

**CBS**

INTERNATIONAL  
BUSINESS SCHOOL

# BACHELOR PROGRAMMES

Full-time



[CBS.DE](https://www.cbs.de)

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## IMPRESSUM

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# IT'S ABOUT TIME

Our mission



Today, the decision to study is about so much more than just choosing a suitable subject.

It is about the next conscious step into a **self-determined life.**

It is about **personal goals** and **collective interests.**

It is about people who **make the difference** and partnerships that move together.

*This is about all of us.  
And our future.*



We believe that an academic education can and should do more in this sense than just producing excellent specialists who are successful in a constantly changing world. As a university, we want to enable, encourage and inspire students to actively participate in shaping this change and to lead a life according to their own wishes.

To this end, we bring together education and personality, academic standards and practical relevance as well as an international community and individual support.

Whether at one of our seven campuses or at our partner universities around the world – we want to shape the future, together with students, teachers, employees, our partners in business and science and the cities in which we live.

# DID YOU KNOW?

Interesting facts at a glance



More than  
**3,000**  
students

from all over the world complete their Bachelor's, Master's, or MBA studies.

Over  
**160**  
partner universities

are available to our students for their semester abroad.

**7**  
campuses

Aachen, Brühl/Cologne, Cologne, Mainz, Düsseldorf/Neuss, Berlin/Potsdam & Solingen

More than  
**800**  
partner companies

that our students can turn to for their dual studies, business projects or career events.

**200**  
career events per year

including workshops, guest lectures, presentations, field trips, networking & recruiting events

**110**  
nationalities

Students from over 110 nations have already studied at one of the CBS campuses.

**15+**  
student initiatives

Students have the opportunity to gain hands-on experience and actively shape our campuses by signing up for one of our initiatives or starting one themselves.

[Our initiatives ▶](#)

## Follow us!

[Instagram ▶](#)

[TikTok ▶](#)

[LinkedIn ▶](#)

[Facebook ▶](#)

# OUR STUDY MODELS

Creating your own tomorrow



## BACHELOR IN FULL-TIME STUDY

### Your daily study routine

Studying full-time is the classic option and the fastest way to graduate, as you can concentrate exclusively on your studies. You usually attend your lectures and seminars from Monday to Friday. You spend your everyday life together with your fellow students on campus. There you can exchange ideas on learning content, make new friends and build valuable networks for life.

In addition to your time on campus, you revise lectures at home, write papers and homework or study for exams. The distribution of the workload is not the same every week. This requires a certain amount of self-organisation. But you can also create some individual free time for yourself. Starting the weekend early on a Friday? Going to sports in the morning? This is also part of student life and trains you to handle this flexibility responsibly.

You can gain your first professional experience in a national or international internship. And the semester breaks also give you room for additional practical experience in student jobs or voluntary internships, if you wish.

### Your full-time studies at a glance:

- Wide range of modern bachelor's degree programmes
- Work experience in a national or international internship
- Semester abroad at one of our 160 partner universities worldwide
- Flexible and self-organised time management
- More academic orientation
- Enjoying typical „student and campus life“

[To the full-time programmes ►](#)

### Your way to the Bachelor

The CBS International Business School offers you a wide selection of German and English-language bachelor's degree programmes for your career in business. After passing their exams, our students obtain the internationally recognised degrees „Bachelor of Arts“ or „Bachelor of Science“. You have the choice between different models for your bachelor's degree. Which one suits you and your wishes the best?



## BACHELOR IN DUAL STUDY

### Your daily study routine

Dual studies mean studying and working at the same time or alternately. You spend part of your time at a company and the other part attending lectures on campus. For the practical phase you can choose between two options. Either you complete a commercial apprenticeship in the company during this time or you do on-the-job training there. In the first case, you will acquire two degrees at the end - the state-recognised bachelor's degree and a Chamber of Industry and Commerce degree. If you already have vocational training, the second option offers you a chance to continue to gain practical experience during your studies.

Two alternative models are also available for the course of dual studies: In the block model, you study for three months on the CBS campus and work for three months in the company. In the 2plus3 model, study and workdays alternate within the week.

If you're not afraid of the double burden of studying and working, you will also be doubly rewarded financially. Because usually your company pays the tuition fees, and you receive a salary for your work. Another bonus: You and your employer will get to know each other well during your dual studies. If this fits, your career entry as a Bachelor is already as good as in the bag.

### Your part-time studies at a glance:

- Close integration of theory and practice
- Double qualification within a very short time
- Varied selection of attractive study programmes
- Gain work experience during your studies
- Early development of valuable business relationships
- Financial support of the studies by the company

By the way: For you to find the right company for your dual study programme and to be able to successfully win them over for your project, a whole department of specialists as well as a personal study support team at the CBS will be there to help you in word and deed right from the start.


[To the dual programmes ►](#)

# OUR FULL-TIME PROGRAMMES

At a glance



## English language programmes

B.Sc.	<b>BUSINESS PSYCHOLOGY</b>	Cologne   Mainz	
B.Sc.	<b>FINANCE &amp; MANAGEMENT</b>	Cologne	
B.A.	<b>INTERNATIONAL BUSINESS (IB)</b>		
>	<b>IB – DIGITAL MANAGEMENT</b>	Aachen   Cologne   Mainz   Berlin/Potsdam	
>	<b>IB – FINANCIAL MANAGEMENT</b>	Aachen   Cologne   Mainz   Berlin/Potsdam	
>	<b>IB – HRM &amp; LEADERSHIP</b>	Aachen   Cologne   Mainz   Berlin/Potsdam	
>	<b>IB – INTERNATIONAL TRADE</b>	Aachen   Cologne   Berlin/Potsdam	
>	<b>IB – MANAGEMENT CONSULTING</b>	Aachen   Cologne   Berlin/Potsdam	
>	<b>IB – MARKETING MANAGEMENT</b>	Aachen   Cologne   Mainz   Berlin/Potsdam	

## German language programmes

[To our German language brochure ▶](#)

[To the dual programmes ▶](#)

Bachelor of Science

# BUSINESS PSYCHOLOGY



*At the interface of economics and psychology, many exciting questions arise that are extremely valuable in data analysis and interpretation: To what can a certain consumer behaviour be attributed? How can employee motivation be measured and increased?*

[Find our upcoming events here ▶](#)


[Get in touch ▶](#)




 **Campus**  
Cologne & Mainz

 **Lecture language**  
English

 **Duration**  
6 semesters

 **Start of studies**  
Winter semester (August)  
Summer semester (January)

 **Form of study**  
Full-time (180 ECTS)

 **Semester abroad**  
during the 5th semester

## Study content

The English-language degree course in “Business Psychology” combines business management basics with psychological methods and focuses in particular on the application areas of marketing and personnel management. As in the bachelor’s programme “Business Psychology”, you will learn a psychologically qualified way of dealing with economic issues and thus acquire interdisciplinary skills that will be in great demand on the job market of the future. In addition, the Bachelor of Science degree offers the opportunity to focus more on methodology and quantitative data analysis. The focus is thus on professional depth in the areas of market research, organisational development and strategic company consulting.

