

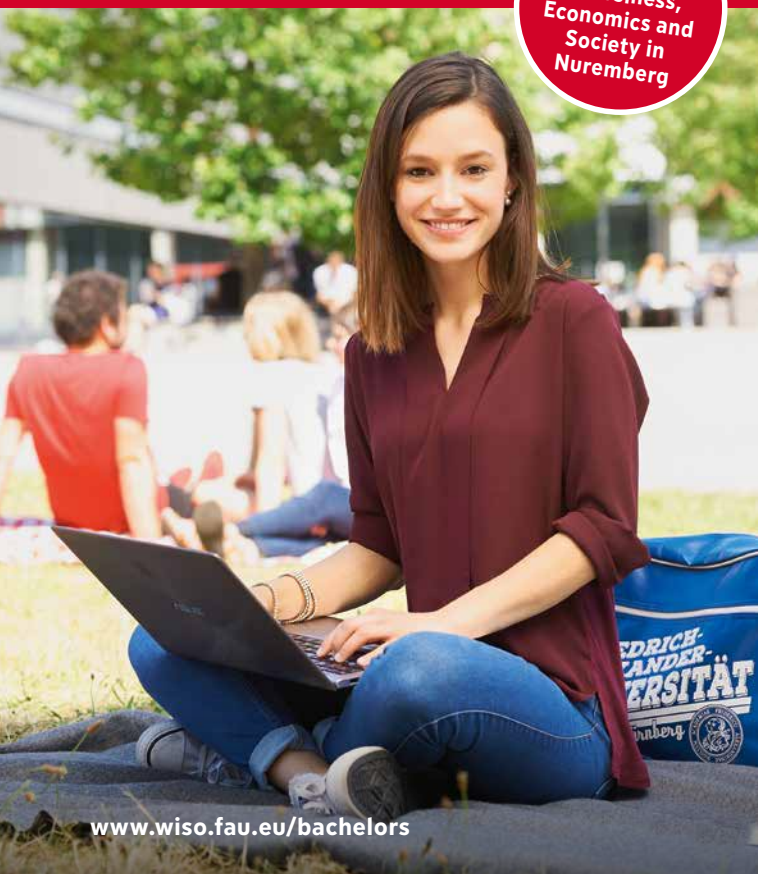


**Friedrich-Alexander-Universität  
School of Business,  
Economics and Society**

# **Bachelor's degree programs at a glance**

Prepare for your future  
at the School of Business,  
Economics and Society

*Studying  
at the School  
of Business,  
Economics and  
Society in  
Nuremberg*



[www.wiso.fau.eu/bachelors](http://www.wiso.fau.eu/bachelors)



German  
version



### The School in numbers

- 6,500 students
- 8 institutes
- more than 50 professors
- more than 20 degree programs

### FAU in numbers

- approx. 39,000 students
- 24 departments/schools
- more than 600 professors
- more than 250 degree programs

## An introduction to the School of Business, Economics and Society

### Welcome to the School of Business, Economics and Society in Nuremberg

The School of Business, Economics and Society (WiSo) at Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU) has an excellent reputation in teaching and research in Germany. Approximately 6,500 students from many different countries are enrolled in our exceptional degree programs that combine academic knowledge and practical methodological skills, preparing students for careers in business, organizations and research. Our students have picked one of Germany's top universities in the knowledge that they will benefit not only from its global contacts in partner universities and companies but also one of the most diverse subject ranges in the German-speaking world.

»Degree programs at the School take a research and practice-oriented approach.

In our Bachelor's degree program, we learn to think and act like entrepreneurs.

The courses specifically cover current research and real-life issues, giving us the best possible head start when starting out on our careers.«

Bachelor's degree student



# Global networks— local connections

## International partnerships

Be it Europe, Asia, America, Africa—the School of Business, Economics and Society has connections across the globe. With over 140 partner universities in some 40 countries, it is part of a vast international network. Students at the School have the opportunity to spend part of their studies at a partner university abroad. Collaborations with top international universities allow our researchers to coordinate and take part in interdisciplinary research projects around the world.

