

Bachelor of Science Programs

International Business Administration Business Psychology



WHU Facts & Figures

1,880+



students

BSc Class of 2024



approx. **20**
nationalities

French
Chinese
Dutch
Spanish
Turkish
Mexican
American

Alumni



5,000+

members across **67** countries in the
In Praxi association

Faculty

59



professors

Guests from the business world

72

guest lecturers
(per year)



50

company presentations
(per year)

Annual intake



240

students in the
Bachelor's Programs

BSc Class of 2024



20%

international students

International network



220

partner universities across the globe

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Welcome to WHU



WHU – Otto Beisheim School of Management is one of Europe’s leading business schools. Founded in 1984 as a private, state-recognized university, WHU enjoys an exceptional national and international reputation. This is reflected by accreditations from EQUIS, AACSB, FIBAA as well as in excellent national and international university ranking results. WHU is a role model for future-oriented research and teaching in the field of business administration. You can become part of it through one of our **Bachelor’s Programs!**



“Excellence from the beginning is a core value here at WHU; it is about quality. As individuals, we learn that thinking differently means thinking innovatively, which is not only celebrated, but encouraged. As members of this vibrant, collaborative, and international community, we support each other on our path towards excellence. The family we find in our friends and mentors guide, motivate, and remind us that with courage and commitment anything is possible. This is our WHU Spirit.”

Professor Markus Rudolf
Dean of WHU

Top 5 reasons for a Bachelor's Program at WHU



Pride in academic excellence:

Enjoy a globally recognized degree from Germany's leading business school



An international mindset:

Begin your international journey by gaining study and work experience in up to three different countries



Strong business network:

Grow within a strong business network of partner companies, partner universities, and alumni worldwide



Study under optimal conditions:

Benefit from a personal learning environment with small classes and excellent facilities



WHU spirit:

Make friends in a supportive community and get involved in a diverse range of student clubs and activities

Why study in Germany?

1. Internationally recognized for its top-class education
2. Largest economy in Europe – expected to remain competitive and successful
3. High living standards but comparatively low living expenses
4. Home to many renowned international companies as well as a thriving start-up scene
5. Clean environment, low crime rates, diverse cultural attractions and modern infrastructure



Rankings

#20

worldwide

Financial Times
MiM 2021



#2

Germany

The Economist
MiM 2021



#1

Top Tier

Zeit/CHE
2020



#1

Top Tier

U-Multirank
2021



"In an increasingly complex world, it is essential to learn early on how to deal with the challenges that arise. During their studies, WHU students are immersed in a diverse environment, experiencing internationality and technological advancement while living and learning on campus. This prepares our students for a successful career start and also gives them a positive attitude towards the general challenges of life."

Dr. Steffen Löw, Program Director Bachelor Program/Master Program



Zalando Lounge



In Praxi Learning Center (IPC)



Bistro



Gym



Cafeteria



Library



Vaulted cellar

“Not only the high-quality lectures by the excellent professors, but also the numerous initiatives make WHU a pleasant learning environment. The student clubs offer all students the opportunity to represent their interests through their broad spectrum of orientations.”

Tara Zerwas, BSc 2023



Business Psychology



Degree:
Bachelor of
Science (BSc)



Duration:
6 semesters | 3 years




Language:
English



Location:
Vallendar and
partner university



Internship:
2 | at least
one abroad

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
Core Modules of Business and Economics Introduction to Business; Foundations of Economics; Marketing & Sales; Entrepreneurship & Innovation; Financial Accounting 12 cr	6 cr	12 cr	Concentrations (e.g. Work & Organizational Psychology; Managing Diversity & Change; Marketing Communication & Consumer Psychology) 12 cr		Literature Seminar 6 cr
Core Modules of Psychology Introduction to Psychology; Motivational and Cognitive Psychology; Social Psychology; Organizational Behavior; Psychological Diagnostics; Business Psychology; Psychological Research 12 cr	12 cr	18 cr	Psychological Research Project 6 cr		Project Seminar 6 cr
Propaedeutics Foundations of Law, Statistics 6 cr	6 cr		General Studies (partly taught in German) (e.g. Biotechnology; History of the Federal Republic of Germany; Fun and Games; First Responder, Coding Bootcamp; National Model United Nations; Ability to communicate; Web Development) 6 cr		Ethics and Sustainability 6 cr
Language and Intercultural Competence (Language 1) 2 cr	2 cr	2 cr	Semester Abroad	30 cr	
	Internship 3 cr		Internship 3 cr		Bachelor Thesis 12 cr
Total 180 cr 32	29	32	27	30	30
Optional additional courses from various fields of study (course distribution and cr information only serve as an example):					
	Business Law (taught entirely in German) (Foundations of Business Taxation; Labor Law; Law of the Capital Market; Restructuring of Companies) 3 cr	3 cr	3 cr		3 cr
Language and Intercultural Competence (Language 2) 2 cr	2 cr	2 cr			
For example 18 cr 2	5	5	3	0	3

