



Global Business and Economics Bachelor of Science



Global Business and Economics

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All information on the degree programme can be found on the internet: fhac.de/gbe

What is Global Business and Economics?

What are the key features of global digital transformation? What is a stock market crash and what are the consequences? Why do companies move production overseas? Where do companies purchase their raw materials at a favourable price? Those are typical questions business and economics both deal with. Unlike business, economics not only examines the management, control and organisation of companies but scrutinises the global economic market. It is mainly a question of acting economically and using resources as efficiently as possible. From the analyses of small businesses and their organisations through to the survey of corporate groups' economic power – the global trade market is your home. You identify country-specific trends, consider cultural differences and develop suitable strategies. Therefore, you need fundamental knowledge in business and economics. At the same time you also know the legal and tax provisions of different countries and how to use them.

What makes the degree programme so special?

Studying 100 percent in English: You can do so in the degree programme Global Business and Economics. All courses are taught in English; at the same time, you take two language courses to further improve on your language skills. You move confidently on international terrain, learn to work in international teams and you are best prepared for a job at an international level.

Optionally, you can spend an additional semester abroad at one of our 100 partner universities across the world in the fifth or sixth semester and thus further strengthen your intercultural competencies.



Three years, three countries, three perspectives

If you would like to study in three different countries, the Business Management Across Europe programme offers you this opportunity. During the first year you either study in Barcelona, Laurea (Finland) or Budapest, while the second year you spend at UCLL in Leuven (Belgium) and in the third year you study in our „Global Business and Economics“ programme. After six semesters, you complete your studies with a double degree from UCLL Leuven and FH Aachen.

More information can be found at www.fhac.de/FB07/GBE/BME.

What are typical activities?

The degree programme Global Business and Economics offers you the ideal steppingstone to gain ground in nationally and internationally operating corporations. You understand international relations and you find your way quickly on international teams due to your outstanding English language skills. Depending on your specialisation during your studies you will assume a wide variety of tasks in the company.

Marketing and Sales

In marketing, you will be dealing with the worldwide marketing of products and services. Your work consists of sustainably positioning the company in the industry and further develop products so that they distinguish themselves from the competition. For that purpose, you devise concepts, strategies and goals that you finally implement by appropriate measures. Among other things, this includes online marketing, press and public relations and advertising in the print media, TV, radio and online. The marketing department closely cooperates with the company's sales department. Here, you plan and organise the target groups oriented sales of the products abroad and at home, establish contact with customers by telephone, e-mail, or at trade fairs as part of the sales force or you answer customer enquiries in the internal sales office.

Financial Accounting

Financial Accounting is about giving account to outside parties, such as banks, investors, or the government. Considering legal provisions, you identify all operational processes of the company and you draw a balance, i.e. you analyse whether processes were successful and generated a profit. In the so-called annual balance sheet you report the company's profit and loss.



Management Accounting

Numbers over numbers: When working in this department, you are a real maths wizard. As a management accountant, you first set up an analysis of actual and target figures. In the process, you try to uncover weak points and optimize processes to make the company and work processes more efficient. All costs the company incurs are collected at cost accounting, attributed to the various reference figures, such as processes and products, and then analysed.

Supply-Chain Management

What raw materials does my product consist of? How do I source them? And where do I have my product made at all? These questions will be dealt with in the department of procurement, production and logistics. You make strategic considerations as to which processes your company executes itself and which ones are outsourced to another firm, e.g. abroad. So, you negotiate with suppliers or external service providers and optimise the internal manufacturing of products. You are the interface between the various departments of the company and you jointly plan every movement of your product, from production via the subsequent processing and into the hand of the customer – acting globally across borders.

Taxation and Auditing

If you want to work in this field, as a rule, you will be working as a tax advisor or public auditor. However, before you can do this job, you will need to pass the tax advisor or public auditor examinations after having gathered two to three years of experience. As a tax advisor, your task will consist of dealing with the annual tax return of your client, i.e. a private person or company. As a tax advisor for or in a corporation you are also in charge of implementing the management's decisions as economically, i.e. saving as much tax, as possible. As a public auditor you are never employed with the company itself but you work as an external advisor. As part of the annual financial statement, you audit the company's balance sheet and the profit and loss account.

