

DS Madrid

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Unlocking Your Future: Explore ESB Business School

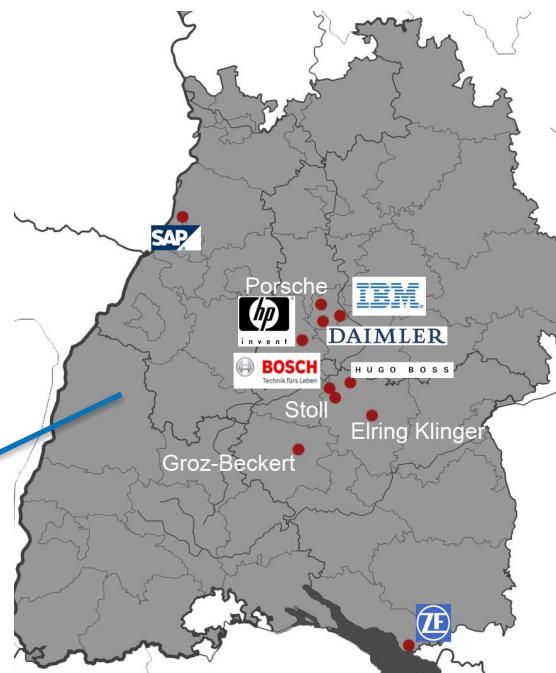
Prof. Dr. Oliver Götz



Hochschule Reutlingen
Reutlingen University



The industry powerhouse of Baden-Württemberg



Optimal Business Location

- Daimler
- Porsche
- Bosch
- ZF Friedrichshafen AG
- Elring Klinger
- IBM
- SAP
- Hewlett Packard
- Stoll
- Hugo Boss
- Groz-Beckert
- and many more

Reutlingen and the surrounding area



Reutlingen City Centre



Mercedes-Benz Museum in Stuttgart



Shopping and Cafés in Reutlingen



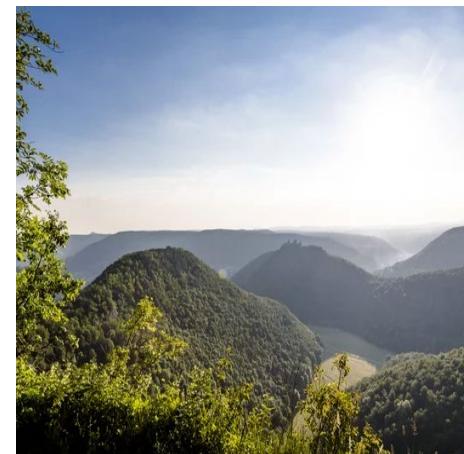
Achalm hill above Reutlingen



Hohenzollern Castle



University town of Tübingen



GeoPark Swabian Alb



Winter in Reutlingen

Accreditations and reputation...



WirtschaftsWoche

FACHHOCHSCHULEN BETRIEBSWIRTSCHAFTSLEHRE

Rang	Hochschule	Prozent
1	Berlin, HTW (ehem. FHTW)	15,9
2	Reutlingen, Hochschule (ESB)	14,5
3	Frankfurt a.M., University of Applied Sciences	10,8
4	München, Munich Business School	10,7
5	Köln, Cologne Business School	10,6
6	Berlin, HWR (ehem. FHW/FHVR)	10,5
7	Aachen, Fachhochschule	10,3
8	München, Hochschule	10,2
9	Köln, TH	9,4
10	Leipzig, HTWK	7,9

Programme-accredited professional degrees in cooperation with the **Knowledge Foundation**

ESB Quality Management accreditation according to the German **Accreditation Council**

ESB has top **AACSB** accredited business school

National and international accreditations as part of the strategic quality approach of ESB Business School

A practical approach in all our programmes...

- **Practical teaching** through project work, theses and research in collaboration with companies
- **Study abroad** possible, in most programmes even mandatory
- **Experienced professors and industry experts** from leadership roles in top international companies
- Almost **50 renowned** international companies offers regular guest lectures, top management lectures, excursions, workshops, joint project seminars and also attend 2 recruitment fairs a year at ESB



Close cooperation with top international companies



Antworten, auf die es ankommt.



