



Studying in the Heart of Berlin



About bbw University of Applied Sciences

bbw University of Applied Sciences is located in the heart of Germany's creative capital, Berlin. Founded in 2007 by famous companies, such as Siemens, Daimler, Bombardier Transportation, OTIS and Menarini, bbw offers a range of professional bachelor and master courses in Management, Transport/Logistics, Engineering and Technology. All study courses are nationally and internationally recognised

One of the unique benefits of bbw is its close connection with the region's economy. bbw's extended network of partner companies allows students to spend a semester acquiring direct, practical knowledge first-hand from a local corporation. bbw University of Applied Sciences is working with highly skilled lecturers and professors who have acquired their experience in the field. This means they are able to share hands-on, practical advice to students as part of their training. Students can also carry out practical training at a wide range of internationally renowned partner firms.

More than 2,000 young people from all over the world graduated at bbw University of Applied Sciences and more than 1,200 students are currently enrolled. bbw's unique international business oriented profile ensures high academic quality and a high rate of employment. About 97 percent of our students started their careers within one year after graduation.



Based on the quality management system implemented, the bbw Hochschule – University of Applied Sciences has been certified to independently develop and run high-quality degree programmes.

Contact

We look forward to answering your questions. Contact us for more information or make an appointment.

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Industrial Engineering Business Management and Engineering

full-time study

Bachelor Programme
Bachelor of Engineering, B. Eng.

Early in their working lives, engineers have to manage finances and managers have to deal with technologies. This degree programme at the bbw University of Applied Sciences combines these two areas. Due to the combined teaching of business and technical expertise, graduates are able to grasp both technical and overarching operational contexts and are able to take on responsible activities and potential leadership positions in the company.

The key qualifications that are important in the business environment, such as communication and media skills, are also expanded by designing the teaching accordingly. The additional range of languages offered also enables students to acquire language skills for their later work, while important communication techniques for professional work are also taught. The study programme also includes an internship phase in order to apply what has been learned and to deepen further knowledge already during the study programme.

Successful completion of the Business Management and Engineering degree programme at the bbw University of Applied Sciences qualifies you for responsible tasks and potential management positions both in small and medium-sized enterprises, in internationally operating large companies, or in a company you have founded yourself. Due to the technical and economic aptitude, the potential fields of activity may include Procurement/Purchasing, Research and Development, Product Development, Project Management, Quality Management, Marketing, Logistics, Sales or Controlling.

This degree also opens the door to further academic qualifications (such as a master's degree) in both business and engineering. Companies are looking for potential managers who bring a broad, interdisciplinary know-how to solve the many complex tasks in the economic and technical field. With a degree in Business Management and Engineering, you have your future career in your own hands.

In cooperation with



Overview

Degree

- Bachelor of Engineering (B. Eng.)

Credit Points

- 210 CP

Study Type

- Full-time course

Course Language

- English

Duration

- 3,5 years or 7 semesters

Tuition Fee

- 42 instalments of EUR 550.00 or
7 instalments of EUR 3,300.00
(EUR 23,100.00)

Registration Fee

- For applicants from non-EU countries:
EUR 150

Course Start

- Courses start in April and October each year.

Application Deadline

- For applicants from non-EU countries:
15th of January for the summer semester
15th of July for the winter semester

Admission Requirements

- (Technical) university entrance qualification
- English Language Level B2
(Common European Framework of Reference)

The Perfect Combination

The demands on managers have become very diverse in both small and medium-sized companies. Tasks such as planning and organization of operational processes, the coordination of work processes and personnel management, right through to budget preparation and control show that today, operational management is looking for qualified generalists to an above-average extent. At the same time, a corresponding depth of knowledge is also expected in technical issues. The combination of generalist and specialist in one person is a crucial basis for the professional success of managers. By choosing the "Business Management and Engineering" course, you lay the foundation as an interdisciplinary industrial engineer.

In the course of the seven-semester Bachelor's degree, knowledge of classic business administration is imparted, as well as basic knowledge of engineering, with the aim of integrating business and technology. This means that you are able to do the work of a classic engineer, such as construction, materials science in manufacturing, as well as topics related to human resource management, cost-benefit analysis, marketing and sales. In addition to the specialist skills, social and methodological skills are also trained during the course. The course is international and the lectures are held in English. The course not only qualifies you for tasks in a national environment, but also for international activities.

Benefits of Studying with Us

bbw University of Applied Sciences, provides the learning conditions that best further the career of a student. One way we achieve this is by designing each programme with specialist advisory councils consisting of industry figures. This direct input from the commercial sector ensures our courses are developed to meet the immediate demands of the international labour market. Other reasons to study at bbw include:

- 🗣️ Small study groups with individual support
- 🏭 Professors working in the industry
- 🌍 Internships worldwide – often supported by scholarships
- 📅 Fixed semester planning
- ♥️ Studying in the heart of Berlin
- ✓ State accredited degrees
- 📄 Support in visa application processes

Practice-oriented Study

Our professors possess profound experiences in their relevant industry. They incorporate their networks into the lectures with a strong focus on practical elements. The course consists of lectures, seminars and excursions. In addition, eLearning (up to 25 % of study time) and online lectures provide flexibility and individuality.

Career Prospects

This application-oriented course of study with an economic and technical focus is aimed at an activity that is often found in later professional practice in management. As a manager with expertise you have the best possible prospects on the job market and can be used across industries. Our graduates are in demand in small, medium-sized and large companies in industry, trade or in authorities and consulting companies.

The great professional flexibility of an industrial engineer is also evident in the following professional fields and later areas of activity:

Industry Sectors:

- Mechanical Engineering
- Medical Sector
- Air and Vehicle Technology
- Automation Technology and Robotics
- Traffic and Transport Technology
- Authorities
- Consultanting

Practice Areas:

- Project Management
- Logistics and Supply Chain Management
- Marketing and Sales
- Controlling
- Manufacturing and Production
- Quality Management
- Product Management
- Research and Development

Study Content

Basic Studies

- Scientific Methods and Digital Competences
- Business Administration
- Mathematics for Engineers
- Physics for Engineers
- Business Finance, Management and Statutory Accounting
- Marketing and Distribution
- Basics of Engineering I: Electronics and Electrical Engineering
- Material Science and Mechanical Behavior
- Basics of IT Systems and IT Management
- Cost Accounting
- Business Law
- Basics of Engineering II: Mechanical Engineering and Mechatronics
- Economics
- Constructing and CAD
- Product Design and Product Management
- Basics of Engineering III: Production Technologies, Planning and Controlling Systems
- Student Research Project I

Advanced Studies

- Global Supply Chain Management
- Information Management
- Smart Factories and Digitalisation
- International Management and Corporate Strategy
- Basics of Quality Management and Environmental Management
- Project Management
- Human Resource Management
- Strategic Sustainability Management
- Technology Trends - 3D Printing, AR, VR, IoT
- Intercultural Management | Ethics in Economy | Diversity Management
- Innovation and Entrepreneurship Management
- Student Research Project II

Practical Elements

- Practical Phase

Foreign Language*

- Advanced Business English and Communication
- Business German as a Foreign Language
- Business Italian as a Foreign Language

Final Examination

- Bachelor Thesis and Colloquium

*German-speaking students can choose between English or Italian as a foreign language. International students can choose between German, English and Italian as a foreign language. International students who want to complete their internship in Germany are recommended to choose German as a foreign language.

