

A Portrait of ESB Business School Reutlingen

For almost 40 years, the degree programmes at ESB Business School at Reutlingen University have given students real international experience and a sound knowledge of the principles and practice of international management. Since June 2008, all 20 programmes of study at Reutlingen University in the fields of Business Studies and Engineering Management have been united one of the leading state Business Schools in Germany.

Regular top position in university league tables (e.g. by the German magazines Handelsblatt/Wirtschaftswoche/Junge Karriere in 2009 and 2008, CHE Ranking 2008, CHE Bachelor Rating 2008) international double degree programmes, study abroad semesters, work-experience semesters and graduation theses in cooperation with industry, our own Career Center, professors with many years of management experience, cooperation with leading companies (who are members of V.I.M.A., our network of supporting businesses), more than 100 international universities in our international partnership network, a Research Institute, and an active alumni network; all these provide the framework for a business school of outstanding quality

Workshops, case studies, management simulations, seminars and graduation theses in cooperation with companies, two company contact fairs on campus every year, guest lectures by successful working managers, visits to top companies, and an active alumni network with more than 3,300 members – all of these ensure that our study programmes stay in close touch with the real world of business. As well as English as the obligatory foreign language, students may also take classes in other languages. In addition to the core module in the main languages (English, French, Spanish, or Italian, depending on the programme of study), students may also be able to study Chinese or Japanese. The teachers are all native speakers of the languages taught. A wide range of “soft skills” seminars, in subjects such as rhetoric, presentation techniques, ethics, and intercultural competence are also an important part of the programme.

Many classes are taught in small, multinational groups, ensuring close contact between professors and students. We encourage and welcome active participation and initiative by students on a range of interesting projects, working together in international groups to improve team-working skills and intercultural competence.

“Join the ESB-Spirit” is not an empty phrase, but reflects the real day-to-day experience of students, staff, and professors working together as one unit.

Our Programmes of Study

Undergraduate Programmes

Bachelor of Science in International Management – Double Degree (IPBS)

This bi-national, fully-integrated business programme, leading to a double-degree, has been offered for almost 30 years, and is an excellent starting point for a career in companies with international operations. As well as imparting thorough theoretical knowledge of economic and intercultural matters, great emphasis is placed upon practical business issues. Two semesters are spent on work experience placements, which are fully integrated into the study programme and provide an early understanding of the challenges of the real world of business. The programme takes a total of four years, of which two are spent in Reutlingen and two at one of our leading partner universities in England, France, Italy, Ireland, Mexico, Spain, the USA, and from winter semester 2009/2010 also Poland and the Netherlands.

The strong cooperation between the members of the International Partnership of Business Schools (IPBS) is unique. With a current total of more than 2.000 students, IPBS is the largest integrated university cooperation programme in Europe. An important factor in its success is the close multilateral cooperation between the members. The study abroad semesters are fully integrated into the programme, in which students earn the bachelor's degree of each of the two participating universities. With a total of 240 credit points, this programme provides the prerequisite for all significant masters' programmes in the world.

English is obligatory for all students, who must also study the language of the country of their partner university. It may also be possible to take a further language. Personal development and intercultural competence are important aims of this programme, which is also designed to encourage students to develop an active sense of social responsibility.

The International Management Programme is accredited by the German FIBAA agency.

The following options are available:

- German-American Programme together with Universidad de Las Americas, Puebla (Mexico)
- German-American Programme together with Northeastern University, Boston (USA)
- German-English Programme together with Lancaster University Management School
- German-Polish Programme together with Jagiellonen University in Krakau (from winter semester 2009/10)
- German-Dutch Programme together with Avans School of International Studies in Breda (from winter semester 2009/10)
- German-French Programme together with Centre d'Etudes Supérieures Européennes of Reims Management School
- German-Irish Programme together with Dublin City University
- German-Italian Programme together with Università Cattolica Sacro Cuore in Piacenza
- German-Spanish Programme together with ICADE at Universidad Pontificia Comillas in Madrid

Prerequisites for admission:

- Qualification for entry into higher education
- Success in selection process (suitability, language test, interview)

Tuition fees:

- 500 euros state tuition fees per semester
- 61.50 euros students services contribution
- 40 euros administration fee

German students are exempt from the tuition fees of the international partner schools. Students admitted by EBS Reutlingen must pay the government-stipulated tuition fees at German state universities.