»Whether Asia or America,  
the School has connections across  
the globe. With over 140 partner universities  
in some 40 countries, it is part of  
a vast international network.«

More on internationalization

[www.wiso.fau.eu/international](http://www.wiso.fau.eu/international)



## Regional collaborations

The School of Business, Economics and Society in Nuremberg maintains strong links to regional businesses, organizations and key figures in industry. Representing a wide range of industries, these companies afford students access to research projects with real-world implications. Business plan seminars, case studies, expert lectures, project seminars, excursions, management simulations and final theses written at companies take center stage in teaching designed to reflect actual business practices. In addition, over a period of 12 months, business people from nationally and internationally operating companies take selected students under their wings, not only providing them a front row view into a myriad of industrial fields, but also access to the contacts so crucial to career starters. Companies also play an active role in the School, for example by helping to establish the Chair of Insurance Marketing and the Assistant Professorship for Auditing. Other businesses contribute to optimal learning conditions by providing a supportive infrastructure, profiting from the resulting give-and-take exchange with students.



BISSANTZ



SIEMENS

TeamBank

For more information on links between  
companies and the School of Business,  
Economics and Society, visit our website

[www.wiso.fau.de/wirtschaft](http://www.wiso.fau.de/wirtschaft)

## Living in the metropolitan region

Roughly half a million people from a number of different countries live in Nuremberg, which is known as the city of human rights and is the second largest city in Bavaria after Munich. With its population of 3.5 million, the Nuremberg Metropolitan Region is one of the thriving economic hotspots in Germany and is home to several major companies. But Nuremberg also offers a rich history and plenty in the way of recreation and leisure activities. Whether it's the Imperial Castle, the historic old town, the town walls or impressive churches flanked by beautiful traditional houses—there's a long list of sights to see in Nuremberg. With a wide variety of museums, stages catering to audiences of all different sizes, and the theater and opera house, the city also hosts major events such as Rock im Park, Klassik Open Air, the 'Bardentreffen' festival, various beer festivals and the world famous Christmas market known as the Christkindlesmarkt. There is no shortage of cafés, bars and clubs in the historic old town and the vibrant Gostenhof neighborhood. And although Nuremberg is a major city, you can escape to the countryside whenever you feel the need. Nuremberg itself offers expansive parks around the Dutzendteich and Wöhrder See or along the river at the Pegnitzauen. Popular local destinations to escape the city are the nearby Franconian Lakes or the area known as Franconian Switzerland.



Further information on studying in Nuremberg  
[www.wiso.fau.eu/studying-in-nuremberg](http://www.wiso.fau.eu/studying-in-nuremberg)

## Structure of Bachelor's degree programs

The standard duration of Bachelor's degree programs at the School of Business, Economics and Society is six semesters, starting in the winter semester each year. The first semesters focus on foundational knowledge, covered in compulsory modules taken by all students. As the program progresses, students can increasingly choose from subject-specific modules in order to set their own individual focus. Students also have the option of completing internships or a semester abroad. The degree program is completed in the sixth semester with the Bachelor's thesis. After successfully completing the degree program, graduates are awarded a Bachelor of Science (BSc) or Bachelor of Arts (BA) degree and are fully equipped to tackle the challenges of professional work or an academic career. Bachelor's degree programs also qualify students to enroll for consecutive Master's degree programs at the School.



