



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



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Bachelor's degree

Hochschule Reutlingen
Reutlingen University



ESB: International Business (BSc)

Reutlingen University • Reutlingen



Overview

Degree	Upon completion of the International Business programme, students obtain a Bachelor of Science degree from Reutlingen University. Additionally, students have the option of completing a Master of Business Administration (MBA) or Master of Science (MSc) degree at one of our international partner universities in just one additional semester.
In cooperation with	Over 60 international partner universities
Teaching language	<ul style="list-style-type: none">English
Languages	The language of instruction is English. English business communication courses are mandatory for all students. The second mandatory language for international students is German. German students can choose between French, Spanish and Chinese. For international students, we offer an intensive preparatory course in German language and culture at the beginning of September, before the start of the first semester in the winter semester.
Full-time / part-time	<ul style="list-style-type: none">full-time
Programme duration	7 semesters
Beginning	Winter and summer semester
Additional information on beginning, duration and mode of study	Additional information on duration: seven semesters + one Semester for MBA/Master's Fast Track degree Additional information on beginning: <ul style="list-style-type: none">Summer semester: early MarchWinter semester: mid-September
Application deadline	Summer intake: 15 November for applicants with foreign (non-EU) university entrance qualifications 15 January for applicants with German or EU/EEA university entrance qualifications Winter intake: 15 May for applicants with foreign (non-EU) university entrance qualifications

Tuition fees per semester in EUR	Varied
Additional information on tuition fees	<p>No tuition fees for German and EU students</p> <p>The state of Baden-Württemberg levies a fee of 1,500 EUR per semester on students from non-EU countries.</p> <p>For the MBA/Master's programme at an international partner university: approx. 15,000 - 60,000 EUR</p>
Joint degree / double degree programme	Yes
Description/content	<p>We provide basic and advanced business knowledge, understanding and methodologies with an international focus in the fields of management, marketing, accounting, controlling, finance, human resource management and economics, along with quantitative methods (business mathematics and statistics), information systems and law.</p> <p>Communication skills training includes two foreign languages, intercultural competence, public speaking and negotiation techniques. Leadership skills and students' interpersonal skills are developed in curricular and extracurricular activities, as well as in team projects.</p> <p>The balance between theory and practice is ensured by one internship (preferably international), business projects, extensive research, and the business and leadership background of the professors.</p> <p>Last but not least, maintaining an international atmosphere is a key priority, which is ensured by our international student body; up to 50% of our students come from abroad. Professors and lecturers have an international business and personal background.</p> <p>Guest lecturers from abroad are frequently invited.</p> <p>ESB Business School is accredited by AACSB International – The Association to Advance Collegiate Schools of Business. Only five percent of all business schools worldwide bear the coveted AACSB seal of approval. ESB Business School is thus in the same league as top American universities such as Harvard Business School and the Yale School of Management. The AACSB is the largest accreditation organisation in the world with demanding quality requirements in relation to training and research at business schools.</p>

Course Details

Course organisation	<p>First semester to third semester: foundation courses – introduction to business, business communication, business methods and law, marketing, finance, and human resource management, intercultural business communication, second business language</p> <p>Fourth semester: internship semester – business practice module (internship and practical business studies)</p> <p>Fifth semester: international semester at one of more than 60 partner universities</p> <p>Sixth semester: electives – advanced business studies with the possibility to develop a profile in marketing, strategy, finance, leadership, digital business or economics</p> <p>Seventh semester: electives and thesis</p> <p>Students can also choose the "Fast Track" (7+1) option: Students can thereby obtain a Bachelor's degree and a Master's degree in only eight semesters. During the third semester, students can decide to combine the BSc degree with a Master's degree – a BSc degree from Reutlingen University and MBA/Master's degree from a partner university. In this case, the educational organisation changes as follows:</p> <p>Fifth semester: electives – advanced business studies with the possibility to develop a profile in marketing, strategy, finance, leadership, digital business or economics</p>
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Sixth semester: electives and thesis
 Seventh to eighth semester: graduate business studies at one of the international graduate partner universities

