

Business Administration: Logistics and E-Business

Why Logistics and E-Business?

Given the relevance of holistic approaches to problem-solving, managers in leadership positions have to rely on a sound understanding of the relationships of economic and technical aspects. In the near future, the virtual marketplace on the internet will mirror that of the real world exactly. On top of that, a number of services will be offered which could not be offered without computers and on-line technology. The combination of logistics and e-business will thus be vital for the economies of the future.

Job Profile

Students who have studied within this degree program will be able to assume responsibility both in the areas of sales and logistics. They are qualified for management tasks in:

- small and medium-sized businesses
- service industries (haulage companies, information technology)
- services with logistical tasks (such as shipping, warehousing, distribution, local public transport), airlines, railroad companies etc.
- management consultancy
- waste disposal industry

Aims of the degree program

Our graduates are capable of working in teams, dealing with economic questions, and taking an interdisciplinary approach to problems. We teach generalists whose holistic attitude to problems provides them with a special ability for leadership responsibility in small and medium-sized businesses. Their specialisation is an extra attraction for future employers.

Course contents

We educate generalists who will be able to solve integral problems and to take over leadership positions.

During the foundation modules, students are provided with thorough introduction to all areas of business administration, expanded by modules focusing on cross-

sectional skills (e.g. ethical and social competence, intercultural communication and languages). The core modules provide in-depth information about these areas.

The elective modules on “Logistics and E-Business” provide in-depth knowledge and skills relevant for this specific area of application with an increased level of sector orientation and a strong focus on practical skills.

Practical orientation and international perspective

A practical phase is an integral part of the main study phase; as internationality plays an important role at RheinAhrCampus, students are encouraged to spend their practical phase abroad - either studying at one of our partner universities or experiencing business life in a firm or institution of their choice. The students are learning foreign languages for professional purposes and attend a number of lectures in English. The credit point system allows the transfer of credits for academic work performed at other universities.

Degree:

Bachelor of Arts (B.A.)

Admission requirements:

The successful completion of secondary education qualifying for higher education ("Fachhochschulreife", "Hochschulreife" or equivalent); a pre-study practical training of at least 12 weeks must be completed in the commercial sector; the completion must be documented by the end of the second academic semester. An apprenticeship in the commercial sector can often be accepted as a pre-study practical training.

Contact:

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Structure of the Course/Curriculum:

‘Bachelor of Arts’ in Business Administration with Major in: Logistics and E-Business					
Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
Applied Mathematics (5c)	Investment and Finance (5c)	Cost and Activity Accounting (5c)	Human Resource Management (5c)	Advanced Business Administration (15c)	Practical Phase 2 (compulsory, 18c)
Information Science (5c)	Taxation (5c)	Marketing and Corporate Management (10c)	Controlling (5c)		
Introduction to Economics and Law (6c)	Statistics / Empirical Methods (5c)		Economics (5c)		
External & Internal Accounting (5c)	Law II (Part A, 2c)	Law II (Part B 3c)	Major Module LEB: ▪ Logistics and E-Business – Advanced Level B (6c)	Studium Generale (15c) Alternative: Practical Phase 1	Bachelor Thesis (12c)
Comprehensive Qualifications I (5c)	Comprehensive and International Qualifications (7c)	Major Module LEB: ▪ Logistics and E-Business – Advanced Level A (10c)	Major Module LEB: ▪ Project Assignment (9c)		
Major Module LEB: ▪ Basics of E-Business (5c)	Major Module LEB: Introduction to Logistics (5c)				

Please note that the B.A. programme in **Business Administration** is also available for two other areas of specialisation (Health Care and Social Services Management, Sports Management). Please refer to the respective course descriptions for more information.

Successful completion of this BA degree qualifies a student for acceptance onto a Master’s degree. Specific regulations may apply.