



Department of Germanic Studies

The University of Dublin, Trinity College

TR086 BUSINESS STUDIES AND GERMAN

Requirements: OC3/HD3 Mathematics; HC1 German

"I selected Business and German as I felt it would provide me with additional career options and it is a decision that I don't regret. After BSG, I moved to Germany and worked in Bonn, Stuttgart and Hannover in the area of logistics, business development and teaching. After gaining experience in the German market, I returned to Ireland to join Google where I currently work as a Team Lead in the German AdWords Advertising team. BSG was the perfect springboard to allow me begin my career in Germany and now applies to my day to day work here in Ireland." Karen, Graduate 2003, now working in the USA

"I would highly recommend studying a language as part of your degree as it will stand to you in the future! Being able to speak German has certainly opened doors for me, and has been one of the most important factors in my job applications since graduating three years ago. [...] I have just started a new job in Germany with Barilla, the world's largest pasta manufacturer, as part of their Future Leaders Programme. For the past three years, I worked with Enterprise Ireland and Bord Bia also in the German market. In these roles I advised and supported Irish companies in their international sales and marketing activities in Germany, Austria and Switzerland. It is important to say that the Business Studies and German is a challenging course, it has its high points however and is well worth the effort. I really enjoyed my time at Trinity!" Noss, Graduate 2007

Why study Business Studies and German?

Did you know that Germany is one of Ireland's most important business partners and that German is spoken by some 100 million people worldwide? Fluency in a second language such as German equips you with major competitive and communicative advantages. TCD's Business Studies and German degree will provide you with the business, linguistic, and cultural skills that you will need to operate successfully in an international commercial environment. The quality of TCD's Business Studies and German degree is recognized: in 2007 the Department received a Gold Medal from the German-Irish Chamber of Commerce and in 2008 an award from the Ireland Fund of Germany.

How is the Course structured?

It is a four-year degree course with an integrated year abroad (Year 3) studying Business and German at one of our partner universities in Germany or Austria and a two-month work placement. We have exchanges with top ranked business schools such as Mannheim and the WHU Koblenz. The focus throughout the course is on integrating the two subject areas, i.e., Business Studies and German. Small group teaching is also central to how we deliver our courses.

First and second year are foundation years and prepare you for the year abroad. You will take modules in German language, Area Studies, Business German and the German business environment alongside your business courses. In business, modules include Management & Organisation, Economics, Mathematics &

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www.tcd.ie/business/undergraduate

Statistics, Marketing, Organisational Behaviour, Accountancy & Financial Analysis.

Final year builds on this knowledge and includes modules in advanced German language, translation, and intercultural business communication. In business, you take a capstone course in Strategic Management and choose another module from a wide range of options such as International Business or Marketing. You will also write a major business case study in German on a company, which you select and research yourself.

Where do BSG Graduates end up working?

Graduates are employed in a range of professions in Ireland and worldwide including investment banking, management consulting, HRM, accounting, international marketing, and law. They work for companies such as Google, Enterprise Ireland, Accenture, Gerson Lehrman, JP Morgan, Microsoft, Volkswagen Bank, and Deloitte. One of our recent graduates works for Volkswagen Group Ireland:

In 2010/2011, I took part in an exchange at the University of Mannheim where I completed two semesters studying Business Administration and German. At the end of the academic year, I secured an internship in the International Marketing Department of Adam Opel AG. Upon completing my undergraduate degree in May 2012, I accepted the position of Planning Administrator for Volkswagen Group Ireland, supporting the Head of Planning and her department. In July 2013, I was promoted and assumed the role of Planning Executive with responsibility for production and sales planning for the brand. (Rhys, 2012)

To find out more on the Business Studies and German course, look up the following websites;

www.tcd.ie/Germanic_Studies/undergraduate/bsg/index.php
www.tcd.ie/business/undergraduate

You can also contact Dr Gillian Martin at gsmartin@tcd.ie or Dr Joachim Kolb at kolbj@tcd.ie, Tel. 8961373.