## Seize opportunities

### Bachelor's degree programs offered at the School of Business, Economics and Society

#### Degree programs taught in German

- Bachelor of Arts in Business Studies with specialization in
  - Business Administration
  - Economics
  - Information Systems
  - Business Education
- Bachelor of Arts in Socioeconomics with specialization in
  - Behavioral Science
  - International
- Bachelor of Science in Information Systems

#### Degree programs taught in English

- Bachelor of Science in International Business Studies
- Bachelor of Science in International Economic Studies

#### Further degree programs in collaboration between the School of Business, Economics and Society and other faculties at FAU

- Bachelor of Science in Technical Vocational Education and Training
- Bachelor of Science in International Production Engineering and Management
- Bachelor of Science in Industrial Engineering and Management

Further information on degree programs at the  
School of Business, Economics and Society

[www.wiso.fau.eu/bachelors](http://www.wiso.fau.eu/bachelors)

## Bachelor's degree program in Business Studies



6 semesters



taught in German



4 specializations



option to spend a  
semester abroad

The Bachelor's degree program in Business Studies prepares students for careers in global and future-oriented sectors. The aim of the program is for students to acquire academic knowledge and learn specialist methods in the field of business studies and explore how these are applied in practice.

### **Degree program structure**

The Bachelor's degree program is divided into two parts. Students complete compulsory courses during the first two semesters, known as the assessment phase. During the compulsory courses, students acquire a foundational knowledge of business and economics, as well as covering the basics of mathematics and law. Students are also given comprehensive training in data science. They acquire foundational knowledge in evaluating and analyzing data, and are introduced to how data science and machine learning can be used as a basis for data-driven business models. During the second part of the degree program, the Bachelor's phase, students can choose between four specializations: Business Administration, Economics, Information Systems and Business Education. No matter which specialization they choose, all students must also acquire key qualifications. These include, for example, language courses and a computer-assisted introduction to academic working. In their chosen area of specialization, students can also choose subjects reflecting their individual interests and abilities. The various specializations, the degree program structure and career options will be introduced in the following pages.

## Bachelor's degree program in Business Studies

### **Specialization: Business Administration**

The Business Administration specialization (BWL) covers business operations in the private sector and in public institutions. The aim is for students to gain a sound knowledge of the management and administration of companies. The degree program focuses in particular on the integration of content relevant to business operations such as production, logistics or investment.

### **Degree program structure**

After covering the foundations of business studies in the first two semesters, students who choose the BWL specialization attend lectures in 'Managerial accounting and controlling', 'International business management' and 'Investment theory and finance'. They also take the module in 'Integrated management', which offers the option of attending a business plan seminar, a case study seminar or a seminar focusing on sustainability management. The degree program offers a wide range of specialization options. Students attend lectures and seminars from the area of business administration and their choice of lectures and seminars from all courses offered at the School of Business, Economics and Society.

### **Career prospects**

Thanks to the wide range of subjects covered, graduates can choose from many and varied career opportunities. After receiving a firm grounding in theory and practice over the course of their studies, graduates are well placed to come up with their own solutions and present a convincing argument in favor of them. Depending on their chosen subject specialization, graduates from the Business Administration specialization often choose to start their career in business or government offices, insurance companies, firms offering auditing, tax consultancy or consulting services.

# Bachelor's degree program in Business Studies

## Specialization: Economics

Students who choose to specialize in Economics (VWL) focus on mechanisms which influence the prosperity of society as a whole. This covers economic issues at the level of the state, as well as an analysis of the optimal behavior of individuals and companies in the markets. After completing the course, students should be able to describe and explain economic issues, to identify general principles and to derive recommendations for action in the area of economic policy. Theoretical and empirical methods are introduced and applied to practical problems, for example in the areas of economic policy, public finance or game theory.

### Degree program structure

The first two semesters focus on giving students a good grounding in business and economics, before they start to focus on key microeconomic and macroeconomic topics such as 'International economics', 'Public sector economics', 'Labor market policy' or 'Competition theory and policy'. Students also have the option of specializing in various subjects relating to economics and choosing additional classes from the entire range of courses offered at the School.

### Career prospects

Thanks to the wide range of subjects covered, economics graduates can choose from many and varied career opportunities. The sound theoretical and analytical skills students acquire over the course of their degree program allow them to get to the crux of complex issues and come up with their own ideas for suitable solutions. Economists are typically employed at associations, in research institutions or in politics and administration, as well as in businesses such as banks or insurance companies.