Annual intake:

- Between 10 and 45 students, depending on individual programme

Deadline for applications:

- 1st June

Programme starts:

- September

Bachelor of Science in International Business – Dual Degree with MBA

This programme is unique in Germany and offers students the opportunity to earn a Bachelor of Science degree and an MBA in just four years. Students study for three years at Reutlingen University, and then one year at a leading international partner university in America, Asia, Australia, or Europe. Taking part in this programme is a truly international experience, with 20 of the 40 places per year allocated to international applicants.

The International Business Programme is accredited by the German FIBAA agency.

Prerequisites for admission:

- Qualification for entry into higher education
- Success in selection interview

Tuition fees:

- 500 euros state tuition fees per semester
- 61.50 euros students services contribution
- 40 euros administration fee
- Tuition fees at international partner schools in final year

Annual intake:

- 20 German applicants, 20 international applicants

Deadline for applications:

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

Programme starts:

- October

Bachelor of Arts in "Aussenwirtschaft" (International Business Management)

This programme leads to an internationally recognized qualification in just three years. A semester abroad, a one-semester work experience placement, and research for a graduate thesis are all part of the programme. The main focus is on Business Studies for the real world of international business. Elective subjects allow further specialization in selective areas. There are cooperation agreements and attractive exchange opportunities with more than 30 universities all over the world.

Collaboration between Napier University in Edinburgh, Scotland and ESB offers the opportunity to earn the ESB Bachelor of Arts degree and the Napier University Bachelor of Arts in Business Management, in just seven semesters. Seminars on subjects such as Rhetoric, Presentation Techniques, or Ethics, impart skills which are important for a future role in international companies and teams.

English and one further language (French, Spanish, or Russian) are core subjects. Other languages (e.g. Italian or Chinese) may also be offered. All classes in the second semester (except those in the second obligatory language) are held in English. Some of the classes in other semesters also take place in English.

The "Aussenwirtschaft" programme is accredited by the German FIBAA agency.

Prerequisites for admission:

- Qualification for entry into higher education
- Success in selection process (suitability, language test, interview)

Tuition fees:

- 500 euros state tuition fees per semester
- 61.50 euros students services contribution
- 40 euros administration fee

Intake per semester:

- 45 students

Deadline for applications:

- 15th January for summer semester
- 15th July for winter semester

Programme starts:

- March/ October

Bachelor of Science in Production Management (Industrial Engineering)

ESB offers a degree programme in Engineering Management specializing in Production Management. The aim of this seven-semester undergraduate course is to give participants a thorough interdisciplinary understanding of the Interface between technology and business. The basis of the course is a thorough grounding in principles of business. Parallel to this, technical subjects in the field of Production Management (Materials, Mechanics, Production Processes) and in the field of logistics (Supply Chain Management, Work Flow and Information Technology) are also covered.

Seminars in subjects such as Rhetoric, Presentation Techniques, Learning and Creativity Techniques enable students to develop important skills for their future roles in international organizations and teams. The fourth semester is spent on a work experience assignment with a company Chosen by the student. The aim of this work experience is to acquire fundamental practical understanding of the business and technical issues with which enterprises are concerned. The final semester is spent abroad or taking classes in English in Reutlingen.

The language of tuition abroad in countries such as Finland and Hungary is English. French is only obligatory for those attending our partner schools in France. English classes are therefore obligatory. classes in other languages (e.g. French or Spanish) may also be offered. classes in Germany are normally held in German. The graduation thesis is written in the seventh semester, usually in conjunction with a company.

The programme Production Management is accredited by the German FIBAA agency.

Prerequisites for admission:

- Qualification for entry into higher education
- Optional test of aptitude for studies

Tuition fees:

- 500 euros state tuition fees per semester
- 61.50 euros students services contribution
- 40 euros administration fee

Intake per semester:

- 45 students

Deadline for applications:

- 15th January for summer semester
- 15th h July for winter semeste

Programm starts:

- March / October

BSc International Logistics Management (Industrial Engineering)

This seven-semester study programme combines the three areas of Business Studies, Technology, and Soft Skills. The basis of the programme is a sound knowledge of principles of business. The main focus is on Logistics Network Planning and Organization. Operations Research, Transport and Distribution Networks, Supply Chain Management, Procurement and Production Logistics, and International Logistics Law will be examined in depth. The field of Technology is also dealt with, the main focus being on Electronic Engineering, Information and Communication Technology, Transportation and Materials Handling Technology, Storage and Production Planning, and Virtual Collaborative Logistics Engineering for logistics planning in international global teams.