Economics

Economics is a great foundation for many careers. It teaches us how to go about making choices, which is vitally important in business. You will have an understanding of how a business works and you know how to analyse markets. Your expertise enables you to apply the necessary research tools and techniques needed to analyze empirical data in order to gain in-depth knowledge of global markets prior to exporting, importing, or directly investing. Knowing about the relative importance of international trade and capital markets in fostering welfare you may do in-depth analyses of the linkages between markets across countries. Also, you are able to provide insights into the relationship between states and markets in an era of rapid globalization. Your skills enable you to assess a range of entry mode options towards determination of the most suitable approach for market entry.

Human Resource Management

In this department, everything centres around the personnel of a business. As a so-called human resource manager you, for example, recruit adequate trained personnel for the company locations at home and abroad. Therefore, you write job advertisements, do interviews and hire appropriate staff members. In addition, so-called HR persons elaborate the company's fundamental personnel planning by checking out in which departments what qualifications to what extent are required and at what price. You know the labour law well, negotiate salaries and work contracts or process layoffs. Moreover, you plan offers regarding staff trainings as well as employee motivation measures.

International Trade

In international trade, you are provided with an appreciation of the skills and knowledge an importer or exporter needs to manage foreign trade. This includes developing a comprehensive export plan that consists of assessing export markets, identifying legal and regulatory constraints, developing export advertising and promotion programmes, and understanding technical details and export logistics. International trade involves many direct occupations such as import and export entrepreneurs, customs and brokerage, pilots and traffic controllers, as well as support occupations such as insurance underwriting, IT and finance.

What skills do I need?

If you want to study an English-speaking degree programme such as Global Business and Economics, you should have good language skills in English and enjoy communicating in English. Moreover, you should basically be interested in business and economic interrelationships.

Other useful skills:

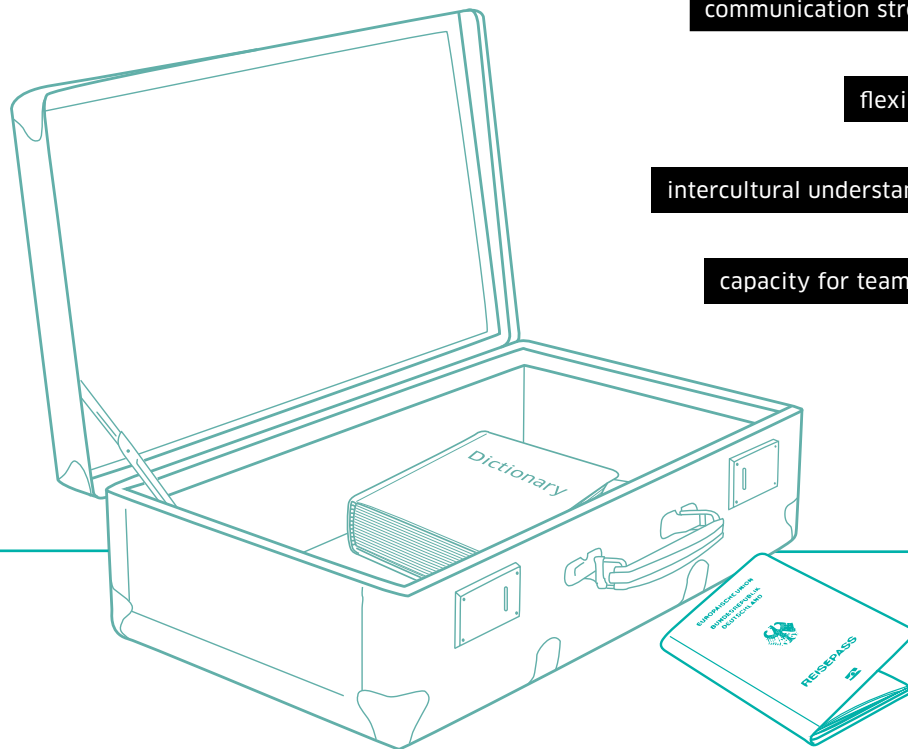
analytical thinking

communication strength

flexibility

intercultural understanding

capacity for teamwork



If you would like to study Global Business and Economics at FH Aachen, you need to have a university entrance qualification (general or entrance qualification for universities of applied sciences).

Furthermore, you need to prove that you have English language skills at **level B2** of the European framework for languages.

You often have already attained that level if you have completed English at school until form 11 with a grade of "sufficient". If this is not the case you can also submit a certificate of a successfully passed English test such as IELTS (minimum score of Band 5.0), TOEFL (minimum score of 72 points) or Cambridge. We also recognize successfully passed tests of the Sprachenakademie Aachen.