# Bachelor's degree program in Business Studies

## Specialization: Information Systems

The specialization in Information Systems is an interdisciplinary subject which combines key findings from the fields of business administration and IT and links these to areas of application in a business setting. The information systems sector has developed its own approaches and methods for solving the challenges it faces. Information systems specialists are at home in both technical and business settings.

### Degree program structure

The Information Systems specialization focuses predominantly on the integration of issues relevant to business operations from the fields of business administration and information systems. Students take modules such as 'Innovation strategy', 'E-business management' and 'IT management'. The degree program offers a wide range of other specialization options. Students can choose courses specifically from the area of information systems and from all other areas offered at the School.

### Career prospects

There is no shortage of career prospects for graduates. With the knowledge and skills gained in their studies, they can work in positions which involve both business and technology. Graduates in this field demonstrate knowledge of managing and co-coordinating information channels and communication within business. They often start out in areas such as innovation management, business IT alignment, IT project management or business process management.

## Bachelor's degree program in Business Studies

### Specialization: Business Education

The specialization in Business Education focuses on the teaching methodology and organizational aspects of company training and professional further education. It prepares graduates for a career in business, as well as laying the foundations for a career teaching in vocational schools.

#### Degree program structure

The module in 'Foundations of economic and business education' provides an introduction to the topic of personnel development and seminar planning. Students can choose to specialize further in e-learning, education controlling or teaching business education. Finally, the core area includes modules in 'Presentation and moderation techniques' and 'Practical school studies'. Over the course of their degree, students also take other subjects from the area of business administration, and are able to choose modules from the area of education and human resources, or any other courses offered at the School. This allows students to either broaden their portfolio by focusing on areas not related to human resources or to specialize further in the area of human resources. Students can also choose to study a second subject which they can continue to study during their Master's degree, leading to a qualification to teach a second subject.

#### Career prospects

Depending on which elective modules students choose, this Bachelor's degree program prepares graduates to work in various areas within companies, although the main focus is on human resources, company training and professional further education and personnel development. At the same time, students acquire the foundation knowledge they require in order to qualify to teach at vocational schools by completing their Master's degree.

## Bachelor's degree program in Socioeconomics



6 semesters



taught in German



2 specializations



option to spend a  
semester abroad

The Bachelor's degree program in Socioeconomics is aimed at students who are interested in issues of relevance to economics and society as a whole. It allows students to combine courses in economics and the social sciences in a flexible way. The program also teaches students methods of data collection and statistical analysis of the data collected through its empirical focus. In the fourth semester students may choose between the International specialization and the specialization in Behavioral Science.

#### Degree program structure

Students initially acquire a good grounding in business administration and economics, sociology and empirical social research. In the first two semesters, modules such as 'Sociology I', 'International politics II', 'Introduction to mass communication research' or 'Entrepreneurs and Businesses' give students an introduction to socioeconomics. They receive comprehensive training in statistical methods of empirical social research and data science. They also take modules in business administration, economics and law. Students choose their specialization from the fourth semester. The Bachelor's degree program allows students the flexibility to set their own individual focus with elective modules. The various specializations, the degree program structure and career options will be introduced in the following pages.



# Bachelor's degree program in Socioeconomics

## Specialization: Behavioral Science

Students who choose to specialize in Behavioral Science focus on the interaction between the economy and society. Issues of relevance to society are explored and the theory behind them explained from a social sciences, economic and psychological perspective. Data is essential for verifying the accuracy of these theoretical explanations. The ability to collect, evaluate and interpret these data are key skills which are covered during the Behavioral Science specialization.

