

### **MA Degree Programme**

The course will teach students consolidated business skills and prepare them for professional specialisation in one of the following major subjects: health care and social management, logistics and e-business, or sports management. In the process, business expertise and multidisciplinary management knowledge will be acquired.

### **Job Profiles**

- With a major in logistics and e-business, graduates will be able to take up positions in companies from the sectors of industry and trade, logistics service providers and traffic management, and recycling/waste disposal or in the service sector looking at issues arising from the electronics trade or information technology.
- A major in health care and social management will qualify graduates for positions in hospitals, youth welfare facilities, care of the elderly and disabled, pharmaceutical companies and management consultancies.
- Potential areas of responsibility in sports management will present themselves at sport federations, sport associations or companies from the sport sector. In addition to this, graduates will have the possibility of entering the civil service, for example, going into government authorities and ministries.

### **Course Content**

While the first two semesters focus on general management skills and a thorough look at core business functions, students can concentrate on their majors from the second semester of their studies. The students demonstrate their strategic strengths and their ability to apply theoretical concepts and relevant research

methods in their final thesis and the final colloquy.

### **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. Students learn 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.

### **Admission requirements:**

Exchange Students:

Nomination by partner university and successful application at RheinAhrCampus.

Full-degree Students:

- Completed Bachelor or German degree (Diplom) with an overall mark of 2.0 or better; for students with an academic background in Business Administration (at least 20 ECTS), the required overall mark is 2.5. From WS 12/13, these required averages will be raised to 1.8 (or 2.3 for students with a background in Business Administration as specified above).
- Full application including statement about motivation for course and recognised documentation of German language skills (cf. online information for degree-seeking students).

### **Contact:**

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**Course Structure / Curriculum:**

**Structure of the Course/Curriculum:**

<b>‘Master of Arts’ in Business Administration with Optional Majors in the Subjects of Health Care &amp; Social Management, Logistics &amp; E-Business, and Sports Management</b>			
<b>Semester 1</b>	<b>Semester 2</b>	<b>Semester 3</b>	<b>Semester 4</b>
Social Economics & Statistics (7c)	Controlling, Investment, Financing & Accountancy (11c)	Placement (18c)	Master Thesis (18c)
Organisation Development/Human Resources Management (4c)	Interdisciplinary Skills (7c)		
Business & Employment Law (7c)	Major Module GuS: Theory and Empirics of GuS (12c)	Major Module GuS: Social Management (12c)	Major Module GuS: Health Care Management (12c)
Business Management/International Management (6c)	Major Module Sport: Principles of Sports Management (12c)	Major Module Sport: Business-Related Fields of Activity in Sport (12c)	Major Module Sport: Customer & Market-Related Fields of Activity in Sport (12c)
Marketing (6c)	Major Module LeB: E-Business Management (12c)	Major Module LeB: Process Management in Logistics (12c)	Major Module LeB: Strategic & International Logistics Management (12c)

Please note that the M.A. programme in **Business Administration** allows students to concentrate on three areas of specialisation (Health & Social Services Management, Logistics and E-Business and Sports Management). Please refer to the respective course descriptions for more information.

Successful completion of this MA degree qualifies a student for acceptance onto a PhD programme and for the higher civil service. Specific regulations may apply.