“Very small classes and practice-oriented lessons with excellent professors, most of whom bring a great amount of business experience themselves, make WHU a great learning environment.”

Fritz Tiemann, BSc 2022



“To successfully manage, motivate, and move people, knowledge of business administration is one side of the coin. Having said that, I am truly convinced that the other side of the coin is important, too – you also need to understand why people behave the way they do. The Bachelor in Business Psychology allows you to combine these two aspects of human resource management in a truly exciting program. On top of that, you will build a strong network that lasts far beyond your studies and be prepared for a thrilling career in an international environment. I am very much looking forward to seeing you in the classroom!”

Professor Fabiola Gerpott
Chair of Leadership



Core Modules of Business and Economics

- Introduction to Business
- Foundations of Economics
- Marketing & Sales
- Entrepreneurship & Innovation
- Financial Accounting

Core Modules of Psychology

- Introduction to Psychology
- Motivational and Cognitive Psychology
- Social Psychology
- Organizational Behavior
- Psychological Diagnostics
- Business Psychology
- Psychological Research Methods
- Psychological Research Project
- Project Seminar

General Studies

- Courses in different subject areas, e.g. Biotechnology; History of the Federal Republic of Germany; Fun and Games; First Responder; National Model United Nations; Business Communication; Web Development

Concentration Modules

- Concentrations offered in the field of psychology: e.g. Work & Organizational Psychology; Managing Diversity & Change; Marketing Communication & Consumer Psychology Concentrations offered in the field of business: e.g. Agile Business Development; Omnichannel Business & Services Marketing; Sustainable Value Creation; Negotiations

Ethics and Sustainability

- e.g. Sustainable Mega Sport Events; Sustainability in the Textile Industry
- e.g. Business Ethics; Ethical Decision Making and Behavior

Foreign Languages and Intercultural Competence

- Native speakers teach the following languages in small groups at various levels from A1 to C2: English; French; Spanish; Chinese; Japanese; Italian; German

Propaedeutics

- Statistics
- Foundations of Law

Law Track with Bucerius Law School (taught in German)

- Optional: Labor Law; Corporate Tax Law; Capital Market Law; Restructuring of Companies

International Business Administration



Degree:

Bachelor of Science (BS)



Duration:

6 semesters | 3 years



Language:

English or English/German



Location:

Vallendar and partner university



Internship:

2 | at least one abroad

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
Core Modules of Business and Economics (Introduction to Business Administration; Financial Accounting; Marketing and Sales; Finance; Financial Management; Organizational Behavior; Operations and Logistics Management; Management Accounting and Control; Innovation and Entrepreneurship; Introduction to Economics; Intermediate Economics) 18 cr	Quantitative Methods (Mathematics; Statistics) 6 cr	Foundations of Law (Civil Law; Business & Trade Law) 6 cr	Concentrations I – III (elective modules) (e.g. Agile Business Development; Omnichannel Business & Services Marketing; International Economics; Sustainable Value Creation; Negotiations; Human Side of Business Management) 12 cr	Data Analysis and Management (e.g. Quantitative Research Methods; Data Science for Business) 6 cr	Core Modules of Business and Economics 6 cr
Language and Intercultural Competence (Language 1) 2 cr	Internship (Abroad or in Germany) 3 cr	Semester Abroad 30 cr	General Studies (partly taught in German) (e.g. Biotechnology; History of the Federal Republic of Germany; Fun and Games; First Responder, Coding Bootcamp; National Model United Nations; Ability to communicate; Web Development) 6 cr	Ethics and Sustainability (e.g. Sustainable Mega Sport Events; Business Ethics) 6 cr	Bachelor Thesis 12 cr
Total 180 cr	29	32	27	30	30
Optional additional courses from various fields of study (course distribution and cr information only serve as an example):					
 Business Law (taught entirely in German) (Foundations of Business Taxation; Labor Law; Law of the Capital Market; Restructuring of Companies) 3 cr	Language and Intercultural Competence (Language 2) 2 cr	3 cr	3 cr	3 cr	3 cr
For example 18 cr	5	5	3	0	3

