

Contact



Study **Business & Management Studies** with specialisation in **E-Commerce, BSc** at the UE

Your dual studies at UE: Two degrees in only 3.5 years.





TOP 10
in Business
Studies
at private universities
in Germany.
* multirank 2020

Why the UE?

During your dual studies at the University of Europe for Applied Sciences (UE), you will benefit from both practical experience and theoretical learning. In addition to the latest business and economic knowledge you will learn industry-specific contexts about the processes of digital online commerce.

In cooperation with a partner vocational school, you will become an expert in e-commerce business processes, online product range design, drafting contracts for online sales, implementing marketing measures, online sales channels and value stream mapping. We help you strengthen your skills, which will allow you to advance your career in national as well as international companies. The UE offers you access to numerous market-leading companies from the region as well as an apprenticeship that has been awarded the highest seal of approval (system accreditation). Get your degree and apprenticeship in record time and successfully start your professional future!



Degree:
**Bachelor of Science (BSc) and IHK
(Chamber of Industry and Commerce)
degree in E-Commerce.**

Duration and credits:
7 semesters, 180 ECTS

Start:
Winter semester - August

Languages:
German

Locations:
**Iserlohn and Kaufmannsschule 1 -
Vocational College of the City of Hagen**

Admission requirements:
**General university entrance qualification
or entrance qualification for studies at UE
including practical part and existing con-
tract for vocational training as a merchant
in e-commerce**

Perspectives at the UE

The dual Bachelor's programme was developed in cooperation with the South Westphalian Chamber of Industry and Commerce, the Kaufmannsschule 1 - Berufskolleg der Stadt Hagen and leading companies from various industries in the region. It therefore offers the best possible training for the requirements of the market.

After successfully completing their dual studies, our graduates start their professional lives in areas such as business management, logistics, marketing management or online sales. Some of our graduates have come up with innovative ideas and gone on to create their own company, making a mark in the start-up industry.

All advantages at a glance

- Gain two degrees in a short time of 3.5 years
- Varied studies with periods of attendance at university, training company and vocational school
- Salary from day one
- Unique opportunities to build practical contacts during your studies
- Practice-oriented teaching by experts from science and industry
- Individual support in small learning groups
- Development of an international network and contacts to our collaboration partners
- Support with job applications and job placement through our Careers Centre

Short Curricula

1st - 5th semester	6th & 7th semester
Basic studies in the areas of Fundamentals of Business & Management Studies, Corporate Accounting, Corporate Management & Finance, Economics, Value Chain Management and Quantitative Research, Controlling & Taxes, Law, Economics: Digital Transformation	6th Semester: Customer Relationship Management, Digital Business, Strategy & Economics Electives (1 of 4): Controlling, Marketing, Supply Chain Management, Entrepreneurship Bachelor's Thesis 7th Semester: Bachelor Thesis
1st - 5th semester, at Company or vocational school	6th - 7th semester, at Company or vocational school
<ul style="list-style-type: none"> • 1 university day • 1 vocational school day • 3 days in the company • In addition, there are approx. 3 additional university days per semester. 	<ul style="list-style-type: none"> • 2 university days • 3 days in the training company • Outside of the lecture periods, the university days are additional days in the training company with the usual vacation regulations