The study language English prepares you perfectly for further studies or a career start in internationally active companies. In addition, an integrated semester abroad promotes personal and professional development beyond the scope of one’s own studies.

Graduates of this course of study often work in the following company and activity areas:

- Market & trend research
- Personnel management
- Consulting
- Coaching
- Media research
- Advertising

Study plan

# BUSINESS PSYCHOLOGY



1. Semester		2. Semester		3. Semester	
ECTS		ECTS		ECTS	
Business Operations	3	Microeconomics	3	Macroeconomics	3
Business Law	3	Applied Microeconomics	3	Applied Macroeconomics	3
Mathematics	3	Marketing	3	Strategic Management	3
Statistics	3	Human Resource Management	3	International Management	3
Financial Accounting	3	Market Research	3	Introduction to Social Science	3
Applied Financial Accounting	3	Cost Accounting	3	Empirical Social Research	3
Introduction to Business Psychology	3	Personality Psychology	3	Social Psychology & the Workplace	3
General Psychology & Research Methods	3	Neuropsychology & Biological Psychology	3	Organisational Psychology	3
Business English	2	Business English	2	Foreign Language <sup>1</sup>	4
Foreign Language <sup>1</sup>	2	Foreign Language <sup>1</sup>	2	Skills Elective <sup>3</sup>	2
Scientific Working & Study Skills <sup>2</sup>	2	Rhetoric & Presentation Skills <sup>2</sup>	2		

4. Semester		5. Semester		6. Semester			
ECTS		ECTS		ECTS			
Business Project	6	Semester abroad	25	Bachelor Thesis Tutorial	3		
Business Elective 1	3	<p>You spend the fifth semester at one of our numerous partner universities abroad.</p> <p>Our International Office supports you in the selection and application process and coordinates the courses to be taken abroad with you in advance.</p>	<p>Bachelor Thesis</p> <p>12</p>	<p>Psychology in Digital Business</p> <p>3</p>	<p>Applied Business Psychology</p> <p>3</p>		
Business Elective 2	3					<p>Business Simulation Game</p> <p>4</p>	<p>Business &amp; Society<sup>2</sup></p> <p>2</p>
Experimental Psychology	3						
Psychological Testing & Assessment	3						
Media Psychology	3						
Consumer Psychology	3						
Foreign Language <sup>1</sup>	4	Internship <sup>4</sup>	10 ECTS				
Skills Elective <sup>3</sup>	2						

General economic science
Interdisciplinary competences
Programme-specific
Elective range

1 Depending on the student's choice, language courses are offered, for example, in English, Spanish or French. If you choose the English-Only track, the lessons will focus on the intensive development of your English skills. Non-native German speakers complete a German course.

2 In addition to various compulsory courses, there are optional subjects where you can choose which of your competences should be particularly strengthened.

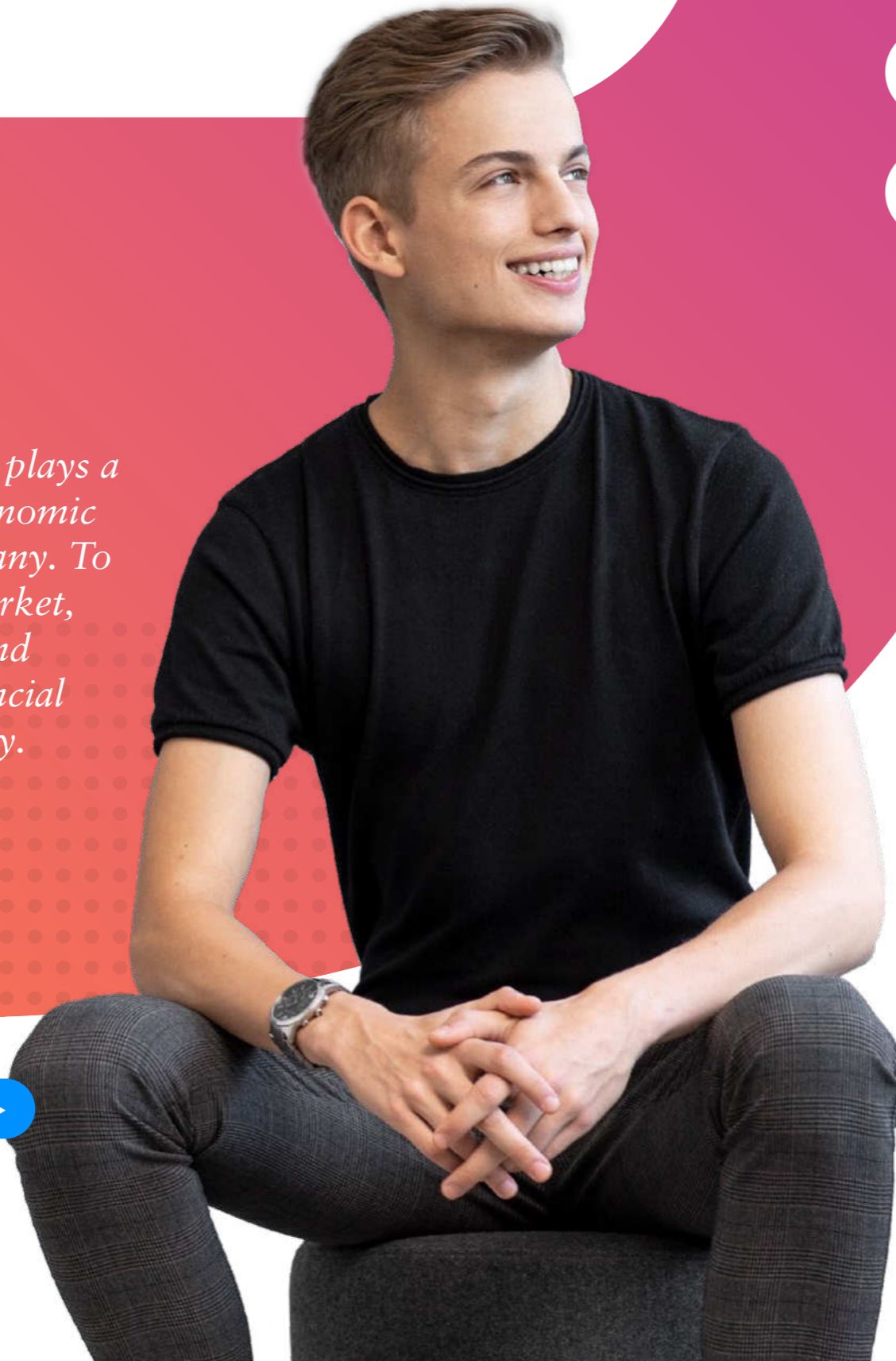
3 In these elective courses you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as International Marketing, Global Supply Chain Management, Entrepreneurship, Creative Thinking or Corporate Social Responsibility.

