



TOP
HOCHSCHULE
in Deutschland
Award 2020
StudyCheck.de

BACHELOR IN MANAGEMENT (B.A.)

Who You Are

Management in the world of culture and entertainment aims to touch humans in their vibrant hearts. You want to understand why people visit Wacken festival and why the MoMa is famous. You believe **management is more than looking at numbers** and having a profit-only mentality: **It is a matter of creative thinking and critical reflection, and generating a strategic and purposeful vision.** To successfully create cultural events in museums or theme parks, management needs to be thought of as an interplay of many sciences and its marketing. What makes the difference is the 'Art of Management'.

Key Information

The curriculum combines a well-rounded education in management that teaches **both** the scientific **and** practical skills to use in the functional areas of organizations in the cultural as well as in an international environment.

The program focuses highly on intercultural skills, soft skills, and language skills that **will train you in creative problem-solving and out-of-the-box thinking.**

Also, to spotlight your interests and skills, you will be able to choose 2 out of 4 different specializations that will help you build a strong and practical skillset in the field you are passionate about (see below).

Career Opportunities

- > General management or Marketing Positions
- > Museum, Theater or Theme Park Management
- > Advertising Agency
- > City Management
- > Event Management

Tuition Fees

690 € per month + 67.70 € mandatory student union fee per semester

Timeline and Credit Points

- > **Duration:** 6 semesters
- > **Study program start:** Fall semester
- > **Total ECTS:** 180

Requirements

- > **Certificate of secondary education.** For applicants from specific countries (e.g. USA, Canada, Mexico, Vietnam, Korea, Brazil, Argentina, Ecuador) it is mandatory to level out the gap between the different education systems with an International Foundation Year.
- > **Proof of English language proficiency.** You must have either a C1 level (CEFR), an IELTS score of 6.5, or an internet-based TOEFL score of 100 points or better.
- > **Online application (including motivation letter)**
- > **Successful interview with admissions and head of study program**

Contact



Danielle Johnson
admissions@karlsruhochschule.de
+49 721/48095-777

Choose 2 of 4 different specializations:

Marketing

You want to tell stories that move minds and emotions

Event

You want to strategically plan unforgettable events

Arts and Entertainment

You want to manage amazing cultural and entertainment projects

Media Communication

You want to use technology to spread knowledge

APPLY ONLINE AT WWW.KARLSHOCHSCHULE.DE