

Key data

Study Program

Standard duration
6 semesters in total, thereof 2 in Bremen

Degree
Bachelor of Science

Scope
180 ECTS Credit Points (CP)

Application

Requirements
120 CP from a business or economics bachelor's program
English B2
nomination from selected partner university

Restrictions
restricted admissions

Application period
01.05.-15.07.

Start
Winter semester

5 good reasons...

... for studying Business Studies (International Advanced Student Program) at the University of Bremen

1. Support in the onboarding phase: Guidance from the Office for International Affairs
2. Individual focus: Current and professionally relevant majors
3. International experience: Studying at two universities
4. Practice orientation: Career-related accompanying events
5. Excellent rating: Top position in the CHE university ranking

Office for International Affairs Faculty 7

Contact point for questions about course content, course planning and examination regulations

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Further information on the degree program:

www.uni-bremen.de/en/wiwi/studies



Study Center Faculty 7

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Business Studies International Advanced Student Program Bachelor



Business Studies

Business studies is a field of study and research that deals with the economic aspects of companies and organizations. This includes the analysis, planning and control of all economic processes in these institutions. Business studies use both quantitative and qualitative methods to measure, analyze and improve processes. The methods of business studies provide the basis for efficient and effective decision-making in the company, both for products and services as well as for employees, customers and all other stakeholders from the corporate environment.

The extraordinary

The content and profile areas of the Business Studies degree program at the University of Bremen are geared towards the demands of students and of employers. It is characterized by a strong focus on methods, which is indispensable in modern business studies. With the Bachelor's degree from the University of Bremen, students of the International Advanced Student Program (IASP) are certified to have the same competencies as students of the Faculty's full study program in Business Studies with the exception of language skills.

The IASP is a cooperative international study program of the University of Bremen with selected partner universities, which follows a two-part structure:

- (1) Studies at the partner university
- (2) Studies at the University of Bremen

Program Structure

	1 st / 2 nd year of study	3 rd year of study	
Area of Recognition	Business Studies (30 CP) Economics (12 CP) Data Literacy (24 CP) Electives of Economic Sciences (33 CP) General Studies (21 CP)		120 CP
Area of Specialization		Specialization (36 CP) Project (12 CP)	48 CP
Final Study Phase		Bachelor's thesis (12 CP)	12 CP
	120 CP	60 CP	180 CP

In the first two thirds of the program, students learn the basics of business studies and economics. In the last third, students choose specialized courses. Learning about relevant methods in the field of data literacy supplements the subject-specific training. The General Studies courses focus on the acquisition of general skills that serve as career orientation and professional qualification. The program concludes with a Bachelor's thesis.

Specialization

In the specialization area, students choose courses from the current English-language curriculum in the following majors:

- Finance, Accounting and Taxation: this is about the monitoring of business activities, the provision and use of financial resources
- Marketing: the focus here is on digital marketing, identity-based brand management and consumer behavior
- General Management and Logistics: this includes corporate management topics such as international management, entrepreneurship, human resources or digital management

Perspectives

After graduating with a Bachelor's degree, graduates have the opportunity to work in a wide range of commercial professions in middle management, for example in industry, wholesale and foreign trade, banks and insurance companies, the service and consulting sector as well as in the public sector. The Faculty maintains close contacts with practitioners and offers various formats for professional orientation as well as career planning and initiation.

The following Master's degree courses are open to graduates of the International Advanced Student Program (IASP) at the University of Bremen who can provide proof of the relevant German language skills:

- M.Sc. Business Studies
- M.Sc. Business Psychology
- M.Sc. The Economics of Global Challenges (English-speaking) (from 2025/26)
- M.A. Professional Public Decision Making

Under certain conditions, students can be admitted to the following Master's degree programs if they can provide proof of specialist knowledge outside of business studies:

- M.Sc. Management Information Systems (English-speaking)
- M.Sc. Management and Production Engineering

International

The IASP is taught exclusively in English. Students gain international experience by studying at two universities.

Internship

Students who would like to complete an internship alongside their studies are supported by the Career Center of the University of Bremen and the Office for Practice and Transfer of the Faculty.