BOSTON CONSULTING GROUP



ESB Business School's partner universities



ESB Business School's partner universities in Spain



SPANIEN, MADRID

Comillas Pontifical University, ICADE School of Economics and Business Administration

SPANIEN, MADRID

CUNEF Universidad, School of Business, Economics and Law

SPANIEN, MADRID

ESIC Business & Marketing School

SPANIEN, VALENCIA

Polytechnic University of Valencia



SPANIEN, BARCELONA

Pompeu Fabra University, ESCI-UPF

SPANIEN, LAS PALMAS DE GRAN CANARIA

Universidad de Las Palmas de Gran Canaria (ULPGC)

SPANIEN, BARCELONA

University of Barcelona, Faculty of Economics and Business

Overview of ESB Business School degree programmes

Bachelor

- **BSc International Business (IB)**
- BSc International Management Double Degree (IMX):
 - German-American (USA, Canada)
 - German-Brazilian
 - German-Chinese
 - German-English
 - German-French
 - German-Irish
 - German-Italian
 - German-Mexican
 - German-Dutch
 - German-Polish
 - German-Spanish

Master

- MA European Management Studies (EMS)
- **MSc Global Management and Digital Competencies (MGMDC)**
- MSc International Accounting, Controlling and Taxation (IACT)
- MSc International Business Development (IBD)

MBA

- **MBA International Management Full-Time (MBA FT)**
- MBA International Management Part-Time (MBA PT)



BSc International Business (IB)

For further details and questions:

<https://www.esb-business-school.de/en/studying-at-esb/bachelor/international-business-ib>

Prof. Dr. Oliver Götz, Head of Marketing, BSc International Business
oliver.goetz@reutlingen-university.de



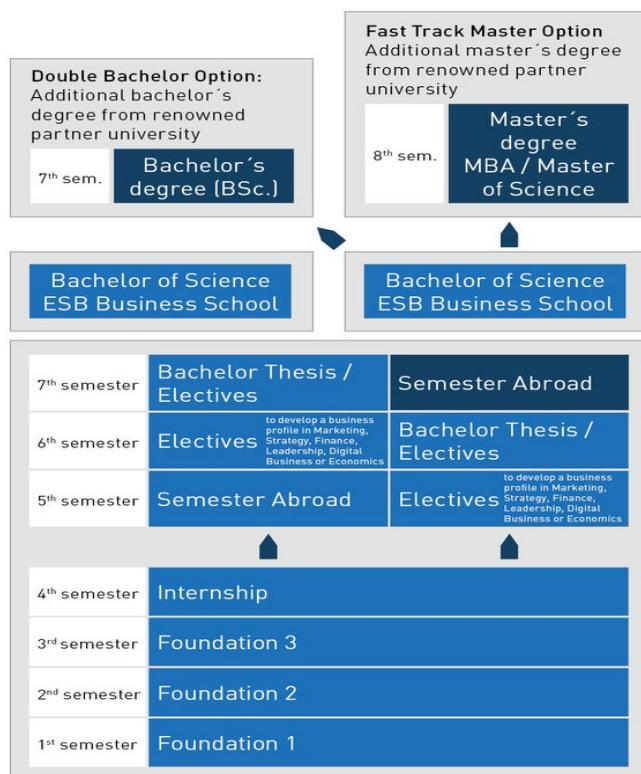
BSc International Business (IB) - Programme Structure

ECTS: 210

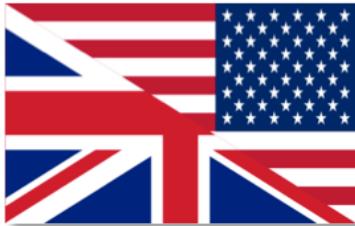
Duration: 7 semesters (incl. internship and exchange semester)

Language of instruction: English and 2nd business language

Available places: 140 per year



BSc International Business - Key Features



➤ Language of instruction: English

Entire program conducted in English with exception of second language courses (German for international students/Spanish/French/Mandarin Chinese).

