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SRH University o.A.S. in North Rhine-Westphalia
Study according to the CORE-Principle

Your options for your major

Majors in Bachelor Business Mgmt.

Sports Management

Added moduls to curriculum

- Fundamentals of Sport Management
- Specialisations in Sports Management

The Sports Management degree programme provides you with competencies in all core business topics and qualifies you to take on management responsibility and consulting tasks in the sports industry. During your studies, you will acquire knowledge, methods and an understanding of the interrelationships in the sports industry. You will deal with the economics of sport, the management of companies and players and you will learn about marketing and sales of sports products and services.

Perspectives

Your compact business studies programme enables you to work on complex problems independently and efficiently and to successfully enter the job market. The foundation for this lies in the solid economic structure of the degree programme. The distinctive sports management contributions provide the perfect polish on the way to your desired position. Possible career paths where special expertise in sports management is required: -Executives in the international sports industry -Various management, sales and consulting tasks at clubs, associations,

Innovation/Start-Up Management

Added moduls to curriculum

- Innovation Management
- Transformation & Communication

In this degree programme you will learn all the necessary skills to develop innovations, model business models and become successful as an entrepreneur. It contains the authoritative knowledge of business and serves as a basis for starting entrepreneurship. Relevant professional competences and key competences of a founder are taught here. During the course of study in small groups, students work on solving economic problems. Industry-standard methods and principles for dealing with everyday tasks are taught to you and practised in case study-based studies.

Perspectives

The career prospects in business are very good with a degree in innovation and start-up management. Because innovators are needed everywhere due to their mindset and creative skills, regardless of the industry.

Possible fields/sectors of employment are:

- Start-up, business incubators, innovation centres and institutes, business development agencies
- IT and engineering
- Health, social services and care
- Controlling and accounting
- Marketing, sales and media
- Logistics and trade
- Tourism, Hotel and Event

Digital Marketing

Added moduls to curriculum

- Digital Marketing Management & Law
- Social Media Management, E-Commerce, SEO, SEA, Analytics

Whether social media management, SEO, e-commerce, digital marketing conception or even digital law - you will learn the basics for a successful career as a digital marketing manager. Building on the fundamentals of business administration, you will also acquire the skills of a digital marketing manager. Maintain a digital community with the help of social media? No problem. We prepare you for the digital challenges as well as for everyday professional life.

Perspectives

Digitisation is on everyone's lips and is considered one of the greatest challenges of our time. With the focus on digital marketing within your business administration education (see also „Business Administration B.Sc.), you are a sought-after personality. As a digital marketing manager, you are a welcome competence in all marketing departments - across all industries. Whether in the marketing of consumer or industrial goods or services: digitalisation has found its way into all branches of industry. Of course,

Digital Business

Added moduls to curriculum

- Digitalisation in Business and Society
- Digital Strategies and Business Models

In addition to a broad economic background, the Digital Business major provides you with the technological knowledge you need to deal with the digital revolution in a qualified manner. You learn to combine information technology innovations with economic methods to develop new products and to set up processes and structures in companies digitally and with a promising future. You understand what digital transformation means and can successfully implement this knowledge in your everyday professional life.

Perspectives

Your career prospects are excellent with a promising combination of business knowledge and knowledge in the field of information technology and digitalisation. You can found a start-up as your own entrepreneur with an appropriate idea. You can find employment opportunities in companies wherever innovatively thinking business economists who see innovations as an opportunity and not as a threat are needed.

Possible fields/sectors are:

- Start-ups
- Management consultancy
- Marketing and sales
- Logistics, purchasing and trade
- Controlling and accounting
- Banks and insurances

Majors in Bachelor Supply Chain Mgmt.

Sustainable Business

Added moduls to curriculum

- Sustainability and SDGs, Environmental Protection and Climate Change, Sustainable Social Leadership, Sustainable business development
- Fair trade, Sustainable supply chain management, Sustainability in the food industry, Transformation and communication

In this programme you will learn to assess the role of sustainability under economic, ecological and social aspects in addition to the business management aspects. After this basic knowledge transfer, you will learn how to develop and implement a sustainable business structure. This is followed by three intensive excursions on the topics of fair trade, sustainable supply chain

management and sustainability in the food industry. Finally, a course on transformation and communication rounds off your studies.

