

COMPETENCY PROFILE

Bachelor of Science in Business, Language and Culture (BLC)

Graduates from the BSc BLC Programme are able to:

- analyse national, regional and international business systems including political, economic and social conditions;
- provide a global perspective on specific organisational issues;
- discuss and critically reflect on findings within the topics of economics, business, culture and society in the United Kingdom and the United States, and in German, French or Spanish speaking areas of the world;
- select and use relevant tools to assess and evaluate business issues at hand;
- identify solutions to given issues and assess the impact of the solutions;
- formulate independent judgement and engage in collaborative teamwork.

Skills

Graduates from the BSc BLC Programme are able to:

- assist companies doing business in English as well as French, German or Spanish speaking parts of the world with their skills in political, economic and social analysis;
- analyse, structure and support organisations and their internal and external communication;
- apply various techniques for evaluation and risk analysis of projects using skills in applied finance;
- bring microeconomic analysis to support organisational decision making;
- perform standard macroeconomic analysis and calculations to understand the impact of regional political and economic phenomena;
- identify and analyse research and business problems in the fields of international business, and in diverse cultures and societies;
- select correct methods and techniques for identifying and solving specific problems.

Graduates from the BSc BLC Programme have:

- proficiency, written and oral, in English and in their chosen second language (German, French, Spanish);
- cross-cultural and intercultural skills;
- training in social science methodology, including statistical analysis, interviewing, and document analysis.

Knowledge

Graduates from the BSc BLC Programme have in-depth knowledge of:

- society, economics and management

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- global and international contexts; particularly the English-speaking parts of the world and the French-, German- or Spanish-speaking areas, depending on their chosen second language.

Graduates from the BSc BLC Programme have knowledge of:

- business, organisations and communication;
- the key components of a company's accounting and financial statements;
- concepts relevant to the company's social responsibilities;
- microeconomic models and theories;
- macroeconomic models and theories on trade, production, business;
- interdisciplinary academic research methods and techniques.