

## Admission Requirements

- General/subject-specific higher education entrance qualification or, where appropriate, a successful admission examination in order to obtain access to higher education
- Online submission of application documents with letter of motivation, CV and certificates
- For students whose native language is not English: proof of English language skills equivalent to the level B2 (CEFR)

## Would you like to apply to HWTK?

Use our online application form at  
[www.hwtk.de/application](http://www.hwtk.de/application)

If you have any questions regarding admission, our programme advisors will be pleased to provide advice or further information

**+49 30 206176-74**  
[studienberatung@hwtk.de](mailto:studienberatung@hwtk.de)

## Facts

<b>Name of programme:</b>	Business Administration (English)
<b>Specialisations:</b>	Hotel and Tourism Management or Marketing Communications and Public Relations
<b>Degree:</b>	Bachelor of Arts (B.A.)
<b>Study models:</b>	full-time study or practice-integrated dual study
<b>ECTS:</b>	180
<b>Start of programme:</b>	winter semester (October) or summer semester (April)
<b>Length of Programme:</b>	3 years (6 semesters)
<b>Language of instruction:</b>	English
<b>Language requirements:</b>	English B2 (CEFR)
<b>Optional language courses:</b>	English, German as a foreign language, Russian or Spanish
<b>Place of study:</b>	Berlin

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Bachelor's Degree Programme

## B.A. Business Administration (English)

Full-Time Study | Practice-Integrated Dual Study

Apply now!

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Interested?  
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## About HWTK

HWTK is a private, state-recognised University of Applied Sciences located in exciting and vibrant Berlin. Its innovative and unique concept unites practice-integrated dual, full-time and distance learning study models under one roof. Students can switch between models throughout the course of their studies, making it easy to balance university and personal life. Small courses with students from all over the world create an inspiring and meaningful learning experience.



HWTK has been awarded the ERASMUS charta and strongly encourages its students to spend a semester abroad at one of its many international partner universities.



Questions?  
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## B. A. Business Administration (English)

Our English language bachelor's degree programme is tailored for students who desire to acquire a well-grounded knowledge of basic economic processes and decision-making in the field of business administration that broadens their perspectives and gives them the qualifications to integrate in a globalised world. Thanks to its international orientation the programme opens up new study and work opportunities – across educational and professional borders.

Students have to choose between the following specialisations:

### Hotel and Tourism Management

Tourism markets are experiencing increasingly rapid changes and the growing influence of global developments. Competent, individual advice and customer satisfaction are vitally important. Our compact and management-oriented degree programme efficiently prepares our students for addressing those challenges.

### Marketing Communications and Public Relations

Nowadays, marketing communications and public relations are key elements of corporate management. Consequently, the development of communication strategies, oriented towards well-defined target groups, is essential for all companies in order to establish and consolidate their market position. With the use of practical examples, our students learn to develop, build and sustain a company's market position.

## Our Study Models

- International perspective: language courses, ERASMUS+ and international partner universities
- Learning in small groups and dialogue-oriented lectures
- Soft skills: scientific skills seminars and intercultural knowledge training

### Full-Time Study

- Practice-oriented: combination of theory and practice in lectures, internship and case studies

### Practice-Integrated Dual Study

- High practical relevance: weekly alternation of theory and practice with 20 hours of study at HWTK and 20 hours of practice in a partner company

