

# BSc (Hons) Business and Management



In partnership with:



**7<sup>th</sup>**

2021 The Guardian League  
Table for business, marketing  
and management

**13<sup>th</sup>**

2020 The Guardian League  
Table among universities  
across the UK

# BSc (Hons) Business and Management

Start working towards your career in business with the BSc (Hons) Business and Management programme at BSBI, delivered in partnership with University for the Creative Arts (UCA).

Designed with future business leaders in mind, the BSc programme will equip you with the relevant skills and encourage you to use your creativity to resolve complex business problems.

You'll have the option to choose between the three or four-year programme. The four-year International Route programme includes a foundation year which will introduce you to the fundamentals of creative business and management whilst preparing you for using the English language in academic work.

## Key Facts

**Duration:** 3 years or 4 years with a foundation year (International Route)

**Intakes:** February, May, October



"I love Berlin and the fact that courses are taught in English has helped me choose to study with BSBI."

**Alexandra Dalla**, BSBI student

The majority of your work will be completed in groups and on-going support will be provided through the use of structured, targeted individual tutorials and online tutorials.

## Foundation Year

### International Route

- Introduction to Creative Business and Management
- English for Academic Purposes, Research and Study Skills
- Marketing, Communication and Branding
- Creative Business Project
- Introduction to the German Language

## Year 1

- Managing Across Industries
- Foundations of Marketing and Communications
- Economics for Business
- Business Seminar 1: Understanding Consumers
- Creative People and Organisations
- Understanding Trends and Forecasting
- Identity Based Marketing
- Business Seminar 2: Business Analytics
- Introduction to the German Language

## Year 2

- Business Seminar 3: Professional Practice
- Critical Analysis with English for Academic Purposes 1
- Financial Management
- Critical Analysis with English for Academic Purposes 2
- Operations & Logistics
- Creative Innovation
- Industry Lecture Series
- Behavioural Studies & Consumption
- Advanced German Language

## Year 3

- Creative Business Start-up
- Data Mining for Marketeers
- Predictive Data Analysis for Business
- Business Seminar 4: Strategy & Decision Making
- Creative Leadership Lab
- Project/Dissertation
- Business German Language

Upon successfully completing the BSc (Hons) Business and Management, you will be able to:

## Knowledge

- Understand how the specific features of businesses in the creative industries work together to inform strategy and operations in a range of creative contexts.
- Discuss and apply a coherent and detailed knowledge of business and management within the creative industries.
- Debate current professional opinion and research about business and management in the creative industries, and changes that may affect its development in the near or mid-term future.

## Skills

- Initiate and carry out projects – exercising initiative and personal responsibility – to enable creative industries' businesses to achieve defined strategic goals.
- Apply high-quality creative, design, software and hardware skills to create compelling, professional communications to both specialist and non-specialist audiences.

- Plan and manage your own ongoing professional development making appropriate use of professional opportunities, networks, publications and research sources.

## Application

- Employ in-depth quantitative and qualitative data to analyse complex problems and propose solutions appropriate to professional business and management practice in the creative industries.
- Assess markets, plan operations, manage finances and organisations, and communicate business needs in a range of creative industries contexts.
- Evaluate critically arguments and data (that may be incomplete) to frame appropriate questions and make judgements regarding solutions to problems related to business and management in the creative industries.
- Apply accurately a range of quantitative and qualitative methods and techniques to support decision-making regarding business and management in the creative industries.

## What will you experience?

Whether you're looking to start up your own business, or forge your way as a leader in a small or large organisation, this three or four year programme will equip you with the practical skills, entrepreneurial attributes and creativity required to make an immediate impact on global business organisations.

You'll study in our well-equipped classrooms at our campus in Berlin. You'll also have access to a range of learning resources including our Virtual Learning Environment (VLE) and our industry connections, allowing you to take advantage of some of the most exciting businesses in Berlin.

## Why study this course?

BSBI is committed to nurturing the talents of future business leaders. If you're ready to join the next generation of innovators, inventors and entrepreneurs, enrolling on this programme is the best place to start. The BSc (Hons) Business and Management equips students with knowledge in business analysis, alongside skills in financial management, marketing, operations and human resources necessary for a successful career across global industries.

## Who should take this course?

At BSBI, we cater for ambitious students who have aspirations of leading in the business world. As such, we encourage diligent students with an appetite for enterprise and a passion for innovation to apply to this programme.

