



Business Administration/Wholesale and Retail

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

The syllabus of the Bachelor's degree programme Business Administration/ Wholesale and Retail is tailored to the specific requirements and current development of this central sector. Incorporating aspects such as expansion, the development of market-relevant competition strategies, purchasing power/ customer-orientation and innovative business models, the programme has responded to developments in the market and the need for specialists in these areas. The advantages conferred by this degree programme are clear: the strong practical relevance of the training which it provides for a quick entry in the wholesale and retail sector.

Equipped with exactly the right mix of skills, knowledge and branch experience required by recruiters, graduates of this programme are snapped up as soon as they enter the market. They are familiar with the structures, processes and legal requirements of their future employers before they even complete the application form. Our partner companies are hand-picked to reflect the complete spectrum of functions in the wholesale and retail sector, thereby providing students with cutting-edge professional experience. All those interested in working in a dynamic sector of the economy characterized by slimline operations using decentralized structures, flat hierarchies and flexible management practices should choose this course.

Division Director

Department of Cooperative Studies
Prof. Dr. Dorrit Peter-Ollrogge
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Student advisory service

Department of Cooperative Studies
Personal counselling for dual study programmes

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studienberatung.dual@hwr-berlin.de

Office hours (without advance notice)

Thu 15.00 -17.00

Study counselling by telephone

Thu 14.00 -15.00

1

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Professional field

Graduates of this degree programme are prepared for management tasks and regularly go on to perform these functions. This includes management of a department, branch or sales division and corporate succession in owner-operated organizations. Our graduates are equipped to perform tasks in a range of sectors ranging from company management, Sales, Purchasing and Sales, Human Resources, Controlling, Marketing and Administrative Management.

Degree structure

Whilst providing its graduates with a thorough grounding in the core areas of Business Administration, the cooperative studies Bachelor's degree programme Business Administration/Wholesale and Retail also introduces the most recent findings in the Social and Behavioural Sciences relevant to Business Administration. This degree programme represents the gold standard for the Wholesale and Retail branch, equipping its graduates with all skills requisite to professional employment in the sector, producing management all-rounders versed in organization and interdisciplinary operation with the best social and language skills and highest degree of operational flexibility.

Study and internships abroad can be completed in the fifth theory semester and during the practical phases.

Course contents

Foundation subjects:

- General Business Administration
- Economics
- Private Business Law
- Accounting/Tax
- Cost and Results Accounting
- Mathematics/Statistics/Operations Research
- Business Information Systems

The subject-specific lecture modules with a Wholesale and Retail focus include:

- Marketing I: The principle of Marketing/Trade Marketing, Product and Product Mix Policy
- Marketing II: Communication Policy, Online Marketing and Contracting Policy
- Marketing III: Strategic Marketing; Co-operation/Concentration, Location Marketing and Sales Policy; Quality Management
- Marketing IV: Market Research; Consumption, The Evaluation of

Statistical Data

- Trade Marketing I: Marketing Management;
- The Internationalization of Trade; Efficient Consumer Response
- Trade Marketing II: Practical Project/Mystery Shopping
- Trade Management I: Financial and Balance Sheet Management
- Trade Management II: Personnel Development; Potential Analysis;

Specialization in Labour Law; Business Behaviour; Body Language

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)