

## Why Study at WHU?

Benefit from more than 30 years of excellence in management education

WHU – Otto Beisheim School of Management is a private state-approved business school with university rank, located in the heart of Germany. Founded in 1984, WHU is considered one of Germany's most renowned business schools and regularly achieves top positions in national and international rankings such as the international U-Multirank ranking as well as newspaper and business magazine rankings including "Financial Times", "Handelsblatt" or "The Economist".

WHU is one of few German universities enjoying international accreditations. Our outstanding national and international reputation has been certified by accreditations from AACSB, EQUIS and FIBAA. WHU stands for "Excellence in Management Education" and pursues this goal in its three core areas of activity: Academic Programs, Research, and Transfer in the field of general management. Our students benefit from a large network of partner universities, companies and alumni.

## Program Profile – Study entirely in English

Gain a top-level business education in an international setting

WHU's Bachelor in International Business Administration Program offers a unique blend of a broad-based curriculum, practical experience, and international exposure. In three years, you earn your Bachelor of Science degree. You can either study in English or enroll in a bilingual track (German/English).

A key feature of the program is the integrated semester abroad, which you will complete in your fourth or fifth semester. It is designed to deepen the knowledge and skills you have acquired at WHU while learning about different concepts and gaining insights into the society, culture, and economic environment of your destination. Two integrated internships give you the chance to apply your theoretical knowledge to real-life situations. The internships take place during the summer breaks, between the second and third, and again between the fourth and fifth semester. They can be completed either in Germany or abroad.



Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
<b>Core courses of business administration and economics</b> Foundations of Business and Economics; Financial Accounting; Innovation and Entrepreneurship; Marketing and Sales; Finance; Production, Purchasing and Logistics; Management Accounting and Control; Microeconomics; Macroeconomics 15 cr	<b>Quantitative methods</b> Mathematics and statistics 9 cr	<b>Foundations of law</b> 3 cr	<b>Concentrations I–III (elective)</b> Elective Modules across all fields of Management 18 cr	<b>Research-focused courses</b> Econometrics; Market Research Methods 6 cr	<b>Core courses of BA Business Leadership</b> 6 cr
<b>Language and intercultural competence</b> 3 cr	<b>Internship</b> Abroad or in Germany 3 cr	<b>Semester abroad</b> Either semester 4 or 5 30 cr	<b>General studies</b> Psychology/Sociology; Sustainability; Business Ethics 3 cr	<b>Seminar (elective)</b> 6 cr	<b>Bachelor thesis</b> 12 cr

## Career Center

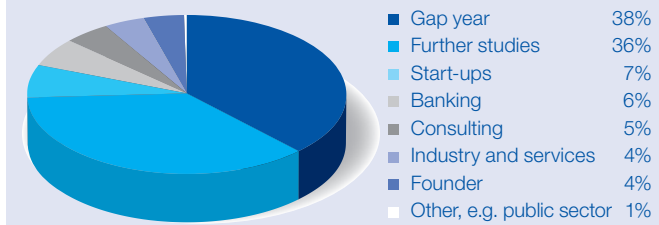
Linking companies, WHU, alumni, and students

For us, career service means successful interaction between our students, businesses, our alumni, and WHU. By conducting numerous career activities for the students in all programs we offer occupational orientation and an exciting platform for networking with company representatives and alumni.

Annually, more than 50 companies are active at WHU in corporate presentations, career fairs, and workshops – among them both long-term partners as well as "new" businesses. We aim to support students on their way to find out what they want to do in their professional lives, to help them reach their goals, and to facilitate a smooth transition from student life to work life.



### Prospects upon graduation (BSc), by industry



WHU Career Center, Career entry of WHU BSc graduates, 2013–2017, by industry

62% of graduates who start a master program choose WHU, while many study at other top European business schools.

### The Career Center offerings include:

- Company presentations
- Career events (fairs, workshops, career speed dating ...)
- Application Training
- Alumni Talks
- Career Counseling
- Job and internship offers in an internal database
- Weekly newsletter from the Career Center
- WHU ePofiles CV Database
- On-Campus recruiting

In the Financial Times Master in Management Rankings, WHU has year-on-year received a particularly outstanding rating for its Career Center, which took 1st place in its category on the grounds of data from alumni.