4 During the semester break you will complete an internship of at least eight weeks at home or abroad. If you start your studies in the summer semester, you will complete the internship between the 5th and 6th semesters. If the course of study is taken up in the winter semester, this takes place between the 4th and 5th semesters.

Bachelor of Science

# FINANCE & MANAGEMENT

*Financial management plays a decisive role in the economic activity of every company. To be successful in the market, it is essential to plan and control the use of financial resources professionally.*



**Campus**  
Cologne & Mainz



**Lecture language**  
English



**Duration**  
6 semesters



**Start of studies**  
Winter semester (August)



**Form of study**  
Full-time (180 ECTS)



**Semester abroad**  
during the 5th semester

## Study content

During your studies you will acquire specialist knowledge of financial and economic interrelationships and processes. The curriculum focuses on topics such as capital market theory models, the presentation of financial instruments and the relationship between risk and return on investments.

Supplemented by practical experience from the Business Project as well as the semester abroad at one of our more than 160 partner universities worldwide, after completing your studies, you will have the expertise to take on demanding tasks in the national and international financial sector.

Graduates of this course of study often work in the following company and activity areas:

- Controlling Throughout
- Accounting
- Investment banking
- Consulting/management consulting
- Tax authorities
- Insurance
- Banks
- Financial technology

[Find our upcoming events here ►](#)

[Get in touch ►](#)

Study plan

# FINANCE & MANAGEMENT



1. Semester		2. Semester		3. Semester	
	ECTS		ECTS		ECTS
Business Operations	3	International Financial Reporting Standards	6	Macroeconomics	3
Business Law	3	Microeconomics	3	Applied Macroeconomics	3
Financial Mathematics	3	Applied Microeconomics	3	International Management	3
Business Statistics	3	Market Research	3	Digital Management	3
Financial Accounting	3	Cost Accounting	3	Financial Markets & Institutions	3
Applied Financial Accounting	3	Introduction & Applied Finance	6	Financial Instruments	3
Marketing	3	Foreign Language <sup>1</sup>	4	Financial Reporting & Analysis	3
Human Resource Management	3	Rhetoric & Presentation Skills <sup>2</sup>	2	Integrative Case Study	3
Foreign Language <sup>1</sup>	4			Foreign Language <sup>1</sup>	4
Scientific Working & Study Skills <sup>2</sup>	2			Skills Elective <sup>3</sup>	2

4. Semester		5. Semester		6. Semester	
	ECTS		ECTS		ECTS
Corporate Tax	3	Semester abroad	25	Bachelor Thesis Tutorial	3
Applied Corporate Tax	3	<p>You spend the fifth semester at one of our numerous partner universities abroad.</p> <p>Our International Office supports you in the selection and application process and coordinates the courses to be taken abroad with you in advance.</p>		Bachelor Thesis	12
Concepts of Value & Risk	3				
Applied Financial Management	3				
Capital Budgeting	3				
Econometrics	3			Ethical Aspects of Finance	3
Business Project	6	Strategic Management in Banking & Finance	3		
Foreign Language <sup>1</sup>	4	Business Simulation Game	4		
Skills Elective <sup>3</sup>	2	Business & Society <sup>2</sup>	2		

Internship<sup>4</sup>  
10 ECTS

General economic science    Interdisciplinary competences    Programme-specific    Elective range

1 Depending on the student's choice, language courses are offered, for example, in English, Spanish or French. If you choose the English-Only track, the lessons will focus on the intensive development of your English skills. Non-native German speakers complete a German course.

2 In addition to various compulsory courses, there are optional subjects where you can choose which of your competences should be particularly strengthened.

3 In these elective courses you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as International Marketing, Global Supply Chain Management, Entrepreneurship, Creative Thinking or Corporate Social Responsibility.

4 During the semester break you will complete an internship of at least eight weeks at home or abroad. If you start your studies in the summer semester, you will complete the internship between the 5th and 6th semesters. If the course of study is taken up in the winter semester, this takes place between the 4th and 5th semesters.

Bachelor of Arts

# INTERNATIONAL BUSINESS



*Almost every business today has an international orientation, because the world of business thinks and acts globally.*

[Find our upcoming events here ▶](#)

[Get in touch ▶](#)



**Campus**  
Aachen, Cologne, Mainz & Berlin/Potsdam



**Lecture language**  
English



**Duration**  
6 semesters



**Start of studies**  
Winter semester (August)  
Summer semester (January)



**Form of study**  
Full-time (180 ECTS)



**Semester abroad**  
during the 5th semester

## Study content

The degree course “International Business” at CBS prepares you for a quick career entry into management and equips you specifically with the success factors for an internationally oriented career. This begins with the fact that the contents of the study programme are taught to you in English.

During your compulsory internship you will gain professional experience and put your acquired knowledge into practice. During a semester abroad you will broaden your professional knowledge and your cultural horizon.

At CBS, you acquire economic expertise and modern management techniques as well as the ability to analyse economic relationships and to derive strategies for

success from this. As a CBS graduate, you are an experienced business economist. By choosing a sector-specific or regional focus, you will also qualify for a special economic sector. This specialisation in a subject area of your choice begins in the third semester.

