

BACHELOR OF ARTS



In medium-sized businesses, business administration (BA) graduates fill medium- to top-level positions in all commercial areas of business and administration. Their main focus is marketing and sales, procurement and warehousing, accounting and financing – or human resources. Especially in smaller companies, graduates in business administration can work across departments. In this case, detailed knowledge of the market is necessary and high customer orientation is required – especially in negotiations.

Training location:

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