The programme is focused on the real world, with an integrated working semester, project work in the study semesters on business and technical subjects, and with guest lecturers and professors with many years of professional managerial experience. In addition to technical knowledge, emphasis is also placed on developing social competence through group work, management simulations at the university and at companies, and language classes.

The programme consists of two semesters of foundation studies followed by specialization in either the business subject of Logistics Networks, or in Logistics Technology. The fourth semester is spent working in industry to gain a deeper understanding of the knowledge acquired. This is followed by a semester abroad, or, alternatively, classes held in English in Reutlingen. The final semester is spent working on the graduate thesis, which is usually done in collaboration with a company.

Prerequisites for admission:

- Qualification for entry into higher education
- Optional test of aptitude for studies

Tuition fees:

- 500 euros state tuition fees per semester
- 61.50 euros students services contribution
- 40 euros administration fee

Intake per semester:

- 35 students

Deadline for applications:

- 15th January for summer semester
- 15th July for winter semester

Programme starts:

- March / October

Graduate Programmes

Master of Arts in International Accounting and Taxation

The three or four-semester master's degree programme in International Accounting and Taxation is designed to provide students with a sound practical understanding of the principles of International Management, Finance, Accounting (Reporting and Controlling), and National and International Taxation. Students will also gain in-depth knowledge of International Business Law and develop high-level skills in Business English for international business negotiations. The course of study includes research work for a master's thesis. This programme has been designed in collaboration between RWT Reutlinger Wirtschaftstreuhand GmbH and other leading consultants in taxation and accountancy, and ESB Business School.

This programme of study provides students with holistic training and a qualification which will enable them to carry out the work of a consultant or manager confidently and responsibly. Training in languages and in ethical and intercultural issues, and the experience of working in a multinational group of students, play a significant part in achieving this aim. The languages of tuition are German and English.

The three-semester master's degree programme is designed for graduates with bachelors' degrees in Business Studies or comparable subjects who have completed seven-semester courses of study (earning 210 ECTS credit points). The four-semester master's degree programme is designed for graduates with Bachelors' degrees in Business Studies or comparable subjects who have completed six-semester courses of study (earning 180 ECTS credit points). The four-semester master's degree programme strives to accommodate the wish of many international students to be able to take part in a six-month work experience placement during their studies. This semester can be spent abroad. A semester abroad can be spent alternatively.

The master's degree programme in International Accounting and Taxation is accredited by the German FIBAA agency.

Prerequisites for admission:

- Successful completion of undergraduate studies in Business or a related subject with a good final grade.
- A good command of German, to be demonstrated by successfully taking the "Deutsche Sprachprüfung für den Hochschulzugang" (DSH) or an equivalent examination. Students whose native language is German and international students who have completed a degree programme in Germany are exempt from this requirement. The results of this examination must be presented by the end of the first semester.
- A good command of English, demonstrated by a TOEFL report of at least 83 points (Internet Based) or an equivalent examination. Students whose native language is English and students who have successfully completed a programme of study in English are exempt from this requirement. These results must be presented by the end of the first semester.
- Success at a selection interview.

Intake per semester:

- 15 students

Tuition fees:

- 500 euros state tuition fees per semester
- 61.50 euros students services contribution
- 40 euros administration fee

Deadline for applications:

- 15th January for summer semester
- 15th July for winter semester

Programme starts:

- March / October

Master of Arts in International Business Development

The master's programme in International Business Development is designed to provide students with sound, practical specialist knowledge of International Business, Marketing, Management, Finance and Controlling, and Human Resources Management over a three or four semester course of study. In addition, the subjects of International Law and Business English will also be covered; the latter to ensure that graduates are able to carry out international negotiations in English. A further language may also be taken. Research for a master's thesis is a part of the course of study. Students in the "Aussenwirtschaft" programme are also offered the Option of studying for a Dual Degree in collaboration with University de Savoie, Chambéry, France. We are currently also developing programmes in collaboration with universities in the United Kingdom and in the United States.