"With its broad curriculum and intercultural focus, WHU's Bachelor in International Business Administration prepares you perfectly for your future path, wherever it may lead you. Become part of the large WHU family and experience three unforgettable years at one of the best business schools in Europe."

Professor Christian Hagist

Academic Director of the Bachelor Program
Chair of Economic and Social Policy





“For me, three things make studying at WHU unique: the practice-oriented teaching style in small groups, the student clubs, and the strong sense of community among students.”

Elena Gonzalo Saul, BSc 2023

Core Modules

- Introduction to Business
- Foundations of Economics
- Financial Accounting
- Organizational Behavior
- Finance
- Marketing & Sales
- Operations and Logistics Management
- Entrepreneurship and Innovation
- Intermediate Economics
- Management Accounting & Control
- Financial Management
- Strategic Management

Concentration Modules and Seminars, Semester abroad

- Concentrations offered in different subject areas, e.g. Agile Business Development; Omnichannel Business & Services Marketing; The Finance Function; International Economics; Sustainable Value Creation; Negotiations; HRM and Leadership Development
- Seminars allow specializing in industry-specific areas e.g. Sports Economics; Family Business Management; Health Care Operations

Ethics and Sustainability

- e.g. Sustainable Mega Sport Events; Sustainability in the Textile Industry
- e.g. Business Ethics; Ethical Decision Making and Behavior

Data Analysis & Management

- e.g. Data Science for Business; Business Information Systems; Quantitative Research Methods; Introductory Programming for Business

General Studies

- Courses in different subject areas, e.g. Biotechnology; History of the Federal Republic of Germany; Fun and Games; First Responder; National Model United Nations; Business Communication; Web Development

Foreign Languages and Intercultural Competence

- Native speakers teach the following languages in small groups at various levels from A1 to C2: English; French; Spanish; Chinese; Japanese; Italian; German

Foundations of Law and Corporate Law

- Civil Law; Business & Trade Law

Law Track with Bucerius Law School (taught in German)

- Optional: Labor Law; Corporate Tax Law; Capital Market Law; Restructuring of Companies

Quantitative Methods

- Mathematics
- Statistics



University of Michigan, Stephen M.
Ross School of Business, Ann Arbor



Sciences Po (IEP Paris –
Institut d'Études Politiques), Paris

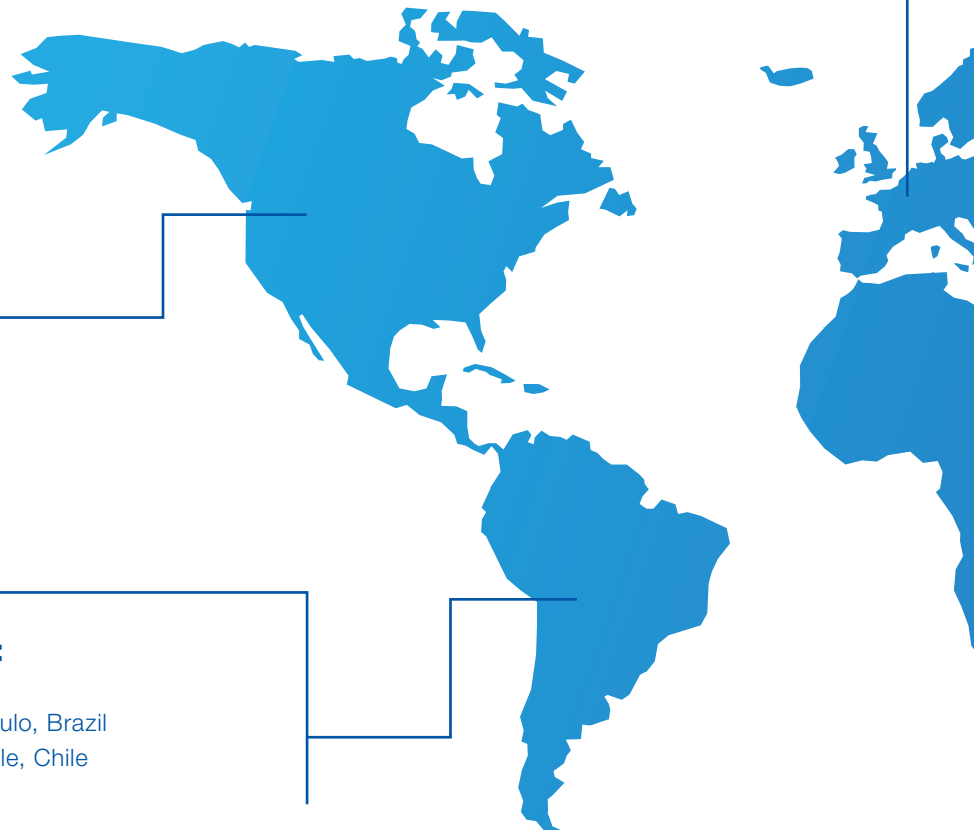
“During my semester abroad,
I had the opportunity to expand
my international network, establish
new friendships, and have
extraordinary experiences.
Thanks to WHU's many partner
universities, students can find
the perfect place for our stay
anywhere in the world.”

