

## ► APPLICATION

### Admission requirements

- University Entrance Qualification (A prerequisite for application is the general high-school graduation certificate (Abitur) or comparable qualification for admission to higher education)
- Required language skills: English B2, German A2

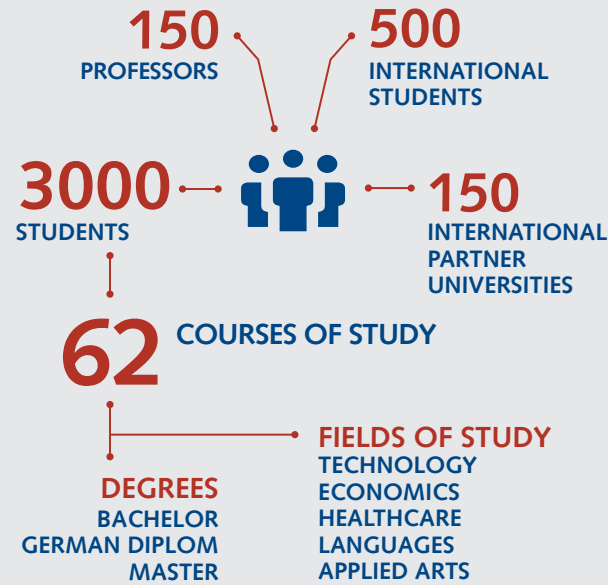
### Application period:

- National applicants: until August 31st
- EU applicants: until June 30th
- Non-EU applicants: until June 30th

We invite EU applicants and Non-EU applicants to apply at [www.uni-assist.de](http://www.uni-assist.de)



## WESTSÄCHSISCHE HOCHSCHULE ZWICKAU NUMBERS AND FACTS



### WESTSÄCHSISCHE HOCHSCHULE ZWICKAU

Kornmarkt 1, 08056 Zwickau  
[www.fh-zwickau.de](http://www.fh-zwickau.de)

### Information on studying and applying

National applicants:  
Dezernat Studienangelegenheiten/Studienberatung  
+49 375 536-1184; [studieren@fh-zwickau.de](mailto:studieren@fh-zwickau.de)

EU and Non-EU applicants:  
International Office  
+49 375 536-1061; [study@fh-zwickau.de](mailto:study@fh-zwickau.de)

### Informationen about the course

Faculty of Applied Languages and Intercultural Communication  
Tel.: 0375 536-3562  
[www.fh-zwickau.de/LBA](http://www.fh-zwickau.de/LBA)

Die Westsächsische Hochschule Zwickau wird mitfinanziert durch Steuermittel auf der Grundlage des vom Sächsischen Landtag beschlossenen Haushaltes. Änderungen aller Angaben im Sinne der weiteren Ausgestaltung des Studienangebots sind vorbehalten.

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WHZ, K&M, 06/23




Full-Time Programme




## LANGUAGES AND BUSINESS ADMINISTRATION GERMAN BUSINESS COMMUNICATION

BACHELOR OF ARTS (B.A.)



## LANGUAGES AND BUSINESS ADMINISTRATION GERMAN BUSINESS COMMUNICATION

-  Degree: Bachelor of Arts (B.A.)
-  Semester start: winter semester
-  Type of programme: full-time programme

-  No. of semesters/Credits: 7 semester / 210 ECTS
-  Admission restriction: no restricted entry
-  Tuition fees: no tuition fees / only administrative fee

### ► CHARACTERISTICS

The degree programme opens numerous career prospects in global German-speaking and international companies. In addition to excellent language training in both general and business German and English, you will acquire comprehensive knowledge of economics and intercultural skills.

The practice-oriented curriculum is designed to enhance your communication skills in specific business contexts such as marketing, HR management, corporate leadership, and logistics. As a result, you will be well prepared for the challenges of the working world.

You can commence your studies with only a basic knowledge of German (level A2). In your first year, you will attend English-language seminars as well as rapidly improve your German skills through intensive language training. From the second year onwards, subject-specific seminars conducted in German will be increasingly integrated into your study schedule while you continue to refine your German language proficiency.

### ► CAREER PROSPECTS

Upon graduation, you will find a wide array of opportunities in internationally-oriented business and cultural sectors. For instance, some of our graduates have found great success in medium-sized companies with international connections. For many, the programme serves as a stepping stone towards on-the-job training or positions within German or foreign multinational corporations and international organisations.

### ► MASTER'S DEGREE

After your Bachelor's degree, you can expand your knowledge in a Master's degree programme. At the University of Applied Sciences Zwickau you can choose from a wide range of Master's programmes, including Languages and Business Administration German-Chinese and Regional & European Project Development.

### ► STUDY SCHEDULE / STRUCTURE OF DEGREE\*

#### BASIC STUDIES

1 Semester	2 Semester	3 Semester	4 Semester	5 Semester	6 Semester	7 Semester
Introduction to Applied Linguistics Introduction to Intercultural Communication Einführung in die Unternehmenskommunikation 1 Einführung in die deutsche Wissenschaftssprache 1 Deutsch 1 und 2	Introduction to Contrastive Linguistics and Multilingualism Introduction to Project Communication Einführung in die Unternehmenskommunikation 2 Einführung in die deutsche Wissenschaftssprache 2 Deutsch 3 und 4	Kommunikation und Organisation im internationalen Kontext Grundlagen Wirtschaftsdeutsch Basics of Academic and Business English Betriebswirtschaftslehre Wahlpflichtmodule	Studien interkultureller Kommunikation Wissenschaftliches Schreiben Grundlagen Wirtschaftsdeutsch Einführung in die Wirtschaftskommunikation Volkswirtschaftslehre Wahlpflichtmodule	Einführung in die Wirtschaftsterminologie und Wirtschaftsübersetzung Forschungsmethoden interkultureller Kommunikation Business English Wahlmodul Deutsch Wahlmodul Wirtschaft Wahlpflichtmodule	Deutsche Rechtssprache Wahlmodul Englisch Wirtschaftliches Fachprofil Wahlpflichtmodule	Forschungskolloquium Praktikum oder Wahlpflichtmodule Bachelorprojekt

\* Please note that the study schedule shown above is a simplified representation. You can find the detailed schedule, the module list as well as study and examination regulations in the Modulux database of the University of Applied Sciences Zwickau.  
Go to Modulux-Database ---->