Perspectives

The career prospects in business are very good with a business degree with a specialisation in sustainability. Sustainability is innovative, in demand and the topic of the future. Change the world with the help of your knowledge of sustainable business.

Possible areas of employment are:

- Sustainability Officer
- Sustainability Manager

in all economic sectors at companies, service providers and municipalities.

Sustainable Logistics

Added moduls to curriculum

- Fundamentals of sustainability in logistics
- Apply/develop sustainable logistics processes

The degree programme combines industrial engineering with the know-how of logistics processes. You will learn many skills that are important for your career and profession. The Logistics B.Sc. programme focuses on the individual logistics functions within a company. This includes industry-specific requirements, economic efficiency and modern logistics technologies such as pick by voice or delivering by drones - a highly exciting field, especially against the background of dynamic economic challenges.

Perspectives

As the logistics industry is constantly evolving, you could expand your career prospects by specialising in other areas such as waste management and hospital logistics or marketing and event logistics. The Logistics B.Sc. programme focuses on the individual logistics functions within a company. This includes industry-specific requirements, economic efficiency and modern logistics technologies such as pick by voice or delivering by drones - a highly exciting field, especially against the background of dynamic economic developments and challenges.

International Business

Added moduls to curriculum

- International Business I
- International Business II

The Business Administration degree programme with a focus on International Business provides you with comprehensive knowledge from many areas of internationally operating companies. Import („global sourcing“) and export, international production, international human resources management, company management with subsidiaries in different countries, controlling foreign companies with figures (investment controlling) and much more.

Perspectives

The possible fields of employment are broadly diversified, both in terms of sectors and specialist functions. Internationally active sectors include mechanical engineering, the automotive industry, chemicals and pharmaceuticals, and the service sector. Specialist functions are in demand in purchasing, human resources, sales or accounting, to name a few examples. The spice of the job can be the interaction with people from many cultures. If things go particularly well and you are open to challenges, your future employer may even send you abroad.

Lean Logistics

Added moduls to curriculum

- Lean logistics I
- Lean logistics II

A growing variety of variants, increasing quantities, but also new requirements due to automation and digitalisation require efficient logistics solutions. The consistent application of the lean management philosophy leads to a lean value chain with smooth information and material flows that increase the profitability of a company. The lean management philosophy is a comprehensive approach not limited to production processes alone, but includes all areas of a company, especially logistics, as an essential factor for a successful company.

Perspectives

As a lean logistician, you initiate change processes and introduce new concepts in corporate logistics. You will accompany optimisation projects from the planning phase to realisation and evaluation of success, from the creation of concepts and the independent implementation of process surveys to the moderation of workshops, the definition of „best practice solutions“ and the development of standards. We train you to become a lean expert who actively shapes the continuous change in logistics.

Majors in Master Supply Chain Mgmt.

Digital Logistics

Added moduls to curriculum

- Digital logistics
- IT project management

In addition to a thorough study of logistics and industrial engineering issues, you will also receive the tools to survive in the digitalised world of tomorrow. You will learn the basics of programming and find out which logistics processes can be automated and digitalised with software and hardware. Thanks to your knowledge of IT project management, you know how to select software products and successfully introduce them into companies.

Perspectives

Digital logistics specialists are in demand worldwide. Whether as an interface between logistics and IT at a logistics service provider or as an expert for IT projects at providers of digital supply chain management products, all doors are open to you. The logistics industry continues to grow strongly and will reach major milestones in terms of automation and digitalisation in the coming years - with you right in the middle of it.

Reverse Logistics

Added moduls to curriculum

- Communication & Environmental Psychology
- Recycling and waste management

You become familiar with the processes that are essential for the circular economy. You learn the basics of management, logistics, programming, material flow accounting and software-based planning. You'll also explore environmental psychology. You will be familiar with the technical basics of recycling, dangerous goods transport and the circular economy, as well as the management of returns processes, the organisation of last and first mile transports and the use of environmentally friendly packaging techniques.

Perspectives

In times of climate crisis, it is important that all companies work more sustainably. The demand for reverse logistics specialists is therefore huge. Your field of work is by no means limited to the booming recycling and recovery industry - almost every top company is now developing its own circular economy strategy - perhaps soon with you in the middle of it as a reverse logistics specialist?