It is important that you have presented the successfully passed language test at our International Faculty Office by 30th June of every year. After that, you receive a certificate from us, which you will have to present at the latest during registration.

Please note the exception rule for applicants with German university entrance qualifications (Abitur, Fachabitur): If your German university entrance qualification certificate clearly states English language skills at level B2 (or higher), it is sufficient to present the certificate when enrolling. If the language level is not clearly indicated, the certificate must be presented by 30 June of the respective year. Those applicants who present a certificate without a clearly identifiable level of English at the time of enrolment may be refused enrolment.

If you have any questions about studies, please contact the academic counsellor. You find the contact details on page 34.

Where do I work after my studies?

After completing the degree programme Global Business and Economics, graduates can start a career in a wide range of different occupational fields, both nationally and internationally. Depending on the chosen specialisations, they can find jobs in different sectors of the industry. Whether it is in Human Resource Management, Operations Management, or International Trade - due to a broad knowledge of business and economics, and an excellent command of English, graduates are eminently suitable for the international labour market. They will quickly find their way in an international team and they will be able to understand the overall scheme of things in companies that operate all around the world.



„With our expertise in business teaching, decades of experience in student exchange programmes and partnerships with universities around the globe we offer GBE students an ideal place to learn and network in an international environment. As such you will acquire all necessary knowledge and skills relevant for a successful career in an international corporation.“

Prof Dr. Markus Fredebeul-Krein | Head of Degree Programme
Professor for Economics, especially Economic Policies

Markus Fredebeul-Krein joined FH Aachen - University of Applied Sciences in Germany as Full Professor of Economics in January 2004. Since September 2013 he is also a Professor of Honor at HEC Management School - University of Liège (HEC-ULg) in Belgium. Professor Fredebeul-Krein graduated in Economics from the University of Cologne (Germany) and in International Political Economy from the University of Warwick (UK). He holds a Ph.D. in Economics from the University of Cologne (Germany).





How is the degree programme structured?

Only after you have submitted your English language certificate at our International Faculty Office and it has been certified you can apply for a university place in the programme Global Business and Economics. Admission is generally effected according to a table of grades. Should you get accepted, you will start a brand new phase in your life. Unlike in school, during studies you can decide yourself which courses and exams you are going to take.

To this end, however, you should know the examination regulations of your programme of study, which lay down all binding rules and provisions. They specify, for example, which modules are obligatory for you and which ones can be chosen freely and when you have to register for exams.

Each semester consists of six different modules, which are offered either as lectures, exercises or as a practical course. When taking a module, you deal with a certain topic across one semester. To do so, you attend the courses offered weekly. Here, you often co-work with your fellow students in groups. Each module concludes with an exam, which in most cases is taken at the end of the current semester. After successfully completing a module, you will receive 5 credit points (also called ECTS) and a grade, which are credited to your "student account". For each semester 30 credit points are provided so that you acquire a total of 180 credit points in the 6-semester degree programme Global Business and Economics. If you have earned all credits, you gain the academic degree of Bachelor of Science.

At the beginning of your studies, there are several information meetings where there will be exact explanations on the procedure of study. Furthermore, at the Faculty of Business Studies, there are many contact persons at your side who help you at the beginning of your studies. Just visit our website www.wirtschaft.fh-aachen.de and take a look around. We have compiled a lot of information to make your way into studies easier.



What do I learn during my studies?

During the first three semesters of your studies, you acquire fundamental knowledge about business and economics, as well as Finance, Marketing, Financial Accounting and Human Resource Management or Business Taxation.

In addition to that, there are important areas for business such as mathematics for business and economics, information technology or business law. Courses such as business research methods, academic writing, business ethics and intercultural management supplement your time table. Besides the Business English (C1) course, you can integrate a second language course into your studies as well. If you have no German language knowledge, yet, you have to take a Business German course.

During the 4th and 5th semester, you have the opportunity to specialise according to your interests. Here you choose 6 modules from a specialisation catalogue - at least 2 modules must be chosen from the international specialisation catalogue. You find an overview on page 22.

As we have around 100 partner universities worldwide, we give you the opportunity to spend some time abroad in the 5th or 6th semester to strengthen your intercultural competencies and to further improve your English skills.

In the 6th or 7th semester, in the case of a semester abroad, you complete your studies with a practical project and the subsequent Bachelor thesis. In this, you have to demonstrate that you can scientifically solve a task by yourself within a certain time limit.