### Degree program structure

After completing the compulsory courses in the first semesters, students improve their methodological skills in the module 'Empirical methods and statistics', introducing them to methods used to test hypotheses and teaching them how to work with a statistics program. The course 'Foundations of social policy' covers the foundations of social security. The module 'Personnel and organization I' introduces students to human resources work from a behavioral sciences perspective, while 'Introduction to the media system' analyzes the structures of the German media system. From the fourth semester, students can freely combine specialization modules, allowing them to set their own individual focus.

### Career prospects

Graduates from this specialization can choose from a wide range of different career options. The statistical skills they learned have prepared them for working in economic or social research. Graduates are also well suited for a career in market research or marketing. They may also choose to go into human resources or organizational development after touching on human resources work during their degree program. Other possible fields are consultancy or research and teaching.

# Bachelor's degree program in Socioeconomics

## Specialization: International

This specialization is aimed at anyone who would like to work for an international organization in the future. The specialization focuses in particular on challenges facing international politics and intercultural economic relations. The main focus of this specialization is to give students the skills they need to solve problems in an intercultural team.

### Degree program structure

After covering the compulsory modules in the first semesters, students can choose the International specialization from the fourth semester. As well as two foreign languages, students attend lectures and seminars in 'Global governance', 'International business relations', 'International communication' and the module 'Globalization and internalisation I'. For an introduction to international law, students take the module 'Introduction to European commercial law' and can choose between 'International business law' or 'International trade law'. As well as their specialist subjects, students cover topics of relevance to business administration or economics in more detail. They can set their own focus as of the fifth semester, when they can choose their own combination of specialized modules.

### Career prospects

The specialization teaches students skills which prepare them for a career in international project management or human resources or organizational development in an international context. Other possible career options are market research and marketing, PR, consulting, or research and teaching. Thanks to the international focus, graduates from this specialization are typically employed by companies operating on the international stage, international organizations or associations and NGOs.

## Bachelor's degree program in Information Systems



6 semesters



taught in German



Bachelor of  
Science



option to spend a  
semester abroad

The Bachelor's degree program in Information Systems deals with the design, implementation and use of IT systems in companies and the networked economy. It teaches students important methods and skills for connecting people, tasks and technology within organizations and in society as a whole. Topics covered include modelling processes and information within a company, generating strategically relevant knowledge from large volumes of data and shaping innovations using IT.

### Degree program structure

The interdisciplinary degree program covers the subjects of business studies and information systems at the School of Business, Economics and Society and the subject of computer science at the Faculty of Engineering. The skills students acquire can be categorized under the three areas of Data & Knowledge, Digital Business, and Architectures & Development, and are complemented with lectures and seminars from the areas of statistics and data science. Students also benefit from a large network of practical collaborations.

### Career prospects

Thanks to the increasingly intricate connections between business administration tasks and digital technologies, graduates are in high demand on the labor market. The combination of academic knowledge and practical experience that students acquire makes them well qualified for careers and managerial positions in business and administration, as well as research and development, and also prepares them for a career as an entrepreneur. There are suitable positions in nearly all areas, e.g. in product planning, project management or operational business processes or in IT, for example as a data scientist, software engineer, IT consultant or IT controller.

## Bachelor's degree program in International Business Studies



6 semesters



taught in English



Bachelor of  
Science



compulsory  
semester abroad

The Bachelor's degree program in International Business Studies is the perfect launching pad for a career in an international company. The international focus of the Bachelor's degree program is unique and reflects the increasing importance of multinational concerns. The degree program teaches students the essential knowledge and expertise they need to understand and analyze the parameters guiding international companies. The focus is on the comparative analysis of corporate strategies and business practices.

### Degree program structure

The degree program consists of compulsory and specialization modules taught in English from various disciplines such as international management, international economics and international politics. The international focus is underpinned with a compulsory semester abroad which is integrated in the Bachelor's degree program.

### Career prospects

The subjects covered prepare graduates for finding work in any number of roles in business, for example in large international companies in various different branches. Small and medium-sized enterprises are also increasingly looking for graduates with intercultural skills and international experience. Potential employers include private companies and the public sector as well as supranational institutions or non-profit organizations.

