



Business Administration/International Service Management

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

Degree programme

The “International Service Management” course programme provides students with specific training for an international career in the services industry. In addition to the traditional content of a degree in Business Administration, there is also a primary focus on acquiring international and intercultural skills. Thanks to the cooperative nature of the degree programme, students are prepared in a practical manner, right from the very first semester, for an exciting challenge in the ever-growing services sector.

By acquiring basic knowledge of business administration, an understanding of specific factual links and industry-based know-how (Finance & Accounting, Personnel & Organisation, Marketing & Quality), along with the ability to shape, manage and assess service processes, students will be ideally equipped to undertake high-level specialist and managerial tasks within an international environment.

What is the International Programme about?

Professional field

As experts in international service management, graduates will benefit from excellent opportunities to join international businesses and organisations. These possible employment areas include Marketing and Sales, Controlling/Accounting

Guidance for prospective students

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

and Human Resources, as well as roles in project and service operations management. It is possible that individuals will be employed in managerial roles in the supporting or independent Service divisions of manufacturing companies.

Degree structure

The International Service Management Bachelor´s degree programme is integrated into the International Programme, linking the traditional modules of a degree in Business Administration with international, sectoral and intercultural content. Part One involves conveying basic business and service-specific knowledge with an international reference. The in-depth section of the course prepares you for future employment in an international environment and provides you with the opportunity to choose professional field-related areas of specialisation, such as in the areas of Marketing & Quality Management, Accounting, Personnel & Organisation or International Management.

Course contents

Part One of the International Service Management degree programme involves conveying basic business and service-specific knowledge in the following areas, for example:

- Fundamentals of International Business
- HR Management & Organization
- Financial Accounting; cost and performance accounting
- Commercial and tax balance sheets/taxation
- Economics
- Business law
- Mathematics & Statistics
- Digitization in companies

Additional study content with a service-specific and international focus:

- Fundamentals of Service Management
- Project Management
- Service Design
- Service Operations
- Foreign Expansion Modes
- Market Development and Marketing in Selected International Destinations
- Managing the Multinational Company
- Recent Case Studies in International Management

Admission requirements

- Academic qualifications meeting the general requirements for admission to a University or University of Applied Sciences or professional qualifications allowing University admission as specified in §11 of the Law on Institutions of Higher Education in the State of Berlin (Berliner Hochschulgesetz BerlHG)
- Contract for cooperative training within the framework of Cooperative Studies at HWR Berlin with a partner company of the relevant degree programme



- Verified English skills at Level B 2 of the Common European Framework of Reference. The required minimum score of the accepted English certificates are listed **here**.
- German language skills at Level C1

Application procedure and deadlines

Applications by prospective Cooperative Studies students are not submitted to the HWR Berlin, but are instead sent directly to the Cooperative Partners using the Partner database on our website as the basis. These partners select prospective cooperative students from the applicants and draw up study contracts with them. Make sure you submit your application in a timely manner; the selection procedure for cooperative students is undertaken by many companies more than a year prior to the commencement of studies.

Prospective Cooperative Studies students may also propose a new company that is prepared to allow the applicant to undertake Cooperative Studies. In this case, the company contacts the Division Director of the relevant study programme directly. Through discussion it is clarified whether the company is suitable candidate for a cooperation agreement. If this is successful, it is then determined whether there are free places for the interested company.

The cooperation partners for this degree programme are illustrated at the bottom of this page.

Fees and grants

Tuition fees	none
Semester fee	ca. € 300 per semester (incl. local transport semester ticket)