

Dual Bachelor's Degree Program in Business Administration, Specialization in Industrial Management

During the three-year bachelor's program in Industrial Management, you will gain comprehensive expertise, combining economic and legal knowledge with academic fundamentals and methodologies.

With a foundation in accounting, marketing, business administration, and project management, you will be prepared for future leadership roles.

By actively participating in departmental work, you will gain hands-on practical experience.

Upon successful completion of the program, you will be able to think and act in a business-oriented manner as a decision-maker in companies and will be capable of solving interdisciplinary problems in collaboration with experts from other fields.

You need:

- Interest in business and macroeconomic issues
- Analytical and mathematical reasoning skills
- Strong communication and presentation skills
- Proficiency in using new media
- Proficiency in German
- English skills with room for improvement
- Motivation, drive, creativity, and team spirit
- Sense of responsibility, reliability, and perseverance

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