A Diploma supplement will be issued	Yes
International elements	<ul style="list-style-type: none"> • Language training provided • Training in intercultural skills • International guest lecturers • Integrated/optional study abroad unit(s) • Opportunities for students to work abroad • Courses are led with foreign partners • Content-related regional focus
Integrated/optional study abroad unit(s)	<ul style="list-style-type: none"> • Integrated semester abroad • The integrated internship semester is possible in Germany or abroad. • With the Fast Track Master's programme, which is unique in Germany, you can obtain an MBA or Master's degree from an international partner university in just one additional semester after completing your Bachelor's degree (BSc). • Whether you spend one or up to two semesters of study at one of our international partner universities depends on the degree you choose (BSc or BSc plus MBA/Master's).
Integrated internships	The Internship Office / Career Center receives internship offers from companies, actively seeks placements, and provides on-the-job support. However, applying for an internship is the students' responsibility.
Course-specific, integrated German language courses	Yes
Course-specific, integrated English language courses	Yes

Costs / Funding

Tuition fees per semester in EUR	Varied
Additional information on tuition fees	<p>No tuition fees for German and EU students</p> <p>The state of Baden-Württemberg levies a fee of 1,500 EUR per semester on students from non-EU countries.</p> <p>For the MBA/Master's programme at an international partner university: approx. 15,000 - 60,000 EUR</p>
Semester contribution	Current semester fee: 167 EUR (as of 2023)
Costs of living	The minimum cost of living in Germany is approx. 900 EUR per month. The cost of living can vary depending on the partner university's location.

Factors such as the economy of the host country, personal lifestyle, and individual living standards all play a role in determining the overall cost of living.

Funding opportunities within the university Yes

Description of the above-mentioned funding opportunities within the university

The following scholarships support motivated students:

- "Deutschlandstipendium"
- "Aufstiegsstipendium"
- Nationwide foundations
- Private foundations
- Doctoral scholarships at Reutlingen University

Find more about listed scholarships and foundations [here](#).

Requirements / Registration

Academic admission requirements

Academic admission requirements include a German university entrance qualification or a foreign university entrance qualification equivalent to the German university entrance qualification. A very good command of English is also required (see below).

Language requirements

Applicants must provide proof of fluent English language skills (minimum level telc B2, e.g. TOEFL iBT, Cambridge Certificate, IELTS, TOEIC, PTEA (Academic), UNICert II)

Your skills are also proven if you have achieved at least 20 ECTS credit points or the equivalent in an English-language course of study at a state or state-recognised higher education institution. If you have attended an English-speaking school or university, you can prove your English language skills by presenting a certificate documenting this from the school.

A higher education degree (university) in English of at least three years showing minimum 180 ECTS credit points or equivalent is also accepted.

Application deadline

Summer intake:
15 November for applicants with foreign (non-EU) university entrance qualifications
15 January for applicants with German or EU/EEA university entrance qualifications

Winter intake:
15 May for applicants with foreign (non-EU) university entrance qualifications
15 July for applicants with German or EU/EEA university entrance qualifications

Submit application to

Please apply online: <https://hisinone.reutlingen-university.de/qisserver/pages/cs/sys/portal/hisinoneStartPage.faces>.

Services

Accommodation

Accommodation is available in student dorms run by various housing associations or on the private market.

For more information, see <https://www.reutlingen-university.de/en/studies/student-life/student->

[accommodation.](#)

Career advisory service

ESB Business School maintains close contacts with companies. The VIMA eV association, which is a network of around 50 renowned companies, enables and intensifies contacts between theory and practice. Many students make their first steps towards a career in the companies that are members of the VIMA eV. Additionally, career fairs take place regularly at the university, and the Career Center assists students and graduates at ESB Business School with planning and developing their careers during their studies and when starting their professional lives. You can find a list of some of ESB Business School's VIMA commercial partners [here](#).

Support for international students and doctoral candidates

- Welcome event
- Buddy programme
- Tutors
- Accompanying programme
- Specialist counselling
- Cultural and linguistic preparation

General services and support for international students and doctoral candidates

The academic coordinators provide support to international students. Additionally, every new student has a student mentor who provides guidance and assistance at the beginning of the programme. Help is provided by:

- academic coordinators of the programme
- student mentors / liaison tutors
- International Office of the university
- Students' Office of the university

The new student handbook is updated each semester. It provides information on all relevant aspects of studying and living. At the beginning of the first semester, a number of integration events are offered (city tour/game, integration party and other social events) to ensure that new students – both national and international – are well integrated and also get to know students who have completed previous semesters.



©ESB Business School / Inken Armbruster

Inken Armbruster MSc

I was very attracted by the international focus of the degree programme: the language courses, the international teaching content and the international composition of the group. I completed my study semester abroad at the Ecole Supérieure des Sciences Commerciales d'Angers in France. The structures at ESB Business School are a great support when planning the stay abroad.