Curriculum

Global Business and Economics

Modulecode	Description	E/C	CP	semester periods per week					
				L	T	Pr	S	Σ	
1st semester									
71801	Principles of Business and Economics	C	5	2	2	0	0	4	
71802	Human Resources and Organisation	C	5	2	2	0	0	4	
73109	Information Technology	C	5	2	0	2	0	4	
71804	Mathematics for Business and Economics	C	5	2	2	0	0	4	
71803	Principles of Business Law	C	5	4	0	0	0	4	
71520	Business English (C1)	C	5	0	2	0	2	4	
	Sum		30	12	8	2	2	24	

2nd semester

72802	Business Ethics and Intercultural Awareness	C	5	2	2	0	0	4
72801	Statistics for Business and Economics	C	5	2	2	0	0	4
73113	Microeconomics	C	5	2	2	0	0	4
72803	Business Research Methods and Academic Writing	C	5	0	2	0	2	4
72804	Financial Accounting	C	5	3	1	0	0	4
73112	Finance	C	5	3	1	0	0	4
Sum			30	12	10	0	2	24

3th semester

73801	Managerial Accounting	C	5	4	0	0	0	4
73110	Fundamentals of Marketing	C	5	3	1	0	0	4
72805	Language/Social Competence or Wirtschaftsdeutsch (B1)	C	5	1	3	0	0	4
74107	Macroeconomics	C	5	4	0	0	0	4
73803	International Accounting (IFRS)	C	5	3	1	0	0	4
72107	Business Taxation	C	5	2	2	0	0	4
Sum			30	17	7	0	0	24

Modulecode	Description	E/C	CP	Semesterwochenstunden				
				L	T	Pr	S	Σ
4th semester								
75627	International Business	C	5	0	0	0	4	4
74801	Managerial Economics/ Economics of Strategy	C	5	2	0	0	2	4
75735	Principles of International Economics	C	5	0	0	0	4	4
74110	Operations Management	C	5	4	0	0	0	4
75720	Specialisation Module 1	E	5	0	0	0	4	4
75721	Specialisation Module 2	E	5	0	0	0	4	4
	Sum		30	6	0	0	18	24

5th semester

75103	Business Management (with business game)	C	5	0	0	2	2	4
74802	International Marketing	C	5	2	1	0	1	4
75722	Specialisation Module 3	E	5	0	0	0	4	4
75723	Specialisation Module 4	E	5	0	0	0	4	4
75724	Specialisation Module 5	E	5	0	0	0	4	4
75725	Specialisation Module 6	E	5	0	0	0	4	4
Sum			30	2	1	2	19	24

6th semester

76739	Practical project	C	15	0	0	0	0	0
8998	Bachelor thesis	C	12	0	0	0	0	0
8999	Colloquium	C	3	0	0	0	0	0
Sum			30	0	0	0	0	0

CP: Creditpoints C: Compulsory E: Elective S: Seminar L: Lecture T: Tutorial
Pr: Practical Course Semester periods per week: 1 semester period per week= 45 minutes

Curriculum

Global Business and Economics with semester abroad

Modulecode	Description	E/C	CP	Semester periods per week					
				L	T	Pr	S	Σ	
1st semester									
71801	Principles of Business and Economics	C	5	2	2	0	0	4	
71802	Human Resources and Organisation	C	5	2	2	0	0	4	
73109	Information Technology	C	5	2	0	2	0	4	
71804	Mathematics for Business and Economics	C	5	2	2	0	0	4	
71803	Principles of Business Law	C	5	4	0	0	0	4	
71520	Business English (C1)	C	5	0	2	0	2	4	
	Sum		30	12	8	2	2	24	

2nd semester									
72802	Business Ethics and Intercultural Awareness	C	5	2	2	0	0	4	
72801	Statistics for Business and Economics	C	5	2	2	0	0	4	
73113	Microeconomics	C	5	2	2	0	0	4	
72803	Business Research Methods and Academic Writing	C	5	0	2	0	2	4	
72804	Financial Accounting	C	5	3	1	0	0	4	
73112	Finance	C	5	3	1	0	0	4	
	Sum		30	12	10	0	2	24	

3th semester									
73801	Managerial Accounting	C	5	4	0	0	0	4	
73110	Fundamentals of Marketing	C	5	3	1	0	0	4	
72805	Language/Social Competence or Wirtschaftsdeutsch (B1)	C	5	1	3	0	0	4	
74107	Macroeconomics	C	5	4	0	0	0	4	
73803	International Accounting (IFRS)	C	5	3	1	0	0	4	
72107	Business Taxation	C	5	2	2	0	0	4	
	Sum		30	17	7	0	0	24	

