



Business Administration/Insurance

Degree	Bachelor of Arts (B.A.)
Type of study	Cooperative
Standard period of study	6 semesters (incl. internship)
Commencement of studies	Winter semester (1 Oct)
Credits (ECTS)	210
Language of instruction	German
Department / Central Institute	Department of Cooperative Studies

Degree programme

With 40 percent of private equity invested in a range of insurance products and given the importance of industrial risk insurance, the insurance branch is of central importance to the economy. Insurance professionals are true multi-talents, required as they are, to perform a variety of tasks ranging from client acquisition, sales, to customer care. The private insurance sector focuses on the provision of financial services in the area of savings, pensions and insurance coverage. Business Administration skills and branch-knowledge is a pre-requisite to success in this area.

Graduates of the Bachelor's degree programme Business Administration/Insurance are highly sought-after in the industry. In addition to a comprehensive training in Business Administration for insurance purposes, they graduate with an intimate knowledge of the structures and processes of insurance companies and the legal context in which they operate. The course also focuses on marketing and sales for insurance purposes. The cooperative nature of the degree programme and the general emphasis placed on practical training is rounded off by sales training - all aspects which optimize employability.

Professional field

The degree programme prepares its graduates to assume a range of middle management roles in all areas of the insurance industry: insurance companies, intermediaries, brokers and trade associations. This includes the management of

Division Director

Department of Cooperative Studies

Prof. Dr. Thomas Köhne

Professor of General Business

Administration, particularly

insurance management

+49 30 30877-2310

thomas.koehne@hwr-berlin.de

Student advisory service

Department of Cooperative Studies

**Personal counselling for dual
study programmes**

+49 30 30877-2000

studienberatung.dual@hwr-berlin.de

Office hours (without advance

notice)

Thu 15.00 -17.00

Study counselling by telephone

Thu 14.00 -15.00

departments, divisions, groups or projects, sales areas and agencies. This sector provides a wide range of opportunities; sales professionals act as the specialists for customer interaction, brokerage and sales and can also establish their own agencies. Graduates of this programme can also perform a wide range of further functions such as specialist advisers and claims adjusters and work in marketing and product design.

Degree structure

In addition to a generic Business Administration training (Business and Economics, Accounting, Law etc.) the foundation stage of the degree introduces students to the economic, legal and mathematical principles of the insurance industry and its specialisms. The specialist stage deals with selected issues of the insurance market in greater detail, including Management, (Risk Policy, Financial Management, Invoicing etc.) and Marketing. A further focus of this section is placed on Insurance Marketing in a company and agency context. Students can gather international experience within the scope of the practical phase.

Course contents

The Bachelor's degree programme Business Administration/Insurance comprises the typical Business Administration subjects without any sector-specific restriction:

- General Business Administration
- Business Administration functions (Marketing; Organization;
- Human Resources; Financial and Managerial Accounting; Finance and
- Investment; Taxes; Management)
- Economics
- Private Business Law
- Mathematics/Statistics
- Business Information Systems

These are supplemented by sector-specific modules:

- The Economic and Legal Principles of the Insurance Industry
- Branches of Property Insurance
- Branches of Personal Insurance
- Branches of Asset Insurance
- Other Financial Services Products
- Insurance Business Management
- Insurance Marketing
- Insurance Sales

The choice of electives should appeal to the individual interests of students:

- Foreign Languages
- Project Management
- Intercultural Management
- Ethics in Industry and Society
- Operations Research
- Econometrics

Multi-variate Statistical Procedures and Market Research



- Digital Business
- Human Resources Management

Admission requirements

- University entrance qualification or an entrance qualification for a University of Applied Sciences
- Study agreement with a partner company

Application procedure and deadlines

Those interested in a dual study program do not apply to the HWR Berlin but directly to the dual partners using the partner database on our website. These partners select their future dual students from the applicants and conclude a study agreement with them.

Apply in time: Many companies select their dual students more than one year before the start of studies.

The cooperation partners of this study programme are listed at the end of this page.

Accreditation

Programmakkreditiert durch den Akkreditierungsrat

Fees and grants

Tuition fees	None
Semesterfee	ca. € 300 per semester (incl. local transport semester ticket)