Graduates of this study programme work in the following industries or business areas, among others:

- Finance/Controlling
- Banking
- Human resources
- International trade
- Consulting
- Marketing/Sales
- Corporate management

## Specialisations

- Digital Management
- International Trade
- Financial Management

- Management Consulting
- HRM & Leadership
- Marketing Management

Study plan

# INTERNATIONAL BUSINESS



1. Semester		2. Semester		3. Semester	
ECTS		ECTS		ECTS	
Business Operations	3	Microeconomics	3	Macroeconomics	3
Business Law	3	Applied Microeconomics	3	Applied Macroeconomics	3
Mathematics	3	Supply Management	3	International Management	3
Statistics	3	Strategic Management	3	Digital Management	3
Financial Accounting	3	Market Research	3	Integrative Case Study	3
Applied Financial Accounting	3	Cost Accounting	3	Specialisation	3
Marketing	3	Finance	3	Specialisation	6
Human Resource Management	3	Applied Finance	3		
Business English	2	Business English	2	Foreign Language	4
Foreign Language	2	Foreign Language	2		
Scientific Working & Study Skills	2	Rhetoric & Presentation Skills	2	Skills Elective	2

4. Semester		5. Semester		6. Semester	
ECTS		ECTS		ECTS	
Corporate Tax	3	Semester abroad	25	Bachelor Thesis Tutorial	3
Management Information Systems	3	You spend the fifth semester at one of our numerous partner universities abroad.	Our International Office supports you in the selection and application process and coordinates the courses to be taken abroad with you in advance.	Bachelor Thesis	12
Business Elective 1	3				
Business Elective 2	3			Specialisation	6
Business Project	6			Business Simulation Game	4
Specialisation	6			Business & Society	2
Foreign Language	4				
Skills Elective	2				

Internship<sup>4</sup>  
10 ECTS

General economic science    Interdisciplinary competences    Programme-specific    Elective range

1 Depending on the student's choice, language courses are offered, for example, in English, Spanish or French. If you choose the English-Only track, the lessons will focus on the intensive development of your English skills. Non-native German speakers complete a German course.

2 In addition to various compulsory courses, there are optional subjects where you can choose which of your competences should be particularly strengthened.

3 In these elective courses you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as International Marketing, Global Supply Chain Management, Entrepreneurship, Creative Thinking or Corporate Social Responsibility.

4 During the semester break you will complete an internship of at least eight weeks at home or abroad. If you start your studies in the summer semester, you will complete the internship between the 5th and 6th semesters. If the course of study is taken up in the winter semester, this takes place between the 4th and 5th semesters.

## Specialisations

# INTERNATIONAL BUSINESS



During the course of the second semester, you select one of six core subjects which is then taught as the specialisation from the third semester onwards. This enables you to lend your degree course a personal profile, to further extend your strengths and to pave the way for your vocational future!

## Digital Management

Campus Aachen, Berlin/Potsdam, Cologne & Mainz



This specialization is aimed at students who are looking for a business education with a focus on international management, new technologies and the digital economy. You will acquire the digital and management competences to make the best use of the potentials of digitization and to successfully implement these within companies.

### 3. SEMESTER

- Digital Business Models
- Digital Work Environment & Leadership
- Agile Project Management

### 4. SEMESTER

- Business Project
- Data Science
- Coding & Design

### 6. SEMESTER

- Digital Supply Chain & Smart Factory
- Digital Start-Up Management

## Financial Management

Campus Aachen, Berlin/Potsdam, Cologne & Mainz



This specialisation focusses on various financial institutions and instruments. You are provided with an in-depth insight in the field of corporate finance, the theory and practice of the capital markets as well as sustainable and strategic management in the banking and financial sector.

### 3. SEMESTER

- Financial Analysis
- Financial Markets & Institutions
- Financial Instruments

### 4. SEMESTER

- Business Project
- Concepts of Value & Risk
- Applied Financial Management (Excursion/Case)

### 6. SEMESTER

- Ethics in Finance
- Strategic Management in Banking & Finance

## International Trade

Campus Aachen, Berlin/Potsdam & Cologne



The dynamics of the global exchange of goods and capital has increased during the past years. The challenge for companies in increasingly globalised markets is to remain competitive. Here, you become acquainted with important aspects of international trade laws and occupy yourself with topics such as online trading or supply and procurement management.

### 3. SEMESTER

- International Trade Theory & Policy
- International Trade Law
- International Trade Management

### 4. SEMESTER

- Business Project
- Global Supply Chain Management
- Strategies of Multinational Enterprises

### 6. SEMESTER

- Omni-Channel Commerce
- International Trade & Finance

## Management Consulting

Campus Aachen, Berlin/Potsdam & Cologne



This specialisation handles management methods and business processes. In addition to theoretical knowledge, this subject also imparts you practical consulting know-how. If you decide to specialise here, you will have the opportunity to participate in a Fontys School of Management Economics and Law double degree programme in Eindhoven.

### 3. SEMESTER

- Introduction to Management Consulting
- Consulting Tools & Methods
- Agile Project Management

### 4. SEMESTER

- Business Project
- Business & Financial Analysis
- Operations Management in the Digital Era

### 6. SEMESTER

- Organizational Behaviour
- Entrepreneurship

## Marketing Management

Campus Aachen, Berlin/Potsdam, Cologne & Mainz



This specialisation handles management methods and business processes. In addition to theoretical knowledge, this subject also imparts you practical consulting know-how. If you decide to specialise here, you will have the opportunity to participate in a Fontys School of Management Economics and Law double degree programme in Eindhoven.

### 3. SEMESTER

- Consumer Psychology & Behavior
- Customer Relationship Management
- Corporate & Customer Communication

### 4. SEMESTER

- Business Project
- Online & Social Media Marketing
- Search Engine Marketing

### 6. SEMESTER

- Product & Price Strategies
- Sales Excellence

## Human Resource Mgmt. & Leadership

Campus Aachen, Düsseldorf/Neuss, Cologne & Mainz



As a company's employees are responsible for its success or failure, it is indispensable that you discover and develop your achievement potential. That is precisely what you learn in this specialisation and concentrate on central aspects of business management and control as well as human resources management.

### 3. SEMESTER

- Talent Acquisition
- Training & Development
- Reward Management

### 4. SEMESTER

- Business Project
- Management & Organization
- Labour Law & Industrial Relations

### 6. SEMESTER

- HRM & Digital Leadership
- Sustainable HRM & Ethical Leadership



Studienkolleg

# PREP4UNI

*Studying in another country is not an easy decision, but promises valuable experience.*

[Find our upcoming events here ▶](#)

[Get in touch ▶](#)



**Campus**  
Cologne & Berlin/Potsdam



**Form of study**  
Full-time



**Qualification**  
German University  
Entrance Qualification



**Start of studies**  
Winter semester (August)  
Summer semester (January)

## Your ticket to study in Germany

You want to take this exciting step and study in Germany, but your school-leaving certificate from your home country is not recognised by German universities? Then a Studienkolleg is your solution.

## The Studienkolleg

A Studienkolleg is a course in which international prospective students can acquire the subject-specific higher education entrance qualification for Germany within one year if their previous educational qualifications do not meet the admission criteria in Germany.

The private state-recognised Studienkolleg of the CBS International Business School is one of the best in the country and is called Prep4University. There, we prepare you intensively in small learning groups for the successful completion of the Feststellungsprüfung (FSP). This is roughly equivalent to the German Abitur

and serves as your entrance ticket to the German education system. In addition, we equip you with everything you need to feel at home in Germany's academic culture and to gain smooth entrance into a bachelor's programme. This includes special preparatory courses for your planned studies as well as accompanying language courses. In addition, within the CBS family, you will receive comprehensive help with the application for your visa as well as for finding accommodation and settling in in Germany – so that you arrive well prepared and can quickly settle into your newly adopted country and your desired studies.

