

Competency profile

Competency profile for Bachelor of Science (BSc) in Business, Asian Language and Culture

The study of International Business in context is invaluable in a global economy that spans across nations and regions that are not only geographically apart but also institutionally diverse. **IBA is a richly contextualized study programme with a focus on Asia** - a region growing in political and economic power. This regional context also matters for the role of international business in societal challenges such as climate change, migration, globalization, inequality, or digital transition. Possible global solutions involve co-operation, competition as well as conflict with partners from all across Asia, and Japan and China in particular.

The IBA programme consists of intensive teaching along two main lines: **(I) Business** and **(II) Asian language and culture**. Understanding business, as well as Asian languages and cultures enables students to manage business and collaboration with Asian partners in different organizational settings. This includes, for example, the ability to deal with ethical dilemmas, which might result from distinct values embedded in Asian and Western societies.

The **first programme component** is rooted in business disciplines. This implies that IBA graduates gain principal knowledge in **business administration** subjects such as managerial accounting, micro-economics, corporate finance, marketing, and organization. This is extended with expertise in basic and advanced topics of **international business** as well as rigorous training in **research methods**. This enables students to perform micro-economic and financial analyses as well as to strategize on issues related to organization, marketing and international business. Thereby, students consider also social and environmental implications from business activities, which go beyond pure financial or economic objectives.

The **second programme component** is grounded in the Asia-specific context. Teaching in Chinese or Japanese **history, politics, society, culture, and language** ensures that students have a thorough understanding of both the regional and national context of their choice. Students receive intensive training in **Mandarin Chinese or Japanese language**. Language skills do not only facilitate access to primary research information, direct communication and personal relationships, they are also key to understanding the cultural traits and values that shape Asian societies and markets as well as their business and management environment.

The programme provides an **intercultural and collaborative learning environment**. Through participation in structured and individual exchanges with excellent partners in Asia and beyond, students build global connections and gain first-hand experience from international

exposure. The possibility for participation in **case-competitions** and **internships** as well as the **interaction with the business community**, foster students' entrepreneurial mind set. Some of these activities take place within the curriculum, others are part of student-driven initiatives, which documents not only students' passion for their subject but also reflect their competences to self-organize and to take responsibility.

Learning outcomes

Upon completion of the programme, the student is expected to:

- have knowledge of business administration including the ability to perform micro-economic analyses, understand management accounting systems, apply financial techniques to managerial decision making, reflect upon organizational design, and develop marketing strategies.
- be able to apply theories and concepts of international business to analyze issues related to trade, international investment, business environments, and cross-cultural management.
- be able to integrate and apply the business-specific knowledge in the Asian context, and critically reflect on this.
- be able to analyze distinct Asian business environments, strategic and organizational behavior of foreign firms within Asia or of Asian companies abroad, as well as international economic relations with/within the Asian region.
- have knowledge and understanding of intermediate Mandarin Chinese/Japanese in spoken and written form including the ability to evaluate scholarly literature and empirical material in Mandarin Chinese/Japanese language in their research context.
- have knowledge of the historical, political, economic, social and cultural development of China/Japan as well as understanding of key aspects of Chinese/Japanese contemporary politics and society.
- be able to apply qualitative or quantitative techniques for gathering and analyzing data, articulate the limitations inherent to data interpretation, and critically reflect upon the validity and reliability of research findings.