## Bachelor's degree program in International Economic Studies



6 semesters



taught in English



Bachelor of  
Science



compulsory  
semester abroad

No matter whether students would like to work in the private sector, the public sector or in academia, the Bachelor's degree program in International Economic Studies is the perfect start to a career as an economist. The degree program teaches students the essential knowledge they need to be able to analyze and understand international economic activity and economic policies. The strong international focus of the program reflects the growing importance of global economic integration and stresses the importance of a comparative approach for exploring international issues of relevance to economic policy.

### Degree program structure

The program consists of compulsory and elective modules in a wide range of different disciplines. These cover international business administration and economics as well as topics relating to international politics. All compulsory courses are taught exclusively in English. The compulsory semester abroad is integrated into the curriculum and underlines the international focus of the program.

### Career prospects

The program gives students the skills required to start out on a career in a number of institutions which deal with economic decisions and economic policy. Potential employers include private companies, the public sector, supranational institutions and non-profit organizations. The program also prepares graduates for sought after positions at banks or insurance companies.

## Would you like to find out more about studying at the School of Business, Economics and Society?

### Further information on the degree programs

Further information, links and points of contact for the degree programs are available on the School's website. Detailed descriptions of degree programs, the degree program structure and career opportunities are published in the brochure 'Studying' at the School of Business, Economics and Society which is available on the School website. This brochure includes a detailed summary of degree programs, showing which subjects are taken in the various degree programs. If you want to dive straight into the detail, you can also refer to the module handbooks which are available from the degree program websites. They include brief descriptions of each of the over 200 modules and seminars offered at the School of Business, Economics and Society. Prospective students can also refer to the degree program websites for information on the target groups and admission requirements for each of the degree programs. If you are interested in a degree program with admission restrictions, you can check online for the minimum grade students had to achieve in order to be admitted to the program for the previous year, known as the NC. However, this only reflects the average grades of the students who were admitted during that particular year. This means that the NC can change every year, depending on how many prospective students apply and what their average grades are.

Degree program websites

[www.wiso.fau.eu/study-options](http://www.wiso.fau.eu/study-options)

NC for subjects with admission restrictions

[www.fau.de/nc-werte](http://www.fau.de/nc-werte)

Study guide 'Studying'

[www.wiso.fau.eu/studying](http://www.wiso.fau.eu/studying)

Module handbooks of the degree programs

[www.wiso.fau.eu/module-handbooks](http://www.wiso.fau.eu/module-handbooks)

# Planning your future

## Countdown to studying at FAU

### Starting point

- Find out all about the degree programs offered by the School of Business, Economics and Society

### September

- Attend FAU student information days

### Spring

- Find out about the application process

### By mid July

- Hand in applications

### August

- Receive the letter of acceptance
- Enroll for the degree program
- Sign up for a simulation

### August/September

- Look for accommodation in a (shared) private apartment or a student accommodation

### October

- Take part in a simulation
- Join the new students' welcome event on the first day of the lecture period

Approximately one year



# Know more

## Master's degree programs offered at the School of Business, Economics and Society

- Master of Science in Labor Market and Human Resources
- Master of Science in Economics
- Master of Science in Finance, Auditing, Controlling, Taxation
- Master of Science in Health Management and Health Economics
- Master of Science in International Business Studies
- Master of Science in International Information Systems
- Master of Science in Management
- Master of Science in Marketing
- Master of Science in Socioeconomics
- Master of Science in Business Education

## Master's degree programs in collaboration with other faculties

- Master of Science in Industrial Engineering and Management
- Master of Education in Technical Vocational Education and Training
- Master of Science in Economics and Mathematics

## Master's degree programs for working professionals

- Executive Master in Business Administration
- Master in Marketing and Sales Management
- Master in Health and Medical Management
- Master in Health Business Administration
- Master in Digital Business

Further information on  
Master's degree programs

[www.wiso.fau.eu/masters](http://www.wiso.fau.eu/masters)



## Frequently asked questions about studying with us

### Who can I contact if I have any questions about a degree program or the application procedure?

The Student Advice and Career Service (IBZ) offers help and advice to all students at FAU and the School of Business, Economics and Society. Staff there are happy to answer any questions you may have concerning organizational aspects of studying with us such as admission regulations or the application procedure.