## The course selection

The Prep4University programme of the CBS prepares you specifically for your intended studies in Germany. The W-course qualifies you for studies in economics and social sciences, the T-course for mathematics, natural sciences, and

technical studies. All preparatory courses are offered at our Cologne and Berlin/Potsdam locations. You can start the two semesters flexibly in August or January and complete them in either German or English, depending on the location.

## Specialisations

# PREP4UNI



## W-Course

Preparation for business & social science degree programmes

### Subjects

German, English, Maths & Economics

### English Track

Qualification: Feststellungsprüfung in English – qualifies for English-taught degree programmes at all universities in North Rhine-Westphalia as well as at all campuses of our partner universities in Cologne, Mainz, Berlin/Potsdam, and Hessen.

### German Track

Qualification: Feststellungsprüfung in German – qualifies for all German-taught degree programmes at universities in Germany and additionally for English-taught degree programmes at the CBS, as well as at our partner universities.

## T-Course

Preparation for mathematical-scientific & technical courses of study

### Subjects

German, English, Maths, Physics & Chemistry

### English Track

Qualification: Feststellungsprüfung in English – qualifies for English-taught degree programmes at all universities in North Rhine-Westphalia as well as at all campuses of our partner universities.

### German Track

Qualification: Feststellungsprüfung in German – qualifies for all German-taught degree programmes at universities in Germany and additionally for English-taught degree programmes at the CBS, as well as at our partner universities.

## The prerequisites

There are a few basic requirements for a place on our Prep4University course.

You will need:

- a school-leaving certificate that entitles you to study at a university in your home country (certificate in English or German)
- valid visa for students (not a tourist visa!)
- a financial statement showing that you have sufficient funds to live in Germany for one year.
- proof of health insurance
- proof of your language skills

**For the English Track:** Language certificate IELTS (6.0), TOEFL iBT (72) or Duolingo (75)

**For the German Track:** GER (B2)

We may also be able to recognise other language certificates

The Prep4University team will be happy to advise you personally on all topics. And maybe your high school qualification is recognised in Germany, and you don't even need a preparatory course. We will be happy to check that for you in advance.

## Deine Bewerbung

If you would like a place at Prep4University, you can apply quickly and easily via the Prep4University website using our online form or send your documents by email to [prep4uni@cbs.de](mailto:prep4uni@cbs.de).

We need the following documents and evidence from you:

- proof of your school-leaving certificate in German or English
- proof of your language skills (see also requirements)
- one-page letter of motivation in English or German language
- Curriculum vitae (CV) in tabular form
- copy of your passport (or identity card if you are a citizen of the European Union, Iceland, Liechtenstein, Norway, or Switzerland)

Are you still missing individual documents? No problem! You can also submit them to us during the application process.

The application deadline is 15 May or 15 October, depending on whether your chosen bachelor's programme starts in August or January. Once you have been accepted at Prep4University, it is time to organise your student visa – a requirement for all international participants at Studienkolleg in Germany. We are happy to support you with this.

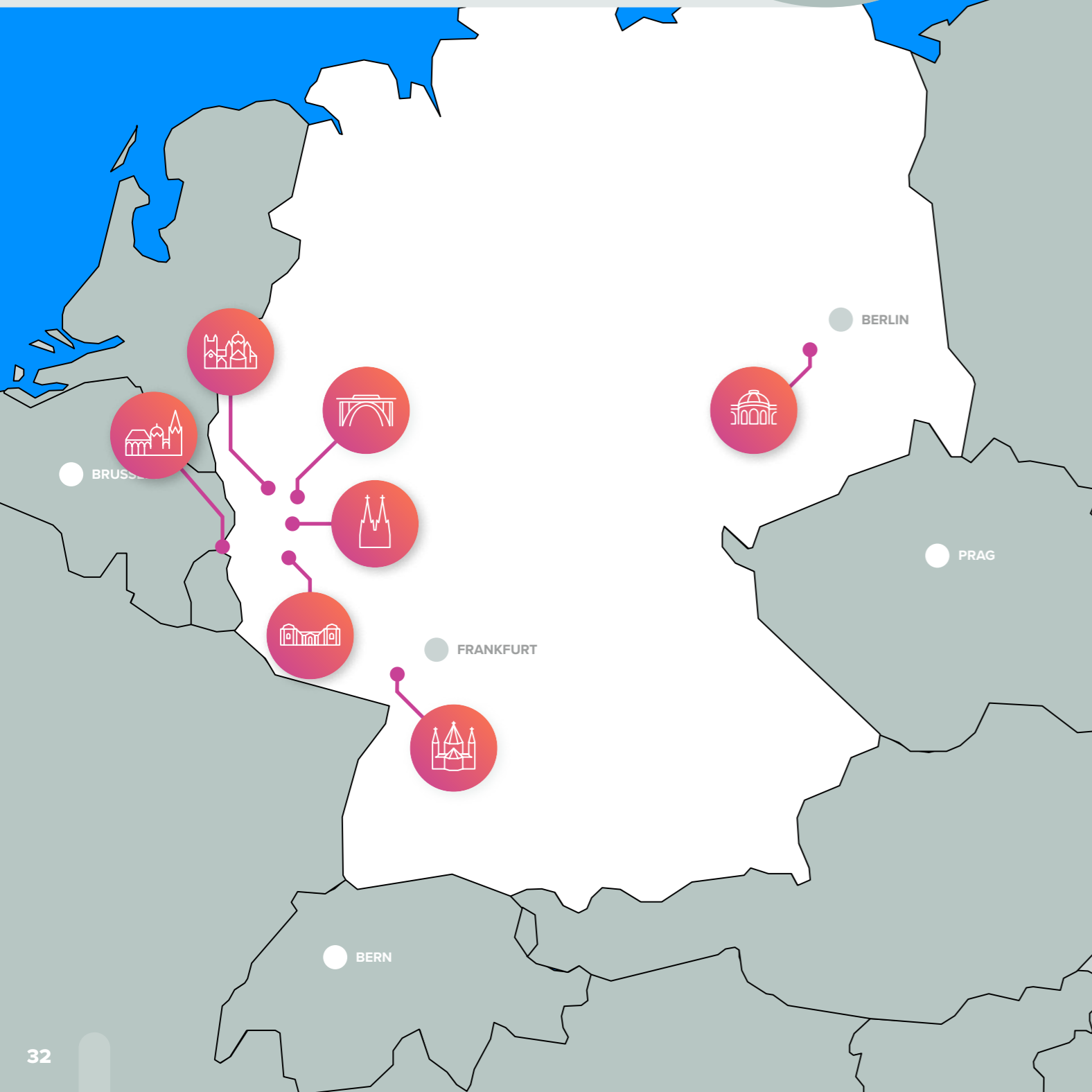


*»I enjoyed & experienced the German culture & lifestyle during my foundation course. I acquired the necessary skills & tools, which I can now use for my bachelor's studies.«*