Learn more about WHU's outstanding Career Center:

[www.whu.edu/en/programs/studying-at-whu/career-center/](http://www.whu.edu/en/programs/studying-at-whu/career-center/)

Founded by the first graduates in 1988, In Praxi – WHU Alumni Association is regarded among the best alumni associations in the German-speaking region.

With more than 4,000 members and 25% of those living outside of Germany in more than 60 countries, regular meetings and regional chapters keep the community alive and establish the global network of friends.

[www.in-praxi.org](http://www.in-praxi.org)



### Contact: Did we spark your interest, or do you have further questions?

#### Meet us

We are happy to answer any question you may have about program content, application process, and life as WHU student. We offer numerous ways to meet us including international higher education fairs throughout the year.

#### Personal visits

The best way to experience WHU is to visit our campus. We welcome students, parents, and guests to make an individual appointment for a campus visit in Vallendar, Germany. You meet with the admission advisor and tour the campus. In addition, WHU presents its Bachelor in International Business Administration Program at numerous fairs around the world throughout the year.

#### Virtual Information Sessions

To get a feeling for what it's like to be a WHU student, you can join Virtual Information Sessions from anywhere in the world to learn all about the Bachelor in International Business Administration Program and chat with WHU staff and students. [www.whu.edu/vis](http://www.whu.edu/vis)

#### Contact us

Do you have a quick question, or wish to make an appointment? Be in touch:  
 Phone: +49 261 6509-515 /-513 /-514  
 Email: [bachelor@whu.edu](mailto:bachelor@whu.edu)  
 WhatsApp: +49 1575 8798870 (no calls/sms)

[www.whu.edu](http://www.whu.edu)



**WHU**  
Otto Beisheim School of Management

## Study in Germany



Excellence in Management Education

## Bachelor of Science (BSc) in International Business Administration





# Why study in Germany?

Choose a unique study destination

For the past decades, Germany's economy has consistently been among the top international market players and has been playing a major role in Europe's economic growth process.

### Live in a safe place

Located in the heart of Europe, Germany is one of the safest places in the world enjoying very high living standards. It provides a sense of security and comfort that will instantly make you feel at home. Thanks to its modern infrastructure, you can easily, safely, and affordably explore Germany.

### Benefit from outstanding employment prospects

Germany is home of many renowned companies with branch offices across the world, a solid base of small and medium-sized companies, and a thriving start-up scene. Its diverse economic environment provides great career opportunities, both in Germany and abroad. WHU students benefit from close ties to the business world starting day one.



### Be part of an international environment

Germany offers fast and easy access to all European metropolises and business hubs. You can easily reach London, Paris, Amsterdam, and many other destinations. For the past decades, Germany itself has become an international center: each year, more and more people move to Germany to study, work, and live.

### Experience Germany's rich culture

Known as "The land of poets and thinkers", Germany is proud of its rich and diverse culture. For centuries, Germans have contributed to the development of sciences, arts, and music. Johann Wolfgang von Goethe is only one of many influential German poets. The famous composer Ludwig van Beethoven was born in Bonn, only a stone's throw away from WHU's Vallendar Campus.

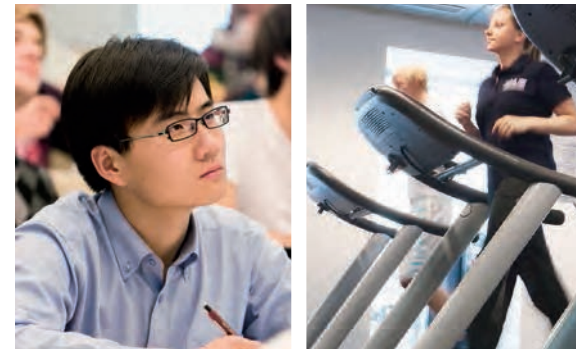
# Student Life at WHU

Be part of a unique community

### Campus life

WHU provides optimal conditions for studying and learning. However, being a WHU student means much more than that! The campus life is rich and diverse – there's always something happening on campus!

During their time at WHU, students attend guest lectures and business conferences, as well as different clubs and initiatives.



### WHU's student clubs offer something for everyone:

#### Sport

Do you like to rest your mind while exercising your muscles? WHU's gym is at your disposal 24/7. It offers the latest exercise equipment as well as different workout courses. Or participate in WHU Euromasters, Europe's biggest tournament among Business Schools. Every year, WHU students host more than 2,000 participants from across Europe to compete, play, and party.

