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# BACHELOR OF SCIENCE IN MANAGEMENT, ECONOMICS, AND SOCIAL SCIENCES

DRIVING SUSTAINABLE CHANGE

Interdisciplinary • International • Interactive

# [PRELIMINARY]

Faculty of Management, Economics and Social Sciences  
University of Cologne



# UNIVERSITY OF COLOGNE

## The Faculty of Management, Economics and Social Sciences

The **University of Cologne** is one of the oldest and most prestigious European universities. It has produced several Nobel and Leibniz Prize winners and is part of the only economic cluster of excellence in Germany. Founded in 1388, the University of Cologne is a leader in many disciplines and a member of many international networks.

The **Faculty of Management, Economics and Social Sciences** (also known as "WiSo Faculty") is part of the University of Cologne and has over a century of experience in educating new generations of business professionals, economists, social analysts and political experts. As one of Germany's largest educational institutions, the WiSo Faculty regularly ranks among the top providers of management and business education.

As a student of the **WiSo Faculty**, you benefit from a teaching approach based on theory and methods in combination with research and applications.

The traditional diversity of subjects, top-level research, practical relevance and internationality allow the WiSo-Faculty to stand up to national and international comparison and to achieve top positions in international research rankings. Through its interdisciplinary research approach, the Faculty's seminars and institutes make a major contribution to the excellent research at the University of Cologne.

The education provided at our Faculty has benefited from many years of experience in working with companies and visiting lecturers from different professional fields. Several faculty members are professionals and managers who bring important industry experience to the programmes, resulting in sector-specific, up-to-date programme content for our students. This ensures that our interdisciplinary programme reflects the real world and ideally combines practice and theory, while also promoting knowledge sharing.

Global markets have fundamentally changed the situation of economic and political action. It will only be possible to meet the global challenge of society through a change in attitudes and organisations. To achieve this, however, the underlying global interrelationships must be investigated, understood, and considered by decision makers.

By pursuing a degree through this programme at the WiSo Faculty, you will gain the knowledge and skills you need in order to face future challenges, considering both our planet and society. You will focus on entrepreneurship and develop a system thinking that will help to turn your career plans into reality.



*"Our up-to-date research knowledge is applied in this programme and provides you with appropriate tools and knowledge. This helps you to approach future global challenges and to make comprehensive decisions for a better world".*

Andreas Fügener Academic Director WiSo Bachelor

# FACTS AND FIGURES ABOUT THE WISO-FACULTY

Studies at the WiSo Faculty of Cologne University help to establish an excellent basis for your further professional and personal career paths. With nearly 10,000 students and a host of departments and academic staff, the WiSo Faculty is one of the largest and most prestigious schools of management, economics and social sciences in Europe.

- ▶ **9,800** students
- ▶ **15 %** international students
- ▶ **140** partner universities worldwide\*
- ▶ **99** professors
- ▶ **53** research and teaching assistants
- ▶ **10%** adjunct professors from the industry

Enrolling in a programme at the WiSo Faculty will give you everything you need to take the next step in furthering your career. One of Germany's largest educational institutions, the Faculty regularly ranks among the top providers of management and business education. The following is an overview of current rankings:

**1<sup>st</sup>**

SCM Journal List Ranking ranks the University of Cologne on the 1st place in Germany.

**1<sup>st</sup>**  
**Sociology**

Sociology is ranked #1 in Germany in the Academic Ranking of World Universities 2019.

**2<sup>nd</sup>**

According WirtschaftsWoche research ranking 2019, the University of Cologne is one of the most research-intensive German speaking universities. It ranks 2nd place within Germany in business administration.

**2<sup>nd</sup>**

AIS Information Systems Ranking is ranked 2nd in Germany.

**Top 3**  
**CEMS**

CEMS Master's in Management programme is ranked 3rd in Germany in the Financial Times Ranking "Masters in Management 2020"

**Top**  
**PhD**

According to INOMICS (Career Guide for Economists) the school's Cologne Graduate School in Management Economics and Social Sciences is the best place to do a PhD.