- Further information on the Student Advice and Career Service: [www.wiso.fau.eu/student-advice](http://www.wiso.fau.eu/student-advice)

If you have any questions relating to a specific degree program, for example which subjects are covered, or how the program is structured, then you should contact the relevant subject advisor.

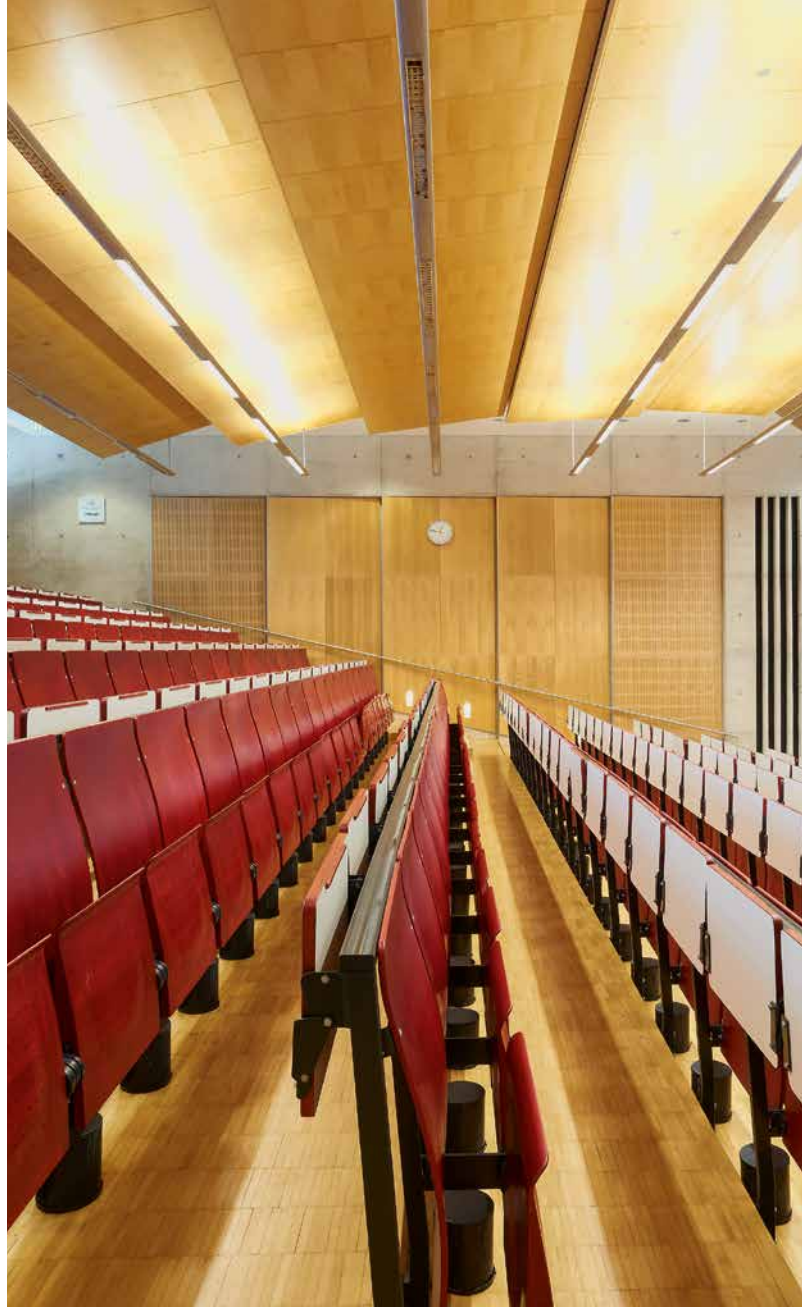
- Overview of subject advisors: [www.wiso.fau.eu/study-advice-for-specific-subjects](http://www.wiso.fau.eu/study-advice-for-specific-subjects)
- You can also refer to [www.meinstudium.fau.de/en](http://www.meinstudium.fau.de/en) to watch information videos on the various degree programs at the School of Business, Economics and Society or read about the experiences of other students.

