



**UP TO 20%**  
Scholarships Available

B.A. | ON-CAMPUS

**B.A. in Business Administration**

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**with Applied AI Innovation Project**

# Foundation Course



3 Years (6 Semesters)



Berlin, Germany



Jan/Apr/July/Oct



English



EUR 6,333.33 per Year  
(Plus Enrollment & Exam Fees)

## Study Areas

- Management Innovation
- Innovation, Technology & Digitalization



# Curriculum Overview

## Bachelor's Business Administration

### B.A Business Administration - Modules

Sustainable Business Administration

Economics

Mathematics

Statistics

Managing Projects

Company and Commercial Law

Tax Law

Finance Accounting and Management Accounting

Investing, Funding & Controlling

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 Innovation, Technology & Digitalization - 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](http://www.steinbeis-next.de)



**Contact us for application assistance**



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

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