Modulecode	Description	E/C	CP	Semester periods per week					Σ
				L	T	Pr	S		
4th semester									
75627	International Business	C	5	0	0	0	4	4	
74801	Managerial Economics/ Economics of Strategy	C	5	2	0	0	2	4	
75735	Principles of International Economics	C	5	0	0	0	4	4	
74110	Operations Management	C	5	4	0	0	0	4	
75720	Specialisation Module 1	E	5	0	0	0	4	4	
75721	Specialisation Module 2	E	5	0	0	0	4	4	
	Sum		30	6	0	0	18	24	

5th semester									
75103	Business Management (with business game)	C	5	0	0	2	2	4	
74802	International Marketing	C	5	2	1	0	1	4	
75722	Specialisation Module 3	E	5	0	0	0	4	4	
75723	Specialisation Module 4	E	5	0	0	0	4	4	
75724	Specialisation Module 5	E	5	0	0	0	4	4	
75725	Specialisation Module 6	E	5	0	0	0	4	4	
	Sum		30	2	1	2	19	24	

6th semester									
	Semester abroad		30	0	0	0	0	0	

7th semester									
76739	Practical project	C	15	0	0	0	0	0	
8998	Bachelor thesis	C	12	0	0	0	0	0	
8999	Colloquium	C	3	0	0	0	0	0	
	Sum		30	0	0	0	0	0	

CP: Creditpoints C: Compulsory E: Elective S: Seminar L: Lecture T: Tutorial
Pr: Practical Course Semester periods per week: 1 semester period per week= 45 minutes

Specialisation modules

We offer you the following specialisation modules. You have to choose three modules of the international catalogue and three modules of the other one. With these specialisation modules you can set the focus of your studies according to your interests. In this way you can also influence your future career choice. Please note: Not all modules are offered each semester.

International specialisation modules

- > International Business Law
- > International Management Training
- > International Taxation
- > Competition Analysis of International and European Markets
- > Topics in International Economics
- > International Standards on Auditing (ISA)
- > Digital Business
- > Change and Project Management
- > International Strategic Problem Solving

Specialisation modules

- > International Business Law
- > International Management Training
- > Leadership and Personality
- > Economics of Innovation
- > Corporate Finance
- > Financial Markets and Financial Services
- > Derivative Financial Instruments
- > International Taxation
- > Taxation of Investment and Financing
- > Digital Business
- > International Strategic Problem Solving
- > Production Management
- > Supply Chain Management
- > Competition Analysis of International and European Markets
- > Topics in International Economics
- > Business Analysis
- > Corporate Governance and Corporate Social Responsibility
- > Change and Project Management
- > Advanced Managerial Accounting
- > Value Based Management



How does the application process work?

Prerequisites

If you wish to apply for the degree programme Global Business and Economics, you need a university entrance qualification, i.e. either a general qualification for university entrance (Abitur) or an entrance qualification for university of applied sciences.

Moreover, you will have to prove English language skills at level B2 at least. You have to submit your proof of language skills until 30th June to the International Faculty Office. Applicants whose native language is English have to submit one as well. You can read more about the entry requirements on www.fhac.de/FB07/GBE/requirements.

Application

If you meet all these requirements you can apply at FH Aachen for this course. As a rule, applications are processed online through the application portal. You can go there via the homepage of the course: www.fh-aachen.de/studium/global-business-and-economics-bsc. The application portal is open from mid-May until 15th July.

Admission restricted degree programme

As there are more applicants than university places for the degree programme Global Business and Economics, admission to the course is restricted, i.e. not each applicant will automatically get a university place. The selection of admitted students will be carried out according to different criteria. Generally, applications with better grades or longer waiting time stand better chances to obtain a university place, with the number of places being determined anew every year.

If you have obtained a university place in this process, your admission will be confirmed by e-mail. All further steps and deadlines are specified there.

Admission

If your application for the degree programme was successful, you can register at the university. Your admission letter contains exact details as to what documents you will have to present when and where. At FH Aachen, registration can be effected either by mail or personally at the Registrar's Office. It is important that you observe the deadlines.

You find a detailed check list on page 28.