**KEVIN SUAZA MARTINEZ**  
Prep4University graduate

# THE STUDY EXPERIENCE

## Our locations



# AACHEN

Inside a cosy atmosphere, outside international flair: Our young CBS Campus Aachen is located in the middle of the city. An inspiring learning climate prevails here, where everyone knows each other. At the same time, around 50,000 students, employees of universities and companies as well as numerous tourists are active in the border triangle of Germany, Belgium, and the Netherlands. Art, culture, and lively gastronomy make Aachen a top location for students.





## BRÜHL / COLOGNE

Between Cologne and Bonn lies the small town of Brühl. Brühl's Augustusburg and Falkenlust palaces are connected by an avenue and form a famous UNESCO World Heritage Site. Our campus is located in the immediate vicinity, right in the centre of Brühl. Brühl is part of the Rhine-Ruhr metropolitan region and offers a huge range of jobs. Relaxation and fun are not neglected either: free admission to the palace park with its gardens and fountains, swimming in the many lakes in the vicinity or wild action in the roller coaster park PhantasiaLand make studying in Brühl an experience.



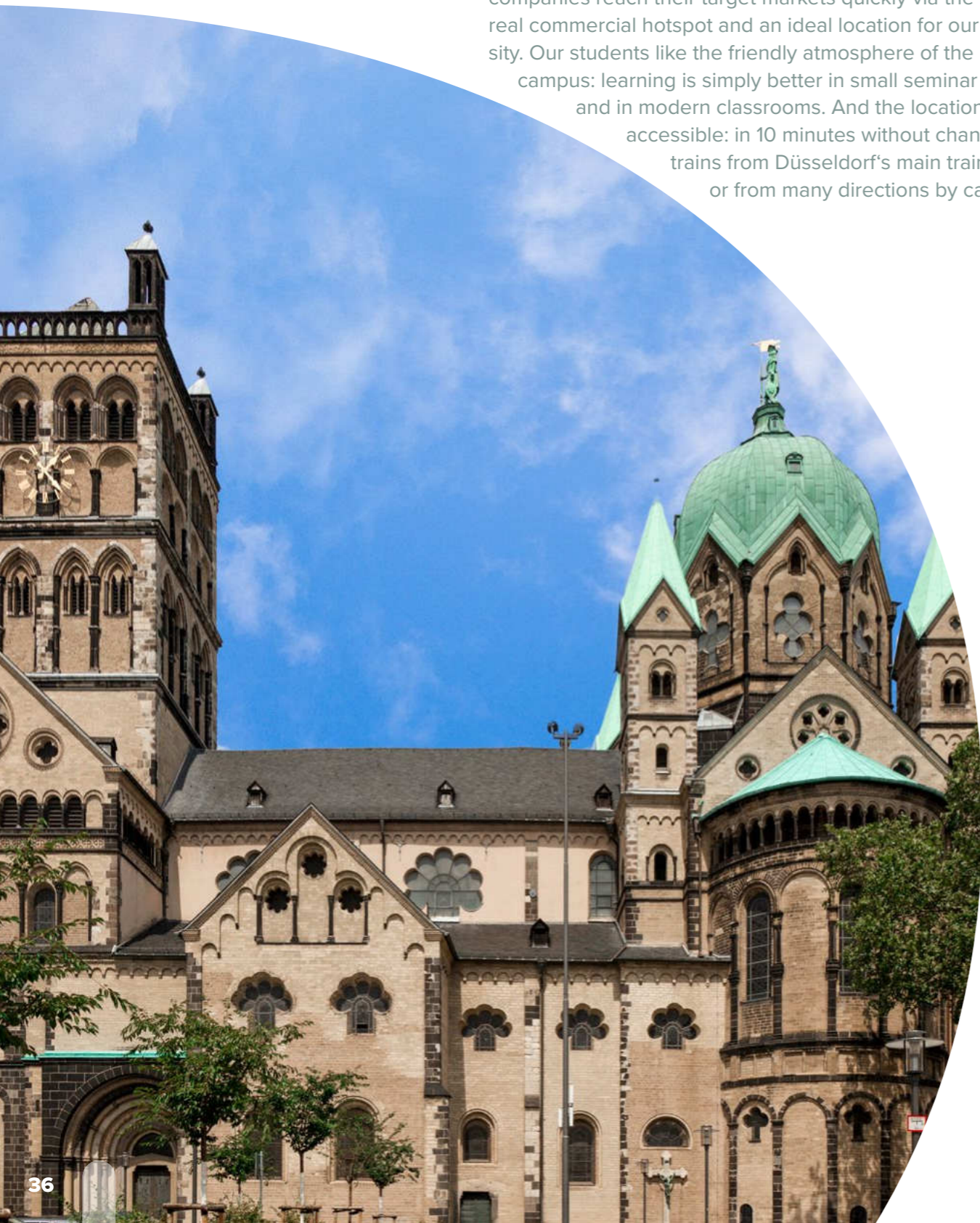
## BERLIN / POTSDAM

The newest member of the CBS family is our campus in Potsdam. The capital of Brandenburg has around 180,000 inhabitants and 24,000 students. It is primarily known for film productions, its historical scenery, and the cultural landscape in the surrounding area. Students benefit from the proximity to the metropolis of Berlin - in 20 minutes they can be in the centre of the German capital. Our campus Berlin/Potsdam is integrated into co-working spaces of start-ups and scores with innovative design and excellent technical equipment. In the middle of the Babelsberg film studios, next to the filming location of some of the world-famous productions such as Marvel and Matrix, CBS students learn all about current business topics. Potsdam and Berlin also offer numerous opportunities to join large corporations or digital start-ups and to orient oneself professionally.



# DÜSSELDORF / NEUSS

The traditional port city of Neuss is located directly next to Düsseldorf. Business life pulsates here because well-known companies reach their target markets quickly via the port. A real commercial hotspot and an ideal location for our university. Our students like the friendly atmosphere of the Neuss campus: learning is simply better in small seminar groups and in modern classrooms. And the location is easily accessible: in 10 minutes without changing trains from Düsseldorf's main train station or from many directions by car.