Clara Breitenreiter, BSc 2022



North America, e.g.:

- HEC Montréal, Canada
- The University of British Columbia,
Sauder School of Business, Canada
- University of Michigan, Stephen M.
Ross School of Business, USA
- Emory University, Goizueta Business
School, USA
- University of Texas at Austin,
McCombs School of Business, USA
- Instituto Tecnológico de Estudios
Superiores de Monterrey, Mexico



Central and South America, e.g.:

- Universidad des San Andres, Argentina
- Fundação Getúlio Vargas – EAESP São Paulo, Brazil
- PUC Pontificia Universidad Católica de Chile, Chile

Experience the world – your semester abroad

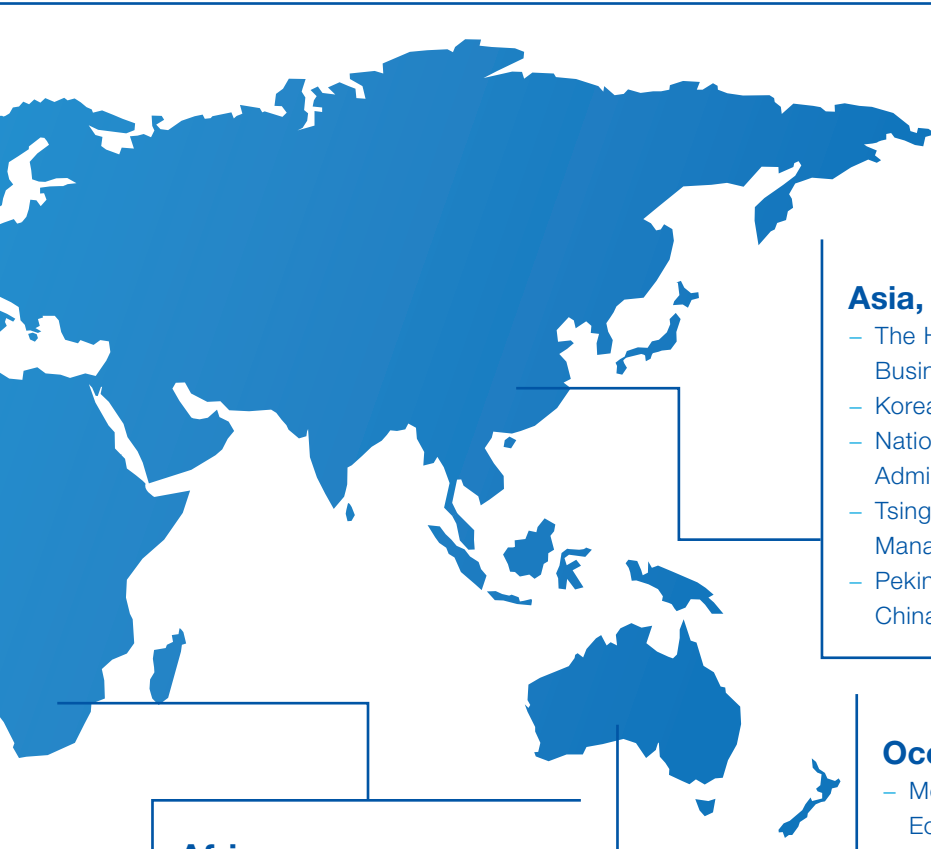
International experience is an integral part of a WHU bachelor's degree. Our unique network of 220 partner universities around the world offer you the opportunity to get to know other cultures, expand your foreign language skills and make new friends.