➤ Internationality

Up to 70 of the 140 places per year reserved for international applicants * internship abroad * up to three study semesters abroad * two languages obligatory * international (guest) professors * focus on international content * renowned partner universities in Africa, America, Asia, Australia or Europe

➤ Individuality

2 intakes per year * open door policy * advising and counseling * low student – lecturer ratio * mentoring program

➤ Specialization

Various electives e.g. in the fields of Marketing, Strategy, Finance, Leadership etc. in the 6th and 7th semester to develop a business profile.

➤ Additional Degree Opportunities

Acquire a Bachelor of Science (BSc.) degree of Reutlingen University in seven semesters, an additional Bachelor's degree (limited places) or an additional Master's/MBA degree within only eight semesters (Fast Track Master)

BSc International Business - Key Facts

Admission

✓ **Admission requirements:**

- German (Abitur/FHR/equivalent to UEQ) or foreign higher education entrance qualification
- English at min. B2 level (e.g. Abitur, IELTS, TOEFL iBT etc.)
- CV (see example on our website)
- Further documents regarding practical experience/social engagement/International experience
- Successfully passed selection procedure (online test and Zoom interview)

✓ **Application deadlines:**

- * **International applicants (CampusPoRTal):** 15th November for summer semester
15th May for winter semester (portal is open for application)
- * **German/EU applicants (Hochschulstart):** 15th January for summer semester
15th July for winter semester (portal opens end of April)

✓ **Application process:** Please find details on application dates, requirements and procedures also on the ESB website.



✓ **Selection process (for WS 2025/26):**

- * Internationals: Test & Interview (all online) – May 22nd & June 12th 2025
- * German/EU: Test & Interview (all online) – July 23rd & 24th, 2025

✓ **Start of studies:** WS 2025/26: September 15th, 2025 SuSe 2026: March 2nd 2026

✓ **Virtual Info session via Zoom:** February 17th 3pm (German Local time)

<https://www.esb-business-school.de/en/news-1/events/infoevents-at-esb-business-school>

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<https://reutlingen-university-de.zoom-x.de/j/9157320012?pwd=anNTanR5VDNYMW80MDc2aTNnTHJIUT09&omn=62994205730>

BSc International Management Double Degree (IMX)



For further details and questions:

<https://www.esb-business-school.de/en/studying-at-esb/bachelor/international-management-double-degree-degree-imx-bsc>

Carina Stickel, Study Coordinator IMX, +49 7121 271-3029 or write an e-mail



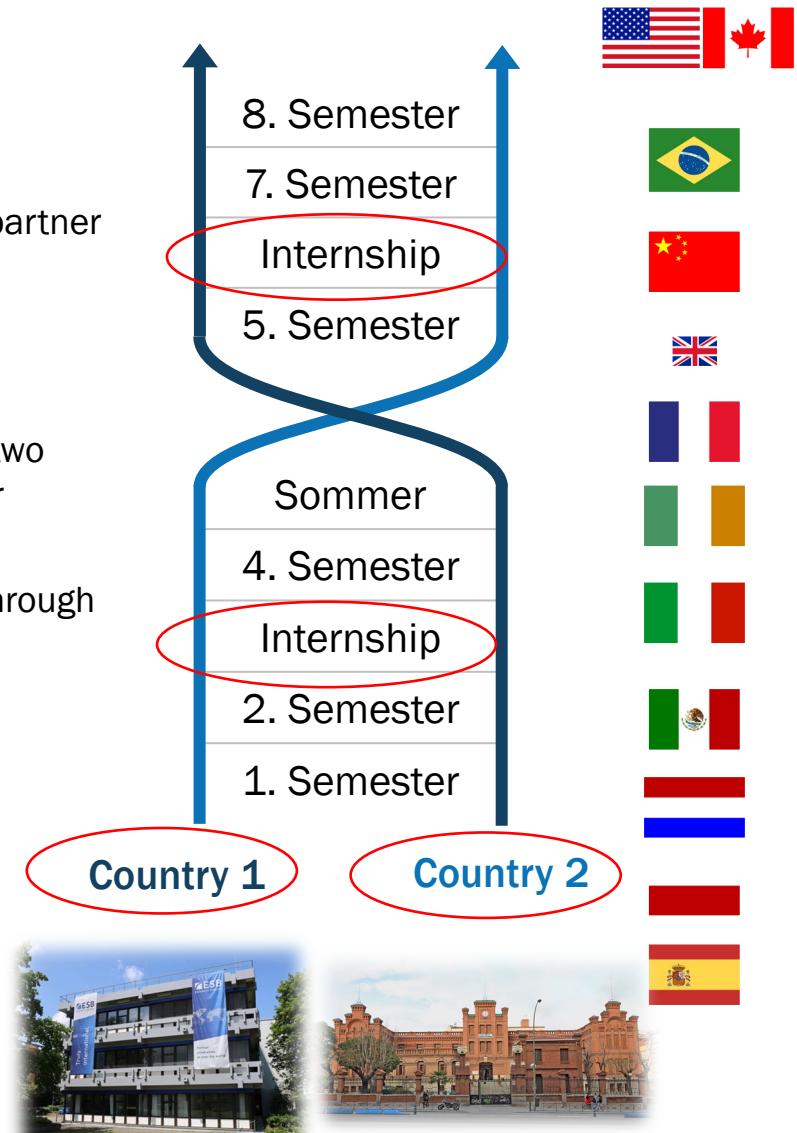
International Management Double Degree (IMX)