# MAINZ

Since 2009, the CBS has had an attractive location in the capital of Rhineland-Palatinate. Mainz is located in the middle of the economically strong Rhine-Main region with the cities of Frankfurt, Wiesbaden, and Darmstadt. Well-known large and medium-sized companies such as Ferrero and Frankfurt Airport are looking for working students, interns, and young professionals. The CBS uses these advantages for the one or other plant tour and thus continuously expands its professional network for students. Located directly on the banks of the Rhine, it offers the best opportunities to relax at the Winter Harbour or in the old town of Mainz. Wine and nature lovers will also get their money's worth in the traditional winegrowing villages of the area.



## COLOGNE

Media city, start-up paradise, carnival stronghold, cathedral city - Cologne stands for pulsating life. With around 100,000 students, the old Roman city is one of the largest university cities in Germany. Our largest campus, with around 1,600 students, is located in the heart of the popular Südstadt district. An ideal starting point for After-Campus-Life: From the hip bar, the café on the next street corner, the old Kölsch pub to the pop-up beer garden, there is something for everyone in Cologne. In the cosmopolitan atmosphere, newcomers easily find new friends. Our own quota of apartments in student halls of residence make the search for accommodation easier for CBS students. The area offers excellent opportunities for jobs and internships. Founders meet real start-up spirit in Cologne and are supported by the „hochschulgründer-netzwerk cologne e.V.“ at the CBS campus, among others.



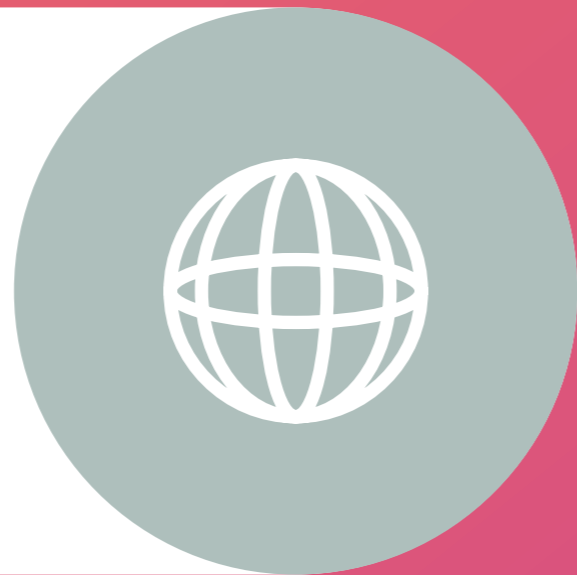
## SOLINGEN

If you like future industries and nature, you are in the right place at our modern campus in the Smart City Solingen. It is located in the middle of the Bergisches Land and only half an hour away from Cologne and Düsseldorf. Small and large companies from the fields of digitalisation, 3D printing, or Industry 4.0 are at home here and open to welcome our students



# STUDY WITHOUT BORDERS

International



*A semester abroad is a unique opportunity to get to know a new country, gain intercultural experience and improve your language skills.*



The experience of studying abroad is a building block in your curriculum vitae that sets you apart from the mass of applicants and can make a decisive difference for you in international companies. A stay abroad is also a great way to make friends from all over the world and build up an international network of contacts. You will also improve important soft skills such as a confident appearance and excellent communication skills.

Choose your preferred location for your semester abroad from over 160 partner universities worldwide. Our International Office coordinates the selection and application process and supports you in preparing for your semester abroad.



# OUR PARTNER UNIVERSITIES

International



**California, Tokyo, Istanbul, Hawaii, Madrid or Bangkok?**

Here you can see only a small selection of possible host universities – in total, our worldwide network consists of over 160 partner universities.

Our International Office will be happy to support you in planning your individual stay abroad. We will help you choose the right host university, put together a suitable schedule and assist you with the preparations.

The current list of all partner universities can be found at [cbs.de](https://www.cbs.de).

# PRACTICAL ORIENTATION

## Business Projects



Management studies at CBS means living the business world. Because only those who can directly try out and apply the theory learned in practice will gain invaluable experience and lasting learning success. The high practical relevance is a core element of all study programmes and develops the professional competence of students from the very first semesters.

While the students participate in the compulsory integrated internship outside of the university in the business world and already help to shape it, they also prove themselves during their studies in training phases that build on each other. Beginning with programme-specific case studies, continuing with a real customer project and ending with the management of their own company within the framework of a business simulation game, the students go through a continuous development and sharpening of their professional and practical skills.

### Putting knowledge into practice

In everyday working life, students encounter complex business management situations. It is crucial to understand different business challenges and to analyse and evaluate diverse business contexts. The students learn skills and procedures required here in a real customer project.

The Business Project is the main component of each curriculum and aims at the project-based application of knowledge within the chosen specialisation. In both the bachelor's and master's degree programmes, students are involved in a student consultancy for "their" customers over the course of a semester. As part of the assignment, they develop problem solutions and action plans for "their" client on the basis of evidence-based argumentation.



### Implementing projects in a targeted manner

The core of the Business Project is to go through the individual project steps from the definition of objectives, the acquisition of information through primary and secondary research, the analysis and evaluation of industries, markets, competitors and the client company itself, to strategy development and recommendations for action for the client, and to implement these independently in a team. The students prove that they are able to complete the assignment within a clearly defined time and content constraints up to the final presentation to the customer.

It is not uncommon for particularly successful students to be offered the opportunity to work on follow-up projects or something similar for the customer in question.



### Training competencies in variety of ways

The problems involved in the development and preparation of entrepreneurial strategies and decisions are manifold – as is the thematic orientation of the Business Projects.

In terms of content, the projects deal, for example, with tasks from the fields of brand management, marketing strategies, competitive analysis, sales management, market entry strategies, supply chain management, diversification strategies, product launch, sports sponsoring or cross-selling. CBS students have already worked for customers from the most diverse industries, such as Mitsubishi, Deutsche Bahn, Hugo Boss, Köbig, Boeing, Brita and the Rhein Main publishing group.

The close cooperation between students and companies, between university and business, is equally beneficial for both sides: While the companies gain an unbiased view from the outside as well as an academically sound analysis and recommendations for action on their problems, the future managers gain project experience in international teams, deal with markets, industries and the competitive environment of the respective customers, put the analysis results into a wider context and prepare the solution strategies and recommendations they have developed in a customer-oriented manner and with a focus on the previously defined project goals.



# FACE TO FACE

## The CBS services



### Career Service

Whether you are applying for an internship, choosing the right job entry or preparing for an interview – our Career Services Team will support you in all matters concerning your career planning. Numerous national and international companies from different sectors regularly advertise internships, part-time jobs and permanent positions on the CBS online job portal. Through company presentations as well as networking and recruiting events on the various CBS campuses, you are able to already build up a professional network during your studies.



