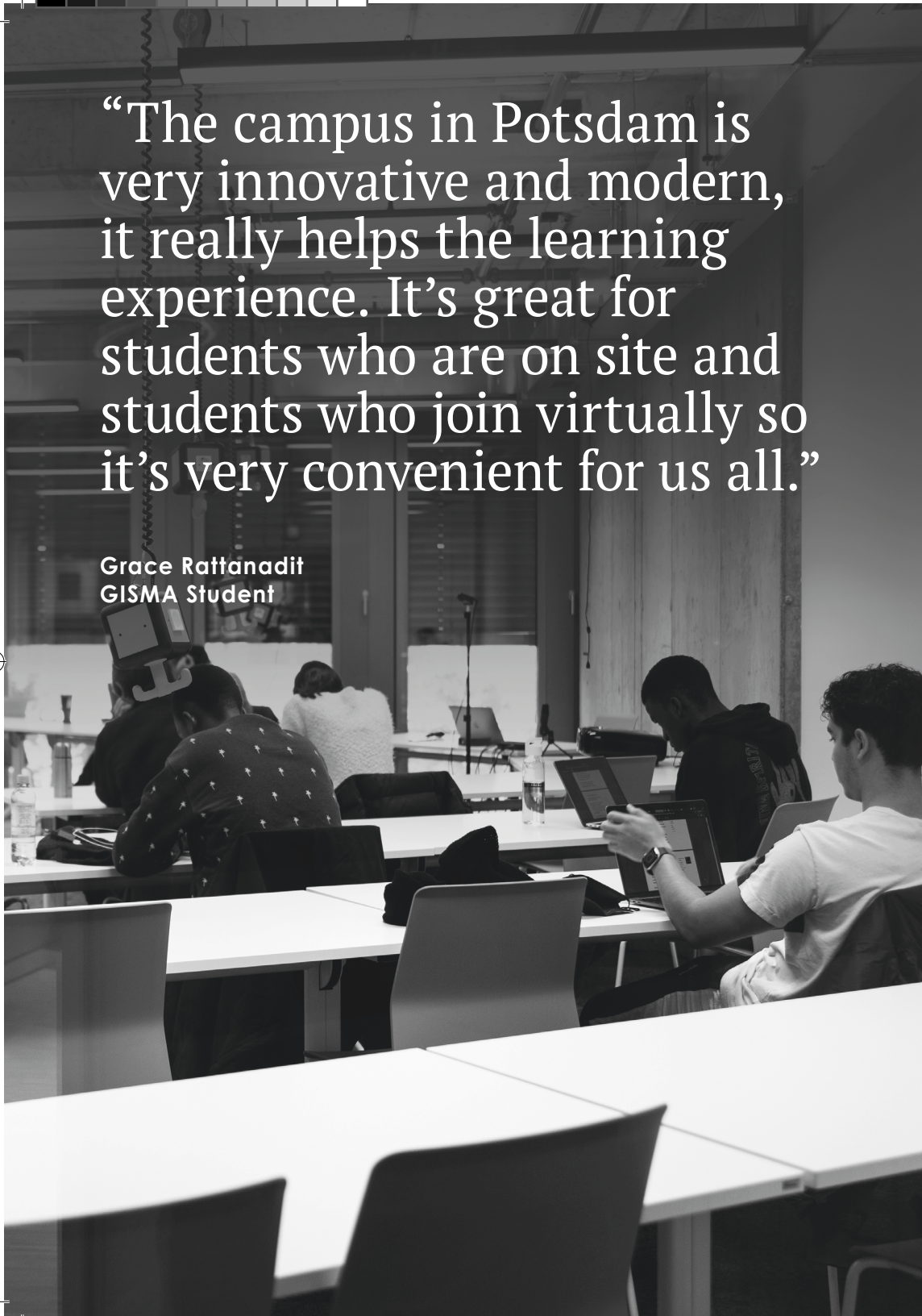


“The campus in Potsdam is very innovative and modern, it really helps the learning experience. It’s great for students who are on site and students who join virtually so it’s very convenient for us all.”

Grace Rattanadit
GISMA Student



GISMA
BUSINESS
SCHOOL

BSc

Business Management

Build the foundation from which you can launch your career, with any one of five diverse and in-demand specialisms.

Get in touch

GISMA Business School, Think Campus,
Konrad-Zuse-Ring 11, 14469 Potsdam
T: +49 (0)511 54609-0
E: info@gisma.com
gisma.com



Our full-time bachelor's degree in business management is designed to provide you with an interdisciplinary, internationally oriented management education for challenging tasks in all economic and administrative fields of activity.