State of facts and figures: March 2020

\* The WiSo Faculty maintains excellent partnerships with over 140 leading institutions of higher education across the world on different levels of study, enabling its students to spend time abroad within a range of study and exchange programmes. Students can choose from an attractive range of partner universities, depending on their chosen path of study.

# DRIVING SUSTAINABLE CHANGE (B.SC.)

## Key Facts



**Degree:**  
Bachelor of Science



**Content:**  
Interdisciplinary content  
from Economics,  
Management, Psychology,  
and Sociology



**Language:**  
English



**Duration:**  
6 Semesters



**Credits:**  
180 ECTS



**International:**  
1 Semester abroad  
mandatory

## This programme provides you with:

- Strong insights in societal challenges, such as climate change, inequality, and digital transformation
- Management skills with a focus on solving new challenges
- A truly global perspective as global challenges need global solutions

Starting from day one, the programme combines an entrepreneurial attitude with academic excellence. You will learn how to approach new problems, how to start your own initiatives and how to drive sustainable change. In order to gain a deep understanding of societal challenges, we provide you with state-of-the-art research findings in relevant fields, such as energy economics, social psychology and management science. You will learn advanced methodologies to rigorously analyse systems and to be able to draw evidence-based conclusions. In order to speed up your personal and academic development, you benefit from an innovative teaching and coaching concept.

## This programme is right for you if you are:

- Active: you seek a decision-making position to solve challenges
- Aware: you consider consequences on planet, society, and long-term prospects
- Ambitious: you are willing to work hard to gain a rigorous understanding

This programme helps you understand the “big picture” regarding societal and environmental aspects and strategically evaluate and classify the complexity of relevant aspects. You will benefit the most from this programme if you want to actively pursue a management position for the purpose of shaping change. As you will gain insights in different disciplines, this programme allows you to specialise at a later point in time.



*“I chose the WiSo faculty because it has a very good reputation and you study not only business administration, but also other disciplines such as economics and social sciences. Their applied research is trying to improve society.”*

**Hannah,**  
student at the WiSo-Faculty

# PROGRAMME INCLUDES ALL WISO DISCIPLINES



Understand effect of economies on environment, discuss climate change and how to create a sustainable business.

Understand dynamics in societies, root causes and consequences of social inequality.

Understand impact of digitalization on economical sustainability and modern markets, learn to manage big data to draw insights.

Courses	Courses	Courses
Entrepreneurship	Introduction to Psychology	Managing Demand and Supply
Economy and Business in Nature	Demography and Social Inequality	Digital Transformation and Entrepreneurship
Economics of Climate Change	Economics of Inequality	Digital Transformation and Change Management
Introduction to Statistics	Data Analysis and Econometrics	Data Science
Fundamentals of Microeconomics	Fundamentals of Macroeconomics	Economic Design

This bachelor programme is designed to take 6 semesters (3 years). You have to obtain 180 ECTS points.



Start shaping own profile, define own ethical values, and discuss challenges in political context. Select courses from various disciplines.

Go abroad, and continue to specialize in topics of management, economics, or social science. Broaden your horizon by general electives.

Start developing own projects: an entrepreneurial group project study and an academic thesis. Reflect studies and how to make an impact.

Courses	Courses	Courses
Finance and Accounting	Studies Abroad in Management, Economics and Social Sciences	Leadership and Interpersonal Skills
Business Ethics		Project Study
Public Policy		Bachelor Thesis
Profile Electives I	General Electives (Studies Abroad)	
Profile Electives II		

# INTERNATIONAL

## English-taught programme

As global challenges need global solutions, this programme is taught in English. For the majority of our study programmes we receive applications from a large number of different nationalities, which means we can ensure an international and intercultural environment for our students.

## Mandatory semester abroad

Our cooperation agreements with an extensive number of excellent partner universities worldwide provide you with attractive options for your mandatory term abroad. In addition, you may enrich your studies through our short programmes in New York and Hong Kong or through a summer school.

## Topics with international relevance

The global perspective will accompany you throughout your studies. This is the only way to ensure that you, as a future decision-maker, can competently face future challenges.

