

Business Consulting (M.A.)

Competence Profile

The Master's programme Business Consulting qualifies specialists and managers in the field of business consulting services, including in internationally oriented companies. By combining scientific approaches and tools from the fields of business management and business psychology with a system-oriented view of management consulting, graduates are able to independently analyse business problems, develop goal-oriented solutions, and prepare them for consultation and implementation with clients. They are also able to independently manage consulting projects in diverse teams and take on leadership responsibilities.

In detail, the following competences are acquired:

Business Management Competence

Graduates include current scientific approaches to management, control and organisation of companies in their consultancy work. In particular, they analyse the current state of companies on the basis of key performance indicators and process mapping. They develop strategies independently and use current business management instruments in order to introduce or optimise target processes for the implementation of corporate goals. Thereby they initiate and support digital transformation and change processes competently, if required with the involvement of IT experts. They appropriately incorporate legal and ethical aspects into decisions and the implementation of projects.

Business Psychology Competence

Graduates incorporate psychological factors of human behaviour in interview and negotiation situations in a purposeful and responsible manner. On the basis of their knowledge of complex problem-solving, they anticipate the consequences of cooperative and competitive decisions and recognise potential for integrative solutions. They make forecasts on the basis of prescriptive and descriptive decision models, and master central strategies of rational and intuitive decision-making.

Methodological Competence

Graduates have adopted a holistic approach to business consulting, they work at the interface of different academic disciplines and functional areas. They select research methods of quantitative and qualitative research in accordance with specific contexts. They plan, assess and implement independently empirical-scientific projects including the associated data collection, data processing, evaluation and reporting in order to work on consulting issues. They model and analyse interlinked problems, subject areas and tasks, and derive suitable individual measures therefrom. In doing so, they assess the impact of the measures in the overall system, recognise side effects and make success controls.

Communicative Competence

Graduates provide customer- and solution-oriented advice using appropriate dialogue techniques. They understand facts from the customer's perspective in order to achieve sustainable solutions. They systematically guide groups of decision-makers through coordination and decision-making processes in moderated sessions. They recognise typical decision-making patterns and therefore attentively prevent decision-making errors. They conceptualise, lead and document workshops in a target-oriented manner, also in interdisciplinary and international settings. They interpret data and results of a more complex nature appropriately and present them to decision-makers and customers on a scientifically sound basis.

Intercultural Competence

Graduates operate with a high degree of confidence in intercultural environments and communicate at a high level of English. They integrate a diverse workforce into collaborative processes, taking cultural characteristics into account, and develop the performance capabilities of diverse teams. In doing so, they not only adapt to their environment, but are also able to communicate effectively and in a culturally sensitive manner, resolve conflicts, and build relationships. In globally active organisations in particular, they also gain access to the latest scientific findings from intercultural management and diversity research and apply these findings.

The international graduates have specified these intercultural skills during an integration semester focused on Germany. Among other things, they were introduced to the unique characteristics of German business, society and culture, and acquired or improved their German language skills. The integration skills they acquired in Germany represent a special area of expertise.

International Competence / Practical Competence / Startup Competence for students with Elective Semester

Depending on the individual design of the third semester, graduates gain additional subject knowledge and expand their competences through a study semester abroad, a work placement or a startup semester.

Study semester abroad: Graduates further develop their language skills and intercultural abilities during a study semester at a foreign university.

Work placement: Graduates acquire various professional competences through everyday work in a company by linking the knowledge acquired during their studies with the tasks and requirements in practice in a context-specific and results-oriented manner.

Startup semester: Graduates acquire in-depth business management competences, particularly in the areas of entrepreneurship and intrapreneurship, as well as teamwork. They also expand their methodological and communication skills with regard to generating and implementing ideas.