In this programme, students acquire a holistic education and qualification designed to enable them to take management roles with confidence and responsibility. We therefore emphasize the importance of languages, ethical and intercultural contents in all classes, and benefit from the large proportion of international students in the programme. The languages of tuition are German and English.

The three-semester master's degree programme is designed for graduates with Bachelors' degrees in Business Studies, or comparable subjects, who have completed seven-semester courses of study (earning 210 ECTS credit points). The four-semester master's programme is designed for graduates with Bachelors' degrees in Business Studies, or comparable subjects, who have completed six-semester courses of study (earning 180 ECTS credit points). This master's programme meets the wishes of international students who would like to complete a six-month work experience placement with a company during their studies. The work experience semester can take place abroad. A semester abroad can be spent alternatively.

The master's degree programme in International Accounting and Taxation is accredited by the German FIBAA agency.

Prerequisites for admission:

- Successful completion of undergraduate studies in Business or a related subject with a good final grade.
- A good command of German, to be demonstrated by successfully taking the "Deutsche Sprachprüfung für den Hochschulzugang (DSH) or an equivalent examination. Students whose native language is German and international students who have completed a degree programme in Germany are exempt from this requirement. The results of this examination must be presented by the end of the first semester.
- A good command of English, demonstrated a TOEFL report of at least 83 points (Internet Based) or an equivalent examination.
- Students whose native language is English and students who have successfully completed a programme of study in English are exempt from this requirement. These results must be presented by the end of the first semester.
- Success at a selection interview

Intake per semester:

- 15 students

Tuition fees:

- 500 euros state tuition fees per semester
- 61.50 euros students services contribution
- 40 euros administration fee

Deadline for applications:

- 15th January for summer semester
- 15th July for winter semester

Programme starts:

- March / October

Master of Science in International Management

In the framework of the International Partnership of Business Schools (IPBS), ESB Reutlingen offers a programme leading to the degree of Master of Science in International Management. The programme takes from 12 to 15 months and provides students with an excellent up-to-date understanding of business issues, wide-ranging intercultural competence and international contacts for leading positions in management in international enterprises.

The one-year master's degree programme, taught in English, is designed for graduates with bachelors' degrees in Business Studies (or comparable subjects) and begins in the winter semester in Boston, Puebla, or Reims. The second and third phases of the programme take place at ESB in Reutlingen, or in Dublin, or in Piacenza. Research for a master's thesis or a project in cooperation with one of our partner companies is an integral part of the programme. The course normally takes 15 months, but can be completed in 12 months. International students continue their studies in Reutlingen.

The following combinations are possible:

- Reims (France) - Reutlingen
- Puebla (Mexico) - Reutlingen
- Boston (USA) - Reutlingen
- Reims (France) - Piacenza (Italy)
- Puebla (Mexico) - Piacenza (Italy)
- Boston (USA) - Piacenza (Italy)
- Reims (France) - Dublin (Ireland)
- Puebla (Mexico) - Dublin (Ireland)
- Boston (USA) - Dublin (Ireland)

Prerequisites for admission:

- Successful completion of undergraduate studies in Business or a related subject with a good final grade.
- A very good command of English, demonstrated by a TOEFL report of at least 83 points (Internet Based) (220 Computer based) or an IELTS result of 6.5 or better in at least six parts of the test.
- Success at a selection interview

Tuition fees:

- For students from the EU and IPBS: 11,000 euros in total
- For students from outside the EU: 17,000 euros in total

Students who begin their studies at Northeastern University in Boston, USA, must pay an addition fee of 2,200 euros.

Annual intake:

- 25 students

Deadline for applications:

- 10th June

Programme starts:

- September

Master of Science in Logistics Management and Production Management (Industrial Engineering)

These four-semester masters' programmes at ESB Business School are designed to provide students with an interdisciplinary education of the interface between technology and business. Students have a choice between two master's degree programmes: one in Production Management and one in Logistics Management. Typical career paths for the graduates will be either in process functions in production and marketing (e.g. R&D, Production, Distribution and Sales) or in interdepartmental functions (e.g. Organization, Data Processing, Logistics, Controlling, Quality Assurance, Environmental Protection). Research for the master's thesis is an integral part of the course. The core subjects are complemented by language courses and workshops to develop important skills such as presentation techniques or rhetoric, and to develop awareness in the field of ethics. Languages of tuition are German and English. In collaboration with Ecole Supérieure de Commerce (ESC) in Lille, France, ESB offers a programme of study in Production Management leading to the double

degree of Master of Science in Operations Management. Students in this programme spend two semesters in Lille and two semesters in Reutlingen.

