertation on a topic from module B.

C) In the business and economics module group you acquire the methodological basics by completing modules such as mathematics, business administration, statistics and business accounting. Using this as a basis, you will then develop key competences in business administration and economics. Moreover, you will choose examination modules from management or economics.

D) You will choose two of the following foreign languages: Chinese, Czech, English (Business English only), French, German as a foreign language (level 5 only), Indonesian, Italian, Polish, Portuguese, Russian, Spanish, Thai or Vietnamese. The English language option requires advanced existing 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. The subject-specific language programmes allow you to choose between a business/economics focus or a cultural studies focus.

E) The profile module allows you to set an individual focus according to your interests. There are three ways to spend your stay abroad:

1. an internship abroad of at least three months in length, or
2. an internship abroad (two months or more) plus an eight-day excursion or study project in your chosen cultural region, or
3. study at a foreign university for at least one semester and then complete an internship abroad or in Germany (one month minimum) plus an eight-day excursion or study project in your chosen cultural region.