Our memberships:



## Entry Requirements

### Foundation (International Route)

**Minimum age:** 17 years old (titles awarded upon completion of at least 11 years of schooling)

**Academic qualifications:**  
NARIC equivalent to GCSE

## English Language

### Foundation (International Route)

- IELTS Academic – minimum overall score 5.0 (with min 4.5 in each component) or equivalent test (i.e. Password Test, PTE, TOEFL IBT)
- The English language test can be waived and a Medium of Instruction Letter submitted if: **1.** Applicants have achieved NARIC recognised High School Certificate, where the medium of instruction was entirely in English (teaching and assessment). **2.** You are a Canadian national who has completed studies at an English-speaking school/college/university.
- West African Certificates (WAEC AND NECO only) with a minimum of C6 in English and issued within the last 5 years. Kenya Certificate of Secondary Education (KCSE) is also accepted with an overall grade C or above. For Tanzania and Cameroon, we request an IELTS (or equivalent certificate).
- Nationals of a majority English speaking country who have taken their academic qualifications in that country do not need to sit an English test (Antigua and Barbuda, Australia, The Bahamas, Barbados, Belize, Dominica, Grenada, Guyana, Ireland, Jamaica, Malta, New Zealand, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Trinidad and Tobago, UK and USA).



“BSBI creates an open environment so we can talk about our future goals and aspirations.”

**Chahat Kalra**, BSBI student

## Entry Requirements

### BSc (Hons)

**Minimum age:** 18 years old (titles awarded upon completion of at least 12 years of schooling)

**Academic qualifications:** A school leaving certificate that allows you to pursue higher education in Germany (e.g. Abitur, Fachhochschulreife, Matura or International Baccalaureate), or international school leaving certificates, or BTEC/National Diploma, or Advanced Vocational Certificate of Education.

If you do not meet the above academic requirements, applicants with professional qualifications and/or 4 or more years of full-time work experience will be considered on an individual basis.

## English Language

### BSc (Hons)

- IELTS Academic – minimum overall score 6.0 (with min 5.5 in each component) or equivalent test (i.e. Password Test, PTE, TOEFL IBT)
- Cambridge IGCSE, Cambridge AICE certificates
- International Baccalaureate Diploma if: English Syllabus A: Standard or Higher Grade 4, or above and English Syllabus B: Standard Grade 5 or Higher Grade 4, or above
- The English language test can be waived and a Medium of Instruction Letter submitted if: **1.** Applicants have achieved NARIC recognised High School Certificate, where the medium of instruction was entirely in English (teaching and assessment). **2.** You are a Canadian national who has completed studies at an English-speaking school/college/university.
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## Admissions Process

Applying to study with BSBI has never been easier! Here's how it works:

1. Create an account here: [start.berlinsbi.com/login](https://start.berlinsbi.com/login)
2. Select the programme and intake you would like to apply for.
3. Complete all sections of the online application.
4. Submit your application.
5. Our admissions team will liaise with you with regards to the next steps.

Once you have been accepted, you need to apply for a German student visa as soon as possible. To do this, you must:

- Make an appointment with the German embassy in your country and complete an application form (the administrative fees for this are usually around €60)
- Ensure that you provide all the correct documents to avoid being refused entry into the country. Your visa confirmation will take on average two to three months, depending on your country.

It should be noted that the student visa or 'Visum zu Studienwecken' only lasts for three to six months. For more information about the visa requirements you need to study in Germany visit: [berlinsbi.com/international-student-guide](https://berlinsbi.com/international-student-guide)

**Delivery:** On-campus

**Fees:** €7,000/year (EU) | €9,000/year (international)

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and Innovation GmbH**

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Berlin School of Business and Innovation (BSBI) is in partnership with the University for the Creative Arts (UCA), a Gold Standard institution under the Teaching Excellence and Student Outcomes Framework (TEF). As a result of this partnership, BSBI is able to offer this programme. UCA is an acclaimed creative institution in the UK that ranks highly in all three of the major UK league tables. The university has also been ranked 13th out of all UK universities in The Guardian League Table 2020.

The information in this publication is correct at the time of printing and subject to change at any time. For the latest information, please visit: [berlinsbi.com](https://berlinsbi.com)