Proof of registration and semester ticket

After successful student registration, you will get a proof of registration and the login data for FH Aachen IT services. If you send your records by post, these documents will be delivered by post as well. If you show up in person during the business hours of the Registrar's Office, your records will be checked on the spot. If everything is all right, you will get the above-mentioned documents right away. In either case, the ASEAG (public transport company) will be informed about your successful student registration. They will then send you the electronic semester ticket by post. Please note that this ticket cannot be obtained at the Registrar's Office.

Application with a foreign university entrance qualification

Foreign university applicants, who did not acquire their university entrance qualification in the Federal Republic of Germany or at a school with a German school leaving examination, but instead acquired an university entrance qualification in their home country have to apply via Uni Assist. Uni Assist checks if your documents fulfil the general requirements for a university course of study in Germany. More information can be found directly on this website www.uni-assist.de.

If you do not have any German language skills yet, we recommend that you learn the basics beforehand. According to your study plan, you have to pass a compulsory business German course at level B1 during your studies. Ideally, you should have German language skills at level A2 before starting your studies.

Costs

As a student you have to pay a social contribution for the services of the Studierendenwerk (Student Welfare Service) and a student activity fee for the work of the AstA (Students' Union Executive Committee). The student contribution includes the cost for the semester ticket in North Rhine-Westphalia.

You can look up the exact amounts of the contributions here:
www.fh-aachen.de/en/university/registrars-office/social-contribution-and-student-activity-fee/

*If you have any questions
about the application,
contact the Student Service
Center:*

*www.fh-aachen.de/ssc/
phone. 0241-6009-51616*



Checklist Registration

Don't forget to bring for registration:

- ☐ Admission letter (as a copy)
- ☐ School certificate (higher entrance qualification, certified copy or original)
- ☐ Certificate of health insurance (original)
- ☐ Transfer voucher/pay-in slip or account statement of social contribution and student activity fee
- ☐ Personal data sheet (with date and signature)
- ☐ Data privacy statement (with date and signature)
- ☐ Certificate of your recognized English language skills

Please also remember to bring:

- ☐ Service certificate (German Army) if applicable
- ☐ De-registration and clearance certificate (after previous studies) if applicable



Student Service Center (SSC)

You would like to study at FH Aachen - University of Applied Sciences or you are already registered or have already completed your studies? Then the Student Service Center (SSC) is the first contact point for you. Whether it is about advice, application, registering, re-registering, FH Card, accommodation or student life in Aachen - we are there for you if you have questions regarding studies at FH Aachen. In case of more detailed concerns, which cannot be finally answered at the Student Service Center, we forward you to our colleagues of academic counselling in the faculties.

You find us in the main building of FH Aachen at Bayernallee 11 in Aachen on the 1st floor. You can find our office hours here: www.fh-aachen.de/hochschule/ssc. We also gladly answer your questions by telephone under +49.241.6009 51616 or e-mail to ssc@fh-aachen.de. On our website fh-aachen.de/hochschule/ssc you will find a lot of useful information and our current opening hours. We look forward to seeing you!





Faculty of Business Studies

For 50 years, the faculty has offered high-quality degree programmes in Business Studies and continues to develop its range of courses. In addition to the programme Business Studies, which is considered to be an all-rounder, it sets further priorities through Business Law and International Business degree programmes. The faculty is characterized by the following features:

Practice-Oriented

We accompany your study success day by day. Our professors have long-standing professional experience in different areas of business and incorporate their versatile practical experience in their state-of-the-art teaching. You can regularly attend guest lectures of experts from practice and as part of excursions have the opportunity to get to know companies through on-site visits.

Connected

In order to provide you with the best career entry and optimally prepare you for the diverse activities in business we cultivate close ties with local and international companies and keep extending our network. Across several years, we accompany your way to the completion of your studies and stay in touch as part of our alumni work.

International

For you to be able to act in a successful and self-assured way in international working environments we encourage you to be mobile across borders and to acquire inter-cultural competencies. With more than 100 partner universities worldwide, 200 students spending some time abroad and numerous visiting students, internationality is actively being lived at the faculty.

Personal

It is important to us to personally accompany you as you study. What is more, we put emphasis on specialised know-how and on values and personality. Next to imparting business knowledge, we promote social competencies, critical thinking as well as ethical awareness.

Contacts

If you have questions about your studies or the study programme, the International Faculty Office is your right contact partner. You find the International Faculty Office on Eupener Straße 70, 52066 Aachen, 2nd floor.

More information can be found on www.wirtschaft.fh-aachen.de.



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1.30 pm - 2.15 pm
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Student Service Center (SSC)

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