# CAREER OPPORTUNITIES

Being part of this programme, will ensure you have the knowledge and skills necessary in order to shape the future, considering the planet and society instead of the maximisation of profits. You will focus on entrepreneurship and develop a system thinking that will help to turn your career plans into reality.

In general, you could work in most potential management or economic positions. More specifically, you will focus on sustainability with a start-up mind set, i.e. creating new organisations or driving innovation in existing organisations.

Exemplary jobs:

- (Social) Entrepreneur
- Managing new projects in a large corporation
- Management position in an NGO
- Position in (social) Start-Ups
- Management position in companies covering sustainable topics
- Consulting
- Management position in NGOs

After your bachelor studies you may also apply for consecutive Master programmes in management, economics, or social sciences.



*“Corporate Social Responsibility means eliminating negative effects of entrepreneurial action as best as possible. It also means that companies develop solutions in their field of business that address acute challenges facing humanity. In this way, you can create positive added value for your company - for yourself and for society.”*

Dr. Julian Conrads, Sustainability Manager of the Cologne Start Up FOND OF and Alumnus of the Faculty of Management, Economics and Social Sciences, University of Cologne



Driving Sustainable Change

# COLOGNE

## an open minded and science-centred city!

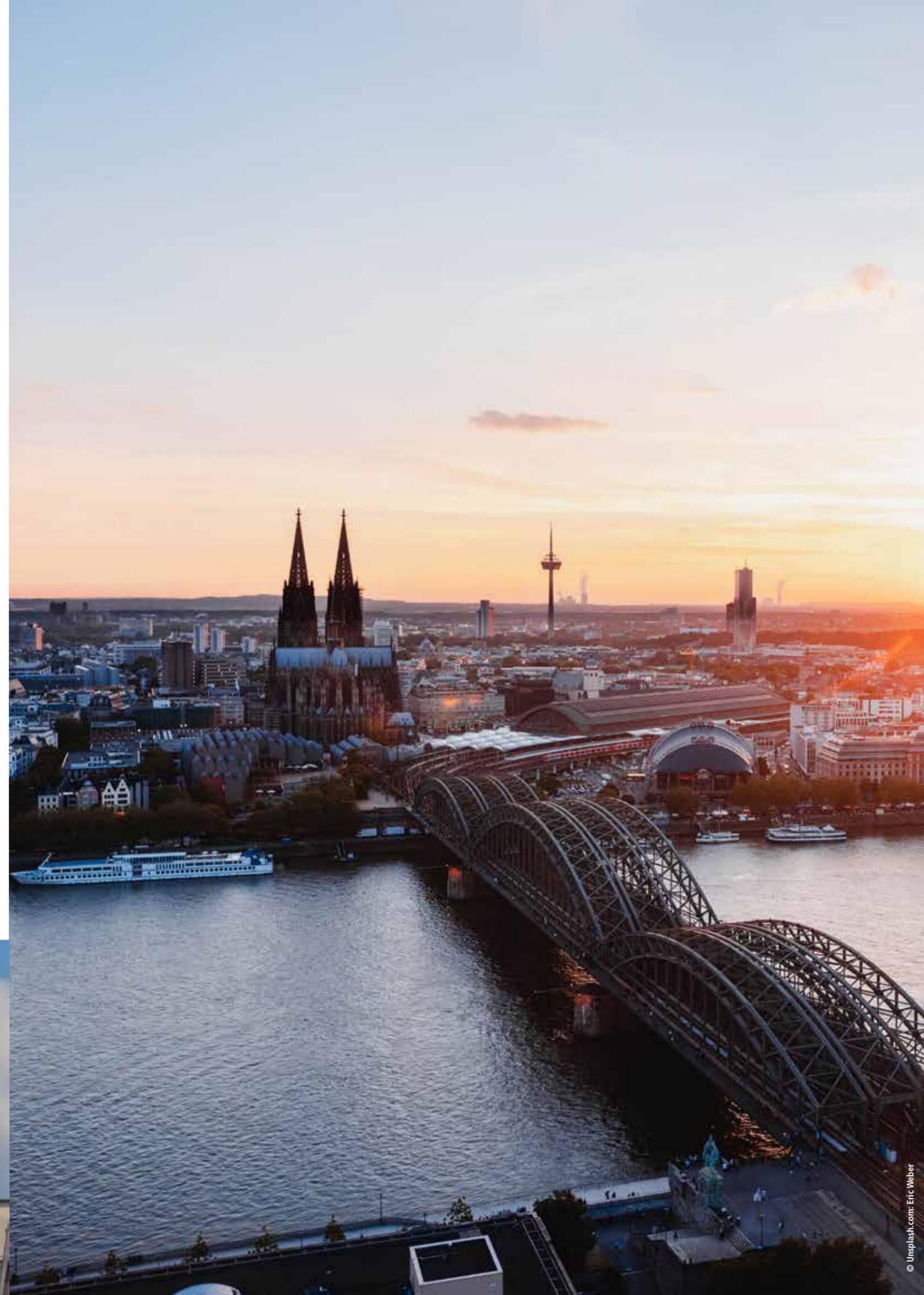
Cologne is located within a metropolitan area of about 13 million people in the heart of Germany's economy which makes it easy for students and faculty to collaborate with great companies. It is one of Germany's most attractive locations and offers a vibrant student life.