Sustainable SCM

Added moduls to curriculum

- Basics of sustainability in logistics
- Apply/develop sustainable logistics processes

In addition to the basics of general SCM processes such as global procurement, transformation of materials into products, storage and distribution of goods to customers as well as collection and disposal, you learn to plan, manage and control these business and IT processes in terms of sustainability. Sustainable SCM in companies reduces costs, brings optimised results in less time and improves customer satisfaction. Competences in Sustainable SCM are in high demand in the economy.

Perspectives

You will be able to identify and eliminate unsustainable sources/activities of supply chain processes. They will be able to develop closed-loop supply chains that lead to sustainable manufacturing and implement sustainable sourcing/procurement practices. They will also learn to optimise material flows/distribution processes (routing/packaging/consolidation/cross docking) and balance inventories (make or buy as needed; practice reduce, reuse and redesign policy) and understand and apply circular economy principles.

Lean SCM

Added moduls to curriculum

- Lean Supply Chain Management

You learn about the comprehensive approach of the lean management philosophy and can apply the methods and analytical tools in a targeted manner to improve material and information flows in a supply chain. You will acquire skills to record, analyse, evaluate and optimise processes in the long term. Through the use of case studies, practical reports and business games, you learn to apply the theoretical knowledge in a practice-oriented way. In the area of Enterprise Resource Planning Systems (ERP), you will preferably work with SAP systems.

Perspectives

Supply chain managers with profound knowledge of lean management are sought after in almost every industrial, commercial and service sector. Lean material and information flow systems within a value network are crucial for the competitiveness and success of companies. As a graduate of the Lean Supply Chain Management degree programme, you initiate change processes and introduce new concepts. You lead cross-company optimisation projects, moderate workshops and define „best practice solutions“ and new standards. We train you to become a lean expert who actively shapes the continuous change in supply chain management..

Digital SCM

Added moduls to curriculum

- Digital Intralogistics
- IT project management

You first learn the basics of modern logistics. In addition to strategic logistics management and the planning of complex supply chains, this also includes optimising processes with the help of business intelligence and big data. You will learn how databases work, which parts of the supply chain can best be automated and how to think about logistics processes in a business context. The focus of your studies is on mastering IT technology.

Perspectives

While supply chains used to be viewed purely from a business perspective, they are no longer conceivable without digital tools. This makes experts who are at home in both worlds and who understand logistics and can use IT technology competently all the more sought-after. As a specialist in digital supply chain management, you are in demand on the market and have excellent prospects for the future.

Reverse SCM

Added moduls to curriculum

- Returns mgmt. and handling unit circulation
- Recycling and waste management

You become familiar with the processes that are essential for the circular economy. You learn the basics of management, logistics, programming, material flow accounting and software-based planning. You'll also explore environmental psychology. You will be familiar with the technical basics of recycling, dangerous goods transport and the circular economy, as well as the management of returns processes, the organisation of last and first mile transports and the use of environmentally friendly packaging techniques.

Perspectives

In times of online retailing, the „return journey“ of products is becoming increasingly important. Companies that rely on a well thought-out strategy for returns management and recycling have a major competitive advantage. Therefore, experts in reverse supply chain management are among the most sought-after talents on the market and have outstanding prospects for the future.

Your application at SRH

Simply apply online via our application portal to study with us.

The portal is called DreamApply. There you create an applicant account and apply for the study program you want. You provide all the necessary information about yourself and upload the required documents. There you can choose your focus.

After we receive your application, you will receive a confirmation by email. We will check your application individually and let you know if we still need

documents or if you are sure of a place. Next, you sign the study contract and send it back to us, preferably by mail. Everything else will be handled by our Student Service department. They will inform you about the next steps and you will be enrolled.

How does that sound? And once you have taken part in our introductory week, you can start studying!

After the final admission letter your contact will only be the Student service reachable via contact: Studierendenservice.HSNRW@srh.de or here

www.srh-hochschule-nrw.de/en/for-students/student-services/

The student service answers you all questions about:

- Visa application
 - housing
 - health insurance
- and much more

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Any questions?

We are there for you.

Just call us or drop us a line.

+49 (0)2381 9291 121

studyinnrw@srh.de

srh-hochschule-nrw.de

[Instagram: srh_nrw_hamm](#)

srh-campus-rheinland.de

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