The degree program aims at qualifying you for independent entrepreneurial activity or a middle management position with leadership responsibility in international companies. Our goal is to consistently develop you into entrepreneurial personalities from the very beginning and to sensitise you to the requirements of the globalised business world.

Furthermore, through several specialisations, this programme supports various areas of business administration. The degree programme offers specialisation options in the areas of Marketing, Logistics, Entrepreneurship, Human Resources or Finance. These clearly structured and clearly focused areas of specialisation give students the opportunity to acquire a qualification profile oriented towards professional fields.

Why study at GISMA?

GISMA Business School is a state recognised University of Applied Sciences which also benefits from AMBA accreditation which was awarded for our Global MBA, an honour shared by only 6 business schools in Germany and 2% of all business schools worldwide. The prestigious AMBA accreditation represents innovation and excellence in education, which is core to our values at GISMA.

What you will learn?

Our BSc Business Management degree programme is a dynamic and diverse programme that covers many of the key

areas of business that you will need to graduate with the knowledge, skills, and practical experience to begin your career in the field, from strategic management and digital marketing to managerial budgeting, business modelling, and transportation logistics, depending on the specialisation you choose.

How will you study?

GISMA Business School supports flexible and individual learning by applying a systematic hybrid learning scheme.

You will spend part of your lectures in class at our Potsdam campus. These face-to-face phases are complemented by e-learning sessions. You will work on cases, reflect on readings, take part in online discussions, and participate in group exercises and projects. This variety of learning methods is part of our unique teaching strategy, which includes student-centred pedagogy, project-based learning, collaborative learning, and personalised coaching.

Career progression

A business management degree provides the academic knowledge and skills to pursue global career opportunities and helps you develop a broad and diverse understanding of businesses. With your choice of specialism, you will have the skills and knowledge to delve into a specific field whilst utilising all the skills you have gained within business management.

As this programme offers students the opportunity in a number of key fields, graduates of business management are presented with a variety of job opportunities in:

- Management
- Consultancy
- Marketing and advertising
- Human resources

- Retail and sales
- Finance

Our dedicated Career Centre will help students fulfil their career goals through a variety of specialised services and establishes long-lasting relationships with alumni and employers.

Course modules

General Business Competencies

- Fundamentals of Strategic Management
- Digital Marketing Methods
- Leadership in a Digitalised and Globalised World
- Fundamentals of Marketing
- Financial and Cost Accounting
- HR Management
- Project Management
- Sustainability Management

Digital Competencies

- Digital Transformation and Cases
- Economics and Digital Economics
- Innovation Management in a Digital and Globalised World

Action and Intercultural Competencies

- Foreign Language
- Intercultural Skills and Ethics
- Creative Problem Solving and Strategy Development
- Study Abroad, Internship or Career Development Semester*
- Internship

Scientific and Methods Competence

- Business Mathematics
- Statistics
- Academic Writing and Research Methods
- Bachelor Thesis

Specialisations

A choice of one specialisation from the following:

Specialisation: Finance

- Financial Risk Management
- Managerial Budgeting
- Financial Reporting
- Corporate Taxes
- M&A
- Finance and Investment

Specialisation: Marketing

- Data Driven Business Models
- Customer Behaviour
- Market Research and Data Analytics
- Social Media Marketing
- Digital Customer Experience Management
- Digital Brand Management

Specialisation: Logistics

- Value Chain Management with SAP
- Material Flow Systems
- IoT
- Transportation Logistics
- Global Supply Chain Management
- Robotics & Automation in Logistics

Specialisation: Entrepreneurship

- Data Driven Business Models
- Agile Operations
- Business Start-up Simulation
- Entrepreneurship & Business Modelling
- Pitch Training
- Finance and Investment

Specialisation: Human Resources

- International Employment Law
- Social Channel Recruiting
- Identifying Talent
- International Talent Mobility
- Remuneration and Retention Management
- Finance & Investment

Campus: GISMA Potsdam campus

Study mode: Full-time

Start date: January, April, July and October

Duration: 36 months

Qualifications

- General university entrance qualification
- English proficiency: B2 (IELTS 5.5) or equivalent
- Non-EU applicants must conduct an entrance test

Application documents

- CV
- Passport copy (can be identity card for EU students)
- Letter of motivation
- Proof of university entrance qualification (certified copy; foreign language certificates must be accompanied by a German or English translation)
- Proof of required English language skills

Pricing

	Tuition Fees 3 Year Programme	Early Bird Discount Offer*
EU & Germany	€ 9,600 / year	25%
International	€ 10,500 / year	25%

Regional discounts are available for CIS, MENA and LATAM regions. Please get in touch for more information.

*Early bird offer for applications submitted at least 8 weeks before orientation date.