

Program Overview











Study Areas

- Management Innovation
- Innovation, Technology & Digitalization



Curriculum Overview

Bachelor's Business Administration

| B.A Business Administration - Modules | |
|--|--|
| Sustainable Business Administration | Ecomonics |
| Mathematics | Statistics |
| Managing Projects | Company and Commercial Law |
| Tax Law | Finance Accounting and Management Accounting |
| Investing, Funding & Controling | Marketing |
| Sustainable Management | International Management |
| Organizational Design | Competence Development |
| HR Management | Innovation, Technology & Sustainability |
| Innovation Project | Research & Science-Project |
| Digital Work & Management | Business Planning & Business Development |
| Entrepreneurship | Digital Innovation Management |
| Online Marketing | |
| | + |
| B.A Specialization Management & Innovation - Modules | |
| Innovation Management 2.0 | Sustainable Innovation |
| | + |
| B.A Specialization Manag | gement & Innovation - Modules |
| Digital Technologies | Digital Trends & Trend Research |
| | + |
| B.A. Transfer | Project - Modules |
| Project Study Work | Study Work |
| Bachelor Thesis | |
| TOTAL - 180 CP | |

Admission Requirements



General University Entrance Qualification

- University of Applied Sciences entrance qualification
- University entrance qualification through professional qualification (vocational training plus at least 3 years of work experience in the field, or access via advancement training)
- Foreign university entrance qualification
- University Degree

*If you are uncertain whether you meet these criteria, please contact our admissions team for further guidance

Language Requirements

• IELTS: 6.0

• PTE: 56, TOEFL: 80

• Duolingo: 100

Cambridge Advanced or Proficiency

Documents

- An updated CV
- High-school diploma and/or national university admission documentation
- An academic transcript

Don't worry if your high-school certificate is not directly recognized in Germany - you can still join through our online Foundation course







For Program Information Visit Our Website



www.steinbeis-next.de



Contact us for application assistance

email: studentadvisory@steinbeis-next.de phone: +49 (0)32 221 095 074

You can book a free consultation with our student advisory team via our website

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