### What if I feel overwhelmed when I start studying?

The School of Business, Economics and Society has a mentoring program to help you settle in. It gives new students the chance to network with students who have already been studying here a while. This lets students raise any questions they may have about studying in a more relaxed atmosphere, as well as the chance to meet fellow students during a guided tour of the campus. There is an information desk in the School's building in Lange Gasse, where students are available to answer questions other students have. Thanks to their close ties to the chairs and institutions at the School of Business, Economics and Society, the 'scouts' at the information desk can provide useful information in no time at all.

- Information desk website: [www.infothek.wiso.fau.de](http://www.infothek.wiso.fau.de)
- The information desk's website has a glossary, the A to Z of the School of Business, Economics and Society, to help students navigate all the new names, services and programs.

[www.infothek.wiso.fau.de/a-z](http://www.infothek.wiso.fau.de/a-z)



Virtual  
campus tour



Photographs  
of the campus



## Contacts at a glance

The School of Business, Economics and Society at the Faculty of Business, Economics, and Law at Friedrich-Alexander-Universität Erlangen-Nürnberg can be found at the following two locations in Nuremberg:

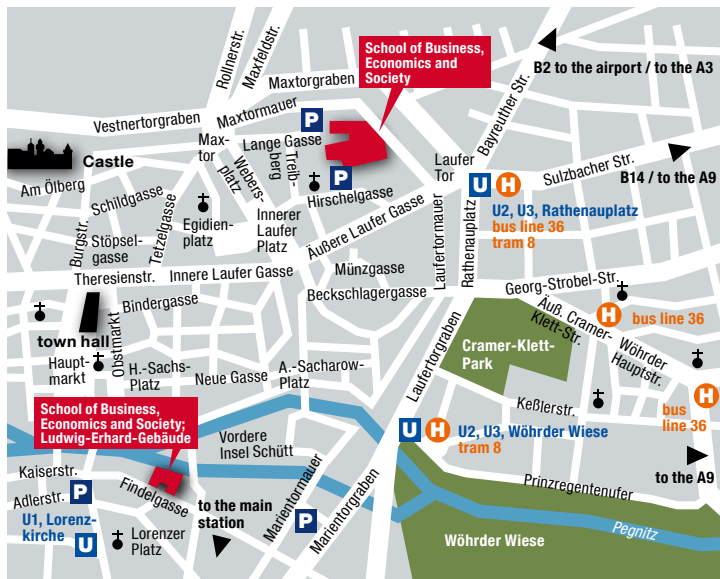
- **School of Business, Economics and Society**  
Lange Gasse 20, 90403 Nuremberg
- **School of Business, Economics and Society  
Ludwig-Erhard-Gebäude**  
Findelgasse 7/9, 90402 Nuremberg  
Postal address: Postfach 3931, 90020 Nuremberg

The School at a glance:

-  [www.wiso.fau.eu](http://www.wiso.fau.eu)
-  [www.facebook.com/fau.wiso](https://www.facebook.com/fau.wiso)
-  [@wiso\\_nuernberg](https://www.instagram.com/wiso_nuernberg)
-  [@FAUWiso](https://twitter.com/FAUWiso)

**Points of contact for Bachelor's degree programs at a glance:**

[www.wiso.fau.eu/study-advice-for-specific-subjects](http://www.wiso.fau.eu/study-advice-for-specific-subjects)



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