Semester abroad

- 220 partner universities worldwide
- Exclusive collaborations, including with half of the top 25 business schools in the US
- Completed either in the 4th or 5th semester
- Opportunity to develop your focus areas or try out new ones, e.g. sports or event management

Internship abroad

- Can be completed after the 2nd or 4th semester – or both
- Support from the Career Center with internship applications
- Active alumni network of over 5,000 former students in 65 countries



Europe, e.g.:

- ESADE Business School, Spain
- IE Business School, Spain
- Stockholm School of Economics, Sweden
- Trinity College Dublin, Ireland
- Università Commerciale Luigi Bocconi, Italy
- Bilkent University, Turkey

Asia, e.g.:

- The Hong Kong University of Science and Technology, Business School
- Korea University, Business School, South Korea
- National University of Singapore, Faculty of Business Administration, Singapore
- Tsinghua University, School of Economics and Management, China
- Peking University, Guanghua School of Management, China

Oceania, e.g.:

- Monash University, Faculty of Business and Economics, Australia
- University of New South Wales, Australia
- Auckland University of Technology, New Zealand

Africa, e.g.:

- University of Pretoria, South Africa

Life on campus



Vallendar Campus

The WHU campus is located in Vallendar, in the Upper Middle Rhine Valley, which is a UNESCO World Heritage Site. The area surrounding Vallendar is full of fairytale castles, vineyards, forests, and many other attractions. Vallendar has a diverse and international student body. All accommodation options such as dormitories, private apartments, or shared apartments are within walking distance from the main campus. Students have access to campus buildings and study rooms that are equipped with very modern facilities. The city is also well connected by bus and train. It is located only about an hour away from Cologne/Bonn Airport and Frankfurt International Airport.



WHUSH: WHU Students Help

“We are the WHU First Responders! Our goal of providing fast and qualified first aid for citizens and students is at the center of our club and strengthens the community of the university and city. In addition to the active ambulance service, we offer a professional training program, in cooperation with the German Red Cross. We also organize local blood donations and DKMS (German Bone Marrow Donor File) registrations. We embody the WHU spirit through courage, commitment, and helping the community!”

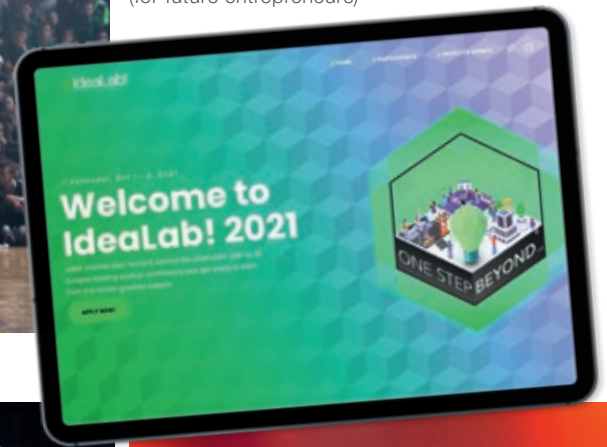
WHU First Responder





WHU Euromasters: Europe's largest sports event for business schools

IdeaLab!
WHU Founders' Conference
(for future entrepreneurs)



Campus for Finance – WHU New Year's Conference:
Biannual international conference with renowned speakers



TEDxWHU



FEM. – The WHU Female Leadership Initiative



Tradity meets WHU: Germany-wide online stock market game for high school students



Startup Academy by WHU & Deutscher Gründerpreis für Schüler:innen:
Two-day event for school pupils interested in founding a company



Diversity at WHU

Diverse career prospects

WHU's award-winning Career Center supports you on your path into the world of work – starting from the first semester! In close cooperation with partner companies and alumni, it organizes regular company presentations, three career fairs per year and many other networking opportunities with company representatives. The Career Center also offers training and tips for job applications, a job and internship database as well as individual career advice.