With around 100,000 students and a lively start-up culture, Cologne is the economic and scientific centre of the Rhineland region. In addition to 17 universities and business schools, the area is also home to numerous internationally renowned research institutions as ESA European Space Agency or Gesis – Leibniz Institute for Social Sciences, with knowledge transfer to industry and society playing a key role. Successful transfer structures include the university's Excellence Start-Up Center GATEWAY start-up service, the start-up network cologne e.V. and the Digital Hub Cologne.

Cologne is also proud of its reputation as a vibrant and tolerant city and at the same time being both multicultural – with 18% non-German residents – and strong in its local identity. Karneval, Cologne's famous carnival season every February, and the popular local beer "Kölsch", brewed exclusively in Cologne, are only two examples of the vivid cultivation of the city's traditions.

- ▶ Over **1** million inhabitants in the city of Cologne
- ▶ **13** million inhabitants in the metropolitan area of Cologne
- ▶ More than **100,000** students in Cologne
- ▶ Over **one third** of Cologne's total area is covered by public parks, sports grounds and nature areas
- ▶ **1** famous Gothic cathedral, the "Kölner Dom"
- ▶ **Unlimited** opportunities to fall in love with the city

Latest issue official Cologne Facts & Figures 2017



# INFORMATION

## Application information and requirements

### Application process and deadline:

- You can issue your application online via the website of the student secretariat
- Applicants from outside the EU/ EEA apply via uni-assist
- Application deadline is **July 15th**

### Requirements and selection procedure

- Grade of your university entrance qualification
- Score of online-assessment test (BT-WISO in English)
- English language skills level B2 CEFR (e.g. TOEFL)
- Personal Assessment Day (includes education, motivation, analytical and communication skills, demeanour and integrity, international experience)

Applicants who are shortlisted after the assessment of the written application and the online-assessment test will be invited to Cologne for a personal assessment day, which will take place between the end of April and mid-May.

The Admissions Board will communicate its decision no later than beginning of July. Enrolment is generally in July.

## Detailed information and contact

We are happy to support you in your ambitions: for students the WiSo Student Service Point offers not only advice on studying but also support on all aspects of career choice, career planning and the application process:



WiSo Student Service Point  
Phone: +49 (0) 221/470-8818  
[wiso-studentservice.uni-koeln.de](https://wiso-studentservice.uni-koeln.de)



*"Being one of the largest Faculties of Business, Economics, and Social Sciences worldwide, we bring together excellent researchers, students, alumni, and organisations in a friendly and stimulating environment to jointly address today's challenges. Our Faculty is part of an outstanding network of universities. Furthermore, we have a truly international campus, that attracts many international students and partners. All this leads to a great reputation in teaching and research, which is reflected in our excellent rankings."*

Prof. Ulrich W. Thonemann, PhD  
Dean

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