Prerequisites for admission:

- Successful completion of an undergraduate programme of at least six semesters with above-average results.
- A very good command of German. International applicants must have passed the "Deutsche Sprachprüfung für den Hochschulzugang" (DSH).
- A good command of English, evidenced by the TOEFL test or studies in English abroad.
- Success in an assessment interview

Tuition fees:

- 500 euros state tuition fees per semester
- 61.50 euros students services contribution
- 40 euros administration fee

Intake per semester:

- 30 students.

Deadline for applications:

- 15th January for summer semester.
- 15th July for winter semester.

Programme starts:

March / October

MBA Full-Time / Part-Time International Marketing

ESB has offered an MBA programme in International Business since 1984. The programme is designed primarily for applicants whose first degrees were in discipline other than Business and who have at least two-year's professional experience. Participants develop leadership qualities and intercultural competence and acquire sound and extensive knowledge and skills in general management and marketing. As well as economic and business know-how, participants also learn how to play a constructive role in interdisciplinary and international teams, develop a firm understanding of integrated corporate management and acquire the ability to guide business processes competently and professionally in a competitive global economy.

The programme combines all the advantages of a good MBA: close contact with international companies, flexibility in the organization of study, students from more than 30 different countries and the option of completing part of the programme abroad. Interactive classes include a wide range of case studies from the real world of business. The focus is on management knowhow, but also on learning decision-making and social competence.

The languages of tuition are German and English. The list of organizations which employ our MBA graduates reads like a Who's Who of leading international companies: Adidas, ALDI, Beiersdorf, Bosch, BASF, Coca-Cola, Daimler AG, IBM, KPMG, L'Oréal, Procter & Gamble, SAP, The Boston Consulting Group, Tchibo, and Vodafone, to list just some.

The MBA programme is accredited by the German FIBAA agency.

The MBA is offered in two modes of study:

Full-Time MBA:

This course takes three semesters (18 months) in Compact study modules of two to three weeks. In the third Semester, students have a choice of specialist elective subjects or the option of studying abroad. The flexible full-time option makes it possible to spread studies over a three-year period.

ESB has had an agreement since 2007 with the University of the Sunshine Coast (USC) in Australia which enables MBA students to earn a double MBA. To earn both the ESB MBA and the USC MBA, Reutlingen students must complete the first two semesters here and then take six subjects over two semesters at USC. The Reutlingen Master's Thesis must also be completed and approved. A Double Masters' Programme was established with Eastern Michigan University (EMU) in 1995. ESB MBA students complete the first two semesters in Reutlingen, and then take 9 subjects at EMU. The EMU MBA programme has been accredited by AACSB for many years.

Prerequisites for admission:

- successful completion of undergraduate studies (preferably in a discipline other than Business)
- two years' work experience, preferably in the field of business
- international experience and / or awareness
- good language skills, including a good command of German and English
- a clear career perspective
- a high level of motivation
- success in a selection interview

Tuition fees

- 1,500 euros per semester (4,500 euros in total)

Annual intake:

- 100 students

Deadline for applications:

- 1st December for summer semester
- 15th June for winter semester

Programme starts:

March / October

Part-Time MBA:

This three-year course combines distance learning which approx. 15 weekend attendance phases per year over a period of three years, and is ideal for working professionals. Students can change between Full-Time, Flexible Full-Time and Part-Time studies.

Prerequisites for admission:

- successful completion of undergraduate studies (preferably in a discipline other than Business)
- two years' work experience, preferably in the field of business
- international experience and / or awareness
- good language skills, including a good command of German and English
- a clear career perspective
- a high level of motivation
- success in a selection interview

Tuition fees:

- 9,500 euros in total, payable in six installments

Annual intake:

- 25 students

Deadline for applications:

- 1st December for summer semester
- 15th June for winter semester

Programme starts:

March / October

Statistics

Professors:

56

External Lectures:

approx. 200

Academic staff:

44

Students:

- Approx. 2250
- Approx. 30% at international partner universities
- Approx. 30% on (international) work experience placements
- Approx. 30% international students