- › X-change: Fully integrated **double degree** programme with worldwide university partnerships
- › X-perience: In-depth **intercultural experience** via **two** years of studies and internship at a partner university abroad
- › Enrolled in Germany:
 - › → no tuition fees despite a parallel degree abroad, and
 - › → 2 years of study abroad



International Management Double Degree (IMX) - Key Facts

- › **Two years of study** each at ESB Business School and at the partner university abroad – studies usually start in both countries
- › **Coordinated teaching and examination content**
- › **Funding opportunities** (scholarships, e.g. through Erasmus)
- › **Practical experience** through 10–15 months of internships (two integrated mandatory internships and one voluntary summer internship)
- › **Intercultural competence** from the 1st to the 8th semester through courses held in small, multinational seminar groups
- › **Double degrees**: ESB Business School as well as the partner university
- › **Excellent career prospects** for graduates



IMX Partner universities in many countries: ESB is a member of the International Partnership of Business Schools (IPBS)



International Management Double Degree (IMX) – Study Content

Mandotory Modules

- Investment Analysis
- Financing
- Accounting
- Marketing
- Market Research
- Business Law
- Principles of Business Administration
- Human Resource Management
- Managerial Skills
- Languages
- Communication Skills and Intercultural Competence
- Macroeconomics
- Microeconomics
- Quantitative Methods
- International Economics
- International Finance
- Strategic Management
- Academic Writing

Elective Modules

- Risk Management
- Customer Experience Management
- Business Informatics
- Performance Marketing
- International Studies
- Lean Management
- Brand Management
- Sustainability
- Entrepreneurship
- Labor Law
- Negotiation Management
- Corporate Finance
- Project Management
- Innovation Management
- Strategic Topics in International Management
- International Management
- Controlling and Corporate Management

Note: Detailed descriptions of courses and the scope of ECTS credits are defined and explained in the curriculum syllabus handbook (module handbook).

Financing your studies:

Costs:

- **Semester contribution** Reutlingen University: currently 199.30€
- Tuition fee of 1,500€ per semester for international students from outside EU (exemptions may apply)
- **Valid health insurance:** approx. 120€/month
- For visa: **Proof of sufficient financial means:** 11.904€/year in blocked account (992€/month)



Financial support:

- **Financing options in general:** <https://www.reutlingen-university.de/en/studies/student-finances>
- **Bafög:** <https://www.my-stuwe.de/bafoeg/>
- **Scholarship options at Reutlingen University:** <https://stage.reutlingen-university.de/studium/finanzierung/stipendien>
- **German Academic Exchange Service (DAAD) scholarship database:**
<https://www2.daad.de/deutschland/stipendium/datenbank/en/21148-scholarship-database/>





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Vielen Dank!