

Career Prospects

The study course prepares students for an occupation in an international environment. On grounds of sound field and language qualifications, combined with inter-cultural competency, graduates are able to take on management and administration duties within a global context. They find themselves in foreign economic departments of large companies, in smaller and medium trade companies, in international projects as well as establishments and joint ventures in German companies overseas. Occupational prospects also span the fields of tourism, management consultancy and intercultural training.

Today, AWS boasts over 800 graduates. Covering the average of the three regions, around 80% of the graduates have gained appropriate employment, with around 30% abroad. AWS graduates work for well-known affiliated groups as well as small companies nationally and internationally. In some cases they even established their own company.



Admission Requirements

- General Certification to attend university-level studies or Technical Secondary School Completion Certificate or placement examination/special admission
- Eight-week pre-study internship in an administrative field
- Foreign language skills (English or French)
- Knowledge of Arabic, Chinese or Japanese is not required

Begin of Studies

- Winter semester

Application Deadline

- 1 June for incoming students, otherwise:
- 15 July

Duration of Studies

- 8 semesters including study course and internship abroad and Bachelor Thesis

Degree of Studies

- Bachelor of Arts (B.A.)

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Applied Business Languages & International Management B.A.

Arab World · China · Japan

Bachelor of Arts



Course Content

With regards to the increasing globalisation of business, classical study courses such as Business Administration are no longer sufficient to prepare graduates for future global occupations. As a city experienced in foreign trade - Bremen University of Applied Sciences introduced the international study course 'Angewandte Wirtschaftssprachen und Internationale Unternehmensführung (AWS)' - Applied Business Languages and International Management - in 1988.

This study course combines business administration and economics subjects with an outer-European language (Arabic, Japanese or Chinese) and a European business language (English or French). It is based on a solid foundation of essential skills in business and social structures of the relevant region, which is reinforced by a one-year practical study period within the country of the chosen language .

The International Component

The AWS course programme was founded through suggestion from the National Ministry of Education and Science as one of the first international study programmes of Bremen University of Applied Sciences. Until today, AWS represents a seldom and conspicuous combination for Germany: With its economical and intercultural competency and the integrated year abroad AWS has become a model course for many international studies.

Foreign language skills belong to one of the most important additional qualifications that internationally-based companies expect from college graduates today, that is why the intensive language classes led by mother tongue speakers in small groups, serve to convey these skills and at the same time prepares students for their year abroad.

A part of the practical period is completed by the students at one of the numerous partner colleges in the AWS target regions and deepens their language and regional study skills. In the second part of the year abroad, students concentrate themselves to business internships in companies and institutes on location.



Applied Business Languages B.A.

Term	Module 1	Module 2	Module 3	Module 4	Module 5
1	Arabic, Chinese or Japanese I	Arabic, Chinese or Japanese II (Oral)	Economy and Society of Target Region I	Business Administration - Basics	Business English I or Business French I
2	Arabic, Chinese or Japanese III	Arabic, Chinese or Japanese IV (Oral)	Economy and Society of Target Region II	Accounting and Finance	Quantitative Methods (Statistics, Informatics)
3	Arabic, Chinese or Japanese V	Arabic, Chinese or Japanese VI (Oral)	Economics - Basics	Business Functions (HRM, Logistics, Marketing)	Economy and Society of Target Region III
4	Arabic, Chinese or Japanese VII	Arabic, Chinese or Japanese VIII (Oral)	Business Law	International Business Studies	Economy and Society of Target Region IV
5	Preparation for Semesters Abroad	Study Course Abroad			
6	Internship Abroad				Follow-up of Semesters Abroad
7	Arabic, Chinese or Japanese IX	International Management I	Specialisation I (Marketing or Finance or HRM)	Elective (e.g. Project Management or Logistics)	Bachelor Project
8	Arabic, Chinese or Japanese X	International Management II and International Business Law	Specialisation II (Marketing or Finance or HRM)	Economy and Society of Target Region V	Bachelor Thesis

Please note: Each module awards 6 Credits, 30 Credits per term, total 240 Credits.

One term takes 15 weeks of study, each module comprises 60 contact hours and 120 independent learning hours.