



"The highly international focus of the IB programme complements the outstanding quality and practical relevance of its courses. It is the perfect way to start a global career, giving students a choice of paths for their own development. The team spirit of IB students is also very impressive: you will get to know many interesting and highly motivated people from all over the world."

Nils Luepkes
IB student, 3rd semester

Key facts

Admission requirements	Formal qualification for university entrance and a good command of English
Admission procedure	Written application and interview / test in English
Application deadline	15 th May for international applicants 15 th June for German applicants
Semester begin	Winter semester
Length of programme	8-9 semesters (incl. 2 industrial placement semesters)
Semesters abroad	2-3
Available places	40 per year (20 for German students and 20 for international students)
Degrees awarded	Bachelor of Science from Reutlingen University + MBA or Master of Science from partner university
Tuition and fees	500 € statutory tuition fee + 101,50 € administration fee payable to ESB Reutlingen in 1 st to 6 th semesters. Tuition fees (range between 15.000 to 35.000 US\$) in MBA or Master programmes at international partner universities.

Contact

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BACHELOR OF SCIENCE

BSc International Business – Dual Degree with MBA/Master

Key information about the study programme



Welcome ...

The International Business (IB) programme is unique in Germany and gives students the opportunity to earn a Bachelor of Science (BSc) degree from Reutlingen University and a Master of Business Administration (MBA) or Master degree from a partner university in just four years.

20 of the 40 places available each year are allocated to international students.

The IB programme prepares students for management careers in international companies and organisations. The programme provides students with a wide-ranging knowledge and understanding of business activities and methods.

Participants study for three years at ESB in Reutlingen and spend one further year in a top-ranked business school at one of our ten leading international partner universities in America, Asia, Australia or Europe.

Apart from the language courses, all courses in the first two semesters are taught in English. In the following semesters, courses are taught in German or English.

Two obligatory work-experience semesters (internships) give students the opportunity to build on the business knowledge and soft skills acquired during their studies. All IB students have to complete at least one internship outside of their home country, and many seize the opportunity to gather international experience in different countries around the globe in both internships.

Graduates of the International Business programme are in strong demand from international enterprises who offer them outstanding career opportunities.



Programme structure

1 st semester	Courses taught in English
2 nd semester	
3 rd semester	International Work Experience
4 th semester	Courses taught in German and English
5 th semester	
6 th semester	International Work Experience
7 th - 9 th sem.	Courses at international partner university

Objectives

- › Generalistic business programme to prepare "high potential" students for management careers in international companies
- › Key business and language modules are complemented by communication, business ethics and interdisciplinary education
- › Programme includes 2 work experience placements to ensure application of theoretical knowledge and skills in practical business situations



Study content

Students gain real international experience and a sound knowledge of principles and practice of international management.

Modules

- › Information Processing and Quantitative Methods
- › Business Languages
- › Culture & Communications
- › Business Environment
- › Finance, Accounting & Taxation
- › Management
- › Marketing
- › Electives

Many courses are conducted in small seminar like groups and student participation in class is strongly encouraged. Courses are taught from the perspective of an internationally operating enterprise by professors with many years of management experience. Workshops, case studies, seminars and research, guest lectures by professionals from the world of international business, visits to leading international companies, and close cooperation with an active network of alumni, all guarantee that our programme of study is closely in tune with the real world of global business.

Partner universities

Students in the International Business programme spend their final year at one of our ten international partner schools:



Australia

- (1) Swinburne University of Technology, Melbourne

China

- (2) The Chinese University of Hong Kong, Hong Kong

USA

- (3) California State University, East Bay, Hayward, CA
- (4) Niagara University, Niagara Falls, NY
- (5) Portland State University, Portland, OR
- (6) Purdue State University, West Lafayette, IN
- (7) Southeastern Louisiana University, Hammond, LA

Mexico

- (8) Tech de Monterrey, EGADE, Monterrey, N.L.

United Kingdom

- (9) University of Exeter, Exeter

Germany

- (10) GISMA Business School, Hannover

Further information about our international partner schools (not subject to conditions of Bologna process) can be found on our website: www.esb-reutlingen.de

Application process

All applicants to the International Business programme are subject to a selection procedure designed to test their suitability and motivation.

Requirements for admission:

- › Formal university entrance qualifications
- › Letter of motivation
- › References and other career documentation

There are three phases in the selection procedure:

- 1. Pre-selection:** Applicants are shortlisted for an interview according to relevant criteria, including: command of English, level of performance in examinations qualifying for university entrance, professional experience, international experience.
- 2. Selection interview:** Candidates are interviewed individually in English to assess personal suitability, interest in business and economic affairs, and motivation for this course of study.
- 3. Final selection:** The list of suitable candidates in order of precedence is the result of the shortlisting and interview procedure.

Application deadlines:

- 15th May for international applicants
- 15th June for German applicants

Selection interviews take place in the second half of July.

Further information and the application documents are available on our website: www.esb-reutlingen.de