Programme Introduction Video

Why should I study in the International Business programme? What will I learn, and how is the course of studies organised? What career prospects does the Bachelor's programme offer? What makes studying at ESB Business School so special and so "truly international"?

» more:
<https://www.youtube.com/watch?v=ouX01kuttsc>

Reutlingen University



ESB Business School

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ESB Business School has more than 50 years of experience in teaching applied international management and business engineering, and it is considered to be one of Germany's leading public business schools. Regularly ranked at the top of numerous university league tables, the school's close cooperation with companies and its international partner universities contribute to ESB's outstanding ability to educate the next generation of highly qualified, international managers.

We are accredited by [AACSB International – The Association to Advance Collegiate Schools of Business \(AACSB\)](#) Only five per cent of all

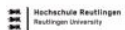
business schools worldwide bear this seal of quality. The AACSB is the largest accreditation organisation in the world with demanding quality requirements in relation to training and research at business schools.

ESB Business School's quality management system was accredited by the German accreditation council. This ensures that quality development of all study programmes is part of its mission.

Internationality and a balance of theory and practice are crucial cornerstones of our forward-looking and interdisciplinary approach. Semesters abroad as well as foreign and national internships are mandatory and are integral parts of our programmes. Workshops, seminars and dissertations written in conjunction with businesses, our own company fairs, case studies, professors with management experience, guest lectures or excursions to renowned companies all guarantee a high practical orientation of our programmes. Besides the required first foreign language module in Business English, students can take other business language modules. The language lecturers are generally native speakers.

All teaching is in small, multinational groups. This direct contact between the student and the professor shapes the unique atmosphere at ESB Business School. We also consider student involvement and initiative-taking to be of great importance. Our students acquire a sense of team spirit and improve their intercultural competence by being part of international teams working on a wide range of interesting tasks and projects.

ESB Business School is one of five schools of Reutlingen University, one of the leading German universities of applied sciences with a first-rate reputation. Its five schools offer more than 40 degree programmes. Reutlingen University offers programmes at undergraduate and postgraduate level as well as in lifelong professional training at the university level. This makes the university attractive to prospective students from different backgrounds. The university aims to prepare students for future challenges, both professionally and personally, and it is committed to shaping the future together.



University location

Reutlingen's documented history goes back to the early 12th century. Today it is a prosperous town of just over 100,000 inhabitants. The centre of the town is an attractive mix of old and modern buildings, with excellent shops, markets and pubs. The campus is on the south-western outskirts of Reutlingen.

The town lies some 40 km south of Stuttgart in the state of Baden-Württemberg, a world-famous centre of mechanical and automobile engineering. Tübingen, one of Germany's oldest and loveliest university towns, is 10 kilometres away. Reutlingen is situated at an altitude of 380 metres (about 1,247 feet) and is often called "The Gateway to the Swabian Alb" or "Swabian Jura", a range of very attractive, wooded hills running between the Neckar and the Danube, and bordering on the Black Forest. The Alb reaches an altitude of about 1,000 metres (3,280 feet). Road, rail and air connections are good, so travel to places like Munich, Frankfurt, Strasbourg, the Black Forest, Lake Constance, and Zurich is very easy.

Contact

Reutlingen University
ESB Business School

Alteburg Str. 150
72762 Reutlingen

Tel. +49 71212716001

✉ bsc.ib@reutlingen-university.de

🌐 Course website: https://www.esb-business-school.de/en/studying-at-esb/bachelor/international-business-ib?mtm_campaign=DAADInternationalProgrammes&mtm_kwd=IB

📘 https://www.facebook.com/esb.businessschool/?ref=aymt_homepage_panel

🌐 <https://www.linkedin.com/school/esb-business-school/>

📷 <https://www.instagram.com/esb.business.school/>

📺 <https://www.youtube.com/channel/UCd3DecZpGqeOD3TBRcDDERg>

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www.daad.de/international-programmes
www.daad.de/sommerkurse

Editor

DAAD - Deutscher Akademischer Austauschdienst e.V.
German Academic Exchange Service
Section K23 – Information on Studying in Germany
Kennedyallee 50
D-53175 Bonn
www.daad.de

GATE-Germany

Consortium for International Higher Education Marketing
www.gate-germany.de

Disclaimer

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