Perspectives

The programme prepares students for work in an international environment. Owing to their solid technical and linguistic qualifications in combination with intercultural competence, graduates can take on management and leadership tasks in a global context. Our graduates can be found, for example, in

- the foreign trade departments of large companies
- small and medium-sized trading companies
- international projects
- branches and joint ventures of German companies abroad

Career prospects also arise in tourism, business consulting and intercultural training.

Programme Contents

The degree programme Applied Business Languages and International Business Management (AWS) prepares you for the requirements of the internationalised economy in the Arab or East Asian region. You choose one of the three target regions offered: the Arab World, China or Japan. The combination of business and economic subjects with regional studies and training in the language of the selected target region has already proven itself successful over more than 30 years and produced experts now working all around the world.

Lucy Schulze, AWS graduate Arab World

In addition to in-depth knowledge of economic subjects, you will also acquire presentation and moderation skills, intercultural skills and team competence during your studies. These topics are taught among others through business simulation games.

From the 1st to 4th semester, you will acquire foundation knowledge in business administration and economics, statistics and accounting as well as business law. You will study the foreign language of your target region in small groups and learn about the economy and society of this region. In the 5th and 6th semester, you study at a partner university and complete an internship in China, Japan or the Arab World. In the following 7th and 8th semester, you choose specialisations in business administration and write your bachelor thesis.

→ www.aws.hs-bremen.de
Entry Requirements
> General university entrance qualification (Abitur) or entrance qualification to a university of applied sciences or placement examination / special admission
> Good English language skills at the level B1.2

Knowledge of Arabic, Chinese or Japanese is not required. Before the beginning of the stay abroad in the 5th semester, you have to complete a pre-studies internship of twelve weeks. It can also be undertaken before taking up studies and can be completed in phases.

Application Period
> 01.06. until 15.07. under www.bewerbung.hs-bremen.de

Course Start
> Winter semester

Course Duration
> Eight semesters including the study semester and an internship abroad and bachelor thesis

Degree Title
> Bachelor of Arts (B.A.)

Credits | Modul 1 | Modul 2 | Modul 3 | Modul 4 | Modul 5
---|---|---|---|---|---
1st Semester | 30 | Language of the Target Region I | Language of the Target Region II | Economy and Society of the Target Region I | Quantitative Methods | Foundations of Business Studies
2nd Semester | 30 | Language of the Target Region III | Language of the Target Region IV | Economy and Society of the Target Region II | Accounting and Finance (Business Studies I) | Foundations of Economics
3rd Semester | 30 | Language of the Target Region V | Language of the Target Region VI | Economy and Society of the Target Region III | National and International Business Law | Marketing and Human Resources (Business Studies II)
4th Semester | 30 | Language of the Target Region VII | Language of the Target Region VIII | Economy and Society of the Target Region IV | International Business Relationships (Global Management I) | Logistics and Production (Business Studies III)
5th Semester | 30 | Intercultural Training | Study semester abroad
6th Semester | 30 | Internship abroad | Internship debriefing
7th Semester | 30 | Business Language of the Target Region I | International Business Ethics & CSR (Global Management II) | Specialisation I | Elective Subject | Bachelor Project
8th Semester | 30 | Business Language of the Target Region II | Corporate Strategy (Global Management III) | Specialisation II | Business and Society of the Target Region V | Bachelor Thesis

Partner universities of the degree programme in the following countries:

Arabic countries:
> Misr International University Cairo (Egypt)
> Al Akhawayn University Ifrane (Morocco)

China*:
> East China Normal University, Shanghai (People’s Republic of China)
> Capital Normal University, Beijing (People’s Republic of China)
> Dalian University of Foreign Languages, Dalian (People’s Republic of China)
> Hong Kong University, Hong Kong (People’s Republic of China)
> National Taiwan University, Taipei (Taiwan, ROC)
> Chaoyang University of Technology, Taichung (Taiwan, ROC)

China:
> Aichi University (Toyohashi/Aichi)
> Meiji University (Tokyo)
> Dokkyo University (Sokashi/Saitama)
> Nanzan University (Nagoya)
> Ochanimizu University (Tokyo)
> Ritsumeikan University (Kusatsu/Kyoto)
> Shizuoka University (Shizuoka)
> Sophia University (Tokyo)
> Waseda University (Tokyo)

* The study semester can only be completed at the universities in Chengdu, Beijing and Shanghai.