#### Social commitment

Are you seeking to make a difference through charitable work or tackle global issues? WHU student initiatives such as 'WHU Students Help' and 'Enactus' realize social commitment and develop entrepreneurial spirit through real-life projects.

#### Business topics

Are you interested in business conference, e.g. Campus for Finance or IdeaLab! – The Founders' Conference? Various conferences are organized by WHU students during the year.

**These are just some of the many activities that reflect the unique WHU spirit. Come and experience it for yourself!**



### Living in Vallendar

WHU's Vallendar campus is located in the heart of the famous Rhine Valley, a Unesco World Heritage Site. Vallendar is a cozy and safe town. Daytime or nighttime, our students enjoy being able to walk anywhere they need to go. A wide variety of outdoor activities are available throughout the region and students have access to shops, restaurants, and cafes in the neighboring town of Koblenz. Germany's financial hub Frankfurt/Main and the vibrant city of Cologne are both just a short train ride away.

### Housing

WHU provides students with access to affordable accommodation in Vallendar, a short distance from the campus. With a dedicated housing office to assist students, a supportive community, and close proximity to transport links, all students are able to find housing that suits them.

# Application and Admission

Get started today!

### Admission requirements:

- Secondary School Diploma (e.g. IB-Diploma, A-Levels, High School Diploma)
- TOEFL internet-based test: min. score of 100 (95 bilingual track), IELTS: Academic Module, min. band of 7.0 (6.5), or Cambridge ESOL: CAE, grade A (C); except for native English speakers or graduates from English-speaking schools
- Relevant practical experience of six weeks or more, e.g. in form of an internship or apprenticeship
- Completed WHU application materials including a biographical questionnaire and CV

### Application process:

- Applications may be submitted between September 15 and May 15 of each year. Program starts in September only.

We carefully review complete applications and invite qualified candidates to an admission test. The admission test consists of a presentation on a topic of choice, a group discussion, two one-on-one interviews, and an analytical test.

### Candidates have two options:

1. Participating in the admission test held on WHU's Campus in Vallendar either in April or June.
2. If you live far away from Germany and are unable to participate in the admission test on WHU campus, we offer an individual admission test, e.g. via skype or during an individual test on campus.



### Tuition fees

WHU offers a variety of financing options to ensure that everyone who has obtained an offer of admission is able to complete the Bachelor in International Business Administration Program.

Review our website for detailed information about tuition fees and financing options.  
[www.whu.edu/bsc](http://www.whu.edu/bsc) (→ Tuition and Financing)

Visit our website for details: [www.whu.edu/bsc](http://www.whu.edu/bsc)

If you have chosen other subjects or if you are not sure whether your secondary school diploma is accepted, have not completed any practical experience, or if your grades are not outstanding, please get in touch: [bachelor@whu.edu](mailto:bachelor@whu.edu)

### IB-Diploma

Completion of 6 IBDP examination subjects including:

- 2 languages (including one language as language A1)
- 1 mathematics
- 1 experiential science subject (biology, chemistry, physics)
- 1 social science subject
- 1 subject of choice

### Out of the above subjects:

At least three must be completed at the Higher Level (HL) and must include either mathematics or an experiential science subject. The remaining subjects have to be completed at the Standard Level (SL).

### A-Levels

Requirement of at least 4 subjects from different subject areas. These subjects have to include:

- Mathematics (GCE-AL)
- 1 business-related subject (i.e. economics or business studies) (GCE-AL)
- 1 language (GCE-AS or GCE-AL)
- 1 subject of choice (GCE-AS or GCE-AL)

### Out of the above subjects:

3 must be completed at the GCE – Advanced Level (AL) including mathematics and a business-related subject. The 4th subject can be completed at the GCE – Advanced Subsidiary Level (AS)

### High School Diploma

Completion of 16 academic units between grades 9 and 12 including:

- English: 4 units, min. grade C
- Language 2: 2 units
- Social studies: 3 units
- Mathematics (Algebra II, III, Trigonometry, or Precalculus: 2 or 3 units, min. grade C)
- Experiential science subject (biology, chemistry, physics): 2 or 3 units, min. grade C (math and science together comprise 5 units)
- Courses of choice: 2 academic units

and CumGPA: min. 3.0 and an SAT: min. 1,300 or CumGPA: min. 3.0 and an ACT score: min. 29