Excellent career prospects: Some of the major employers of our bachelor's and master's graduates

Accenture	Crealytics	Henkel	Monitor Deloitte
Adidas	Credit Suisse	Inverto	Oliver Wyman
Bain & Company	Deutsche Bank	KPMG	PIMCO
Bank of America	Enpal	Kuehne+Nagel	Procter & Gamble
BCG – Boston Consulting Group	Facebook	L'Oréal	Roland Berger
Beiersdorf	Goldman Sachs	McKinsey & Company	Simon-Kucher & Partners
Bertelsmann	Google	Merrill Lynch	... and many more

WHU alumni shape the German start-up scene

Alteos	Cherry Ventures	Right Now Group
Atlantic Labs	Crealytics	Rocket Internet
Audibene	Enpal	Springtech Ventures
Carl Finance	Flaschenpost	Tourlane

Excerpt from participants of the Founders Career Day (2016–2021)

Career Center Rankings:



#1

Career Service
in Germany

Trendence Graduate
Barometer 2018

#2

Career Service
worldwide

Financial Times
MiM Ranking 2020

“There is no substitute really for learning about the world of work. Hence, the opportunity to gain practical work experience through internships during my studies was invaluable for me.”

Björn Schick, BSc 2022

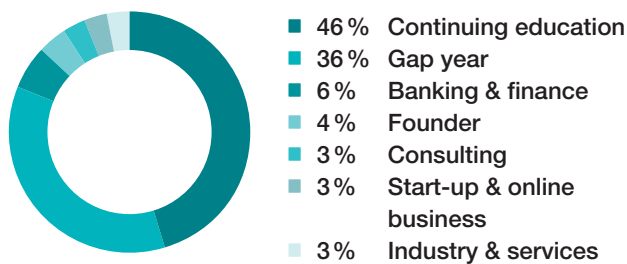




“Bringing fresh and sustainably produced food from many different regional producers to customers’ homes is a highly complex logistical service – which must also feel comfortable and uncomplicated for the customer! Our studies at WHU have given us the necessary professional tools to turn our vision and passion into a successful business model in real life.”

Eva Neugebauer & Juliane Willing, Frischepost

First steps after graduation

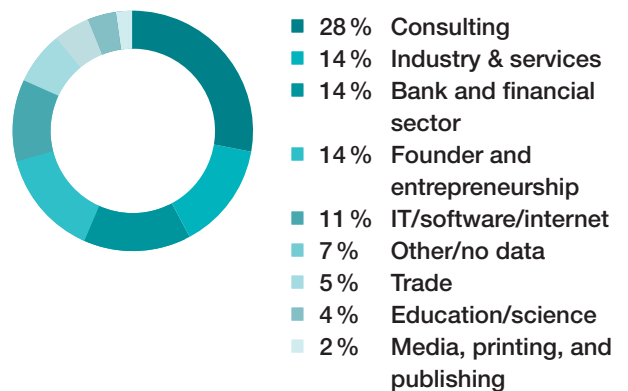


Graduates use a gap year for:

- Further internships
- Start-up projects
- Social projects, travel, etc.

Source: WHU Career Center,
WHU bachelor's graduates, 2020

8 years after graduation



Source: In Praxi – WHU Alumni Association,
bachelor's classes 2008–2010

In Praxi – WHU Alumni Association

More than 5,000 members in over 65 countries around the world form an additional network that provides WHU and its students with financial and non-financial support.

Application and admission

1st step

Start your online application

Please upload the following documents to our application portal <http://applicationportal.whu.edu>:

- Resume, letter of motivation, copy of ID
- Secondary school diploma or equivalent higher education entrance qualification (e.g. IB, Abitur, A-Levels). If your secondary school diploma has not been issued by the application deadline, you may apply with the most recent mid-term report card/ predicted grades from your final school year.
- Proof of English proficiency*, e.g.
 - TOEFL iBT: minimum score 95
 - IELTS (Academic Module): minimum 6.5
 - Cambridge C1 Advanced: Minimum grade C
- Practical experience achieved through either an internship or apprenticeship amounting to a total of six weeks in areas such as marketing, human resources, advertising psychology, administration, finance and taxes, logistics, innovation and technology, or in areas such as communication, media, corporate social responsibility, or sustainability. This practical experience can also be a combination of multiple internships from different companies lasting at least two weeks each. The internships can also be completed after the application and before the beginning of studies.

Review process

- Applicants with very good grades will be invited to the admission round.
- Applicants with good or satisfactory grades are invited to the final selection round based on a combination of grades, their motivation, and outstanding personality traits. Extracurricular activities (sport, social engagement, casual or part-time jobs), motivation, intercultural experiences are also taken into consideration.

2nd step

Take part in the final admission round

The admission process takes place completely online. Further information regarding the dates and deadlines can be found on the website.



Please fill in the application documents in the language in which you would like to complete the admission round, either German or English.

*For more details see www.whu.edu/applications

1.

Submit your
online application



2.

Take part in the
admission round



3.

Receive your
study offer



Secondary school diplomas

If you are not sure whether your secondary school diploma is accepted, check out the uni-assist database on admission requirements:

<https://www.uni-assist.de/en/tools/check-university-admission/>

If you have questions about your school diploma, chosen subjects, grades or you have not completed any practical experience, please get in touch:

bachelor@whu.edu



IB Diploma

Completion of 6 IBDP examination subjects including:

- 2 languages (including one language as language A1)
- 1 mathematics
- 1 natural 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.

A Levels

Requirement of at least 3 GCE-AL subjects from different subject areas. These subjects have to include:

- 1 mathematics or one of the natural sciences (Mathematics, Biology, Chemistry, Physics, or Computer Science)
- 1 business-related subject (i.e. economics or business studies)
- 1 subject of choice (preferably a language other than English) (GCE-AL)

“Before attending the WHU Schnuppertag, I had visited other business schools but felt like something was missing from each. At the WHU Schnuppertag, I was instantly captivated by the unique WHU spirit and while walking around campus I could see it in action: in the way WHU students interacted with each other, how they collaborated creatively in the study rooms and how helpful all the staff was. I immediately felt at home and knew I wanted to study at WHU, so I began my application the following week.”

David Gazarian, BSc 2023



Financing your studies

We want to give all qualified applicants – regardless of their socioeconomic background – the opportunity to study at WHU, which is why we offer many full and partial scholarships. WHU also provides several different financing options for students who are not eligible for a scholarship. The decision to study at WHU should therefore not depend on the tuition fees.

Tuition Waiver

- Full scholarship for German students
- Requirement: BAföG (German Federal Education and Training Assistance Act)

Reduced tuition fees

- Partial waiver of tuition fees (approx. 80%, 20% must still be financed)
- Requirement: no more than €7,670 above BAföG eligibility limit

Internal Scholarships

- Women in Business Scholarship
- Global IB Scholarship
- Excellence and Diversity Scholarship
- Global Community Scholarship
- WHU Start-up Academy Scholarship
- WHU Talent in Business Psychology Scholarship
- WHU Undergraduate Scholarship
- The Admission Process Award

External Scholarships

- Deutschlandstipendium
- DAAD
- Political and church foundations
- Foundations for talented students, e.g. German Academic Scholarship
- Private foundations, e.g. Haniel Foundation

Brain Capital: WHU Education Fund

- Flexible payment option to fit in with your lifestyle after graduation
- Funding for all or part of the tuition fees for the regular program and optional courses
- Funding for living expenses possible
- Income dependent repayment (8.7% of gross income over 10 years) after beginning your job/profession
- Minimum income of €30,000 (no repayment necessary for lower incomes)
- Annual and total repayments are capped

Sparkasse Koblenz

- Low-interest loan schemes for German-speaking WHU students
- Requirement: study contract
- Funding for living expenses possible



For further information:
www.whu.edu/fees-financing

Scholarships and financing options are subject to change.

Want to know more? Get in touch!

For questions or personal consultations:

Call us: +49 261 6509-512/514/515

Send us an email: bachelor@whu.edu

Visit us at an event near you:

We attend university fairs and visit schools all year round, so check out our calendar to see when there's an event near you: www.whu.edu/bsc

Application check:

Send us your current school diploma or grades and your CV by e-mail to bachelor@whu.edu and we'll let you know your chances of admission before you apply!



Bachelor Marketing & Admissions Team

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Lisa Davidson

Giovanna Canela Pais





**WHU – Otto Beisheim
School of Management**

Bachelor's Programs

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