### Admissions Office

The Admissions Office is one of your first points of contact at the CBS International Business School. Here we are happy to answer your questions about the application process and check your documents. Within a few days you will receive a confirmation whether you meet the formal admission requirements.

### Students Office

The central contact point for our students is the Students Office. Here you can obtain your student card, study certificates of any kind, reserve rooms for group work or learning, and borrow equipment. The Students Office also manages all student files. So, if you move or change your phone number, simply report the change in the Students Office.



### Examination Office

Our examination office organises regular information events on examination procedures and answers all your questions on examination and study regulations. In addition to issuing official certificates and transcripts, the Examination Office also offers individual advice on problems with exam performance.



### IT Services

The IT department provides you with modern technology for your studies. This includes campus-wide WLAN access, computer pools with laser printers and scanners as well as smart boards or beamers in every lecture hall and seminar room. The IT support at CBS also provides various standard software and helps you to set up your computer. Even if you are looking for individual user advice, the IT department can help you.



### Library

The library is your knowledge pool at CBS. Here you will find the literature you need for your studies and lessons. In addition, numerous trade journals are available in printed or electronic form. You can access various databases online, which make current articles, statistics from recognised institutes and much more available at any time. CBS students also have access to the university and city libraries at the locations in Cologne and Mainz.



### International Office

A semester abroad is a unique opportunity to get to know a new country, gain intercultural experience and improve your language skills. At CBS, you have the opportunity to spend a semester at one of our over 160 partner universities worldwide. Our International Office will provide you with intensive support and advice in your search for a partner university, the choice of courses and organisation of the timetable as well as the planning of your entire stay abroad.



# WHAT OUR ALUMNI SAY

## Students' experiences



»I particularly liked the personal character of the course and the good atmosphere, which was achieved in particular through the course size and the closeness to the lecturers.«

**TIM BECKER**  
Manager Automotive & Sustainability,  
Porsche Consulting GmbH

»My semester abroad in New Zealand, the English language lectures, the Spanish and French courses and the intercultural lectures created the ideal basis for my international career.«

**MADELEINE HÜTTNER**  
Projektmanager Events, Frankfurter Allgemeine Zeitung



»Many professors shared their professional business experience with us in class and were able to illustrate dry theory with practical examples. I also enjoyed the international atmosphere on campus.«

**NEIL JORDAAN**  
Global Digital Content Manager, Elanco



»The management studies programme prepares you thoroughly for the tasks of a consultant. In particular, the development of presentation techniques as well as analytical thinking is of enormous importance in the everyday life of a consultant.«

**CHRISTOPHER ROSENBAUM**  
Manager, Ernst & Young GmbH  
Wirtschaftsprüfungsgesellschaft

»The focus on internationality and practical skills have had a very positive influence on my development at Google. Especially the structured and very versatile project work, which is often found at a private school, was extremely helpful.«

**OLIVER KIDERLE**  
Product Manager, Google



»Especially the rhetoric training helped me a lot to present my own ideas. The practice-related training at the CBS is also very good!«

**CHRISTIAN MIELE**  
President, Bundesverband Deutsche Startups e.V.



»Thanks to the Master's degree at the CBS, I was able to further develop my professional knowledge and prepare myself perfectly for my career entry. Above all, I was able to benefit a great deal from the practice-related content.«

**STEFANIE ZIPP**  
HR Marketing Manager, Deutsche Bahn AG



# YOUR PATH TO CBS

## Experience campus life



### Open Campus Day & Open Campus Night

At our Open Campus Days and Nights, you have the opportunity to obtain comprehensive information about CBS and to gain an insight into our university. During the Open Campus Night, which takes place during the week, we offer advice on various topics such as study programmes and specialisations as well as possibilities for financing your studies. Within the framework of the Open Campus Day, you have the opportunity to get to know the CBS in many facets with a colourful day programme on Saturdays.

At all our events you will get to know professors, staff and students from different courses



### Personal consultation

Which studies suit me and my career plans? What career paths open up after a degree at CBS? Are there any grants that help me finance my studies? Can I complete part of my studies abroad? What distinguishes the CBS from other universities?

You will certainly have many questions when it comes to planning your studies. We are happy to take the time to find the right answers together with you, so that you can make a wellconsidered decision with certainty. Because something very special is at stake: your future!



### Taster studies

With every important decision, a gut feeling also counts. This is why we invite you to experience studying at the CBS live. Get a taste of the campus atmosphere during our regular semester period and attend courses on your preferred areas of study. You get to know our professors and can talk with CBS students about their experiences.

Depending on your wishes, we will enable you to attend a single lecture or organise a whole day on campus, where you will be accompanied by a “study buddy”. The trial course is of course without obligation and free of charge.



### Management Academy

You are curious or want to know exactly? Then the best way is to take part in our Management Academy. In a three-day taster course, students and high school graduates can find out what the contents of a business degree course are, where they can work with a degree in business studies and what it generally feels like to study. You will experience lectures in which CBS professors and practice lecturers deal with various business topics such as marketing, finance or business psychology. In addition, we prepare you for the CBS admission process within the framework of an assessment simulation.

The Management Academy opens its doors in spring, summer and autumn in order to give interested parties an impression of studying at the CBS and to facilitate the decision for a suitable course of study. Secure your place in good time!

# YOUR PATH TO CBS

## Admission & Application Process

### BAföG (German citizens only)

In principle, all CBS students are entitled to BAföG. Benefits according to the Federal Training Assistance Act (BAföG) can be applied for at the Federal Administrative Office via the Cologne Student Union if the individual eligibility requirements are met. Whether or not you actually receive a grant under BAföG will be decided on a case-by-case basis. The decision is made by the responsible BAföG office and is based on your income and assets as well as those of your parents. Half of the BAföG benefits are granted as a non-repayable grant and half as an interest-free loan. Depending on the duration and results of the studies, part of the loan may also be waived. BAföG funding can be combined with student loans and scholarships.

### CBS education funds (EU citizens only)

A desired course of study should not be impossible because of the financing. Via the Reverse Generation Contract (UGV), CBS therefore offers an innovative model of study financing together with Brain Capital: no or only part of the tuition fees are incurred during the course of studies. Only after completing their studies and starting their careers do the recipients make repayments to the CBS education fund. Their amount is linked as a percentage to the income earned and thus to personal solvency. These repayments enable subsequent generations of CBS students to study without having to pay fees. So, the “alumni” finance their “successors” studies.

### CBS scholarship (EU citizens only)

The CBS International Business School supports young people who have shown aboveaverage performance or social commitment during their school years with a scholarship programme from its own funds. In this way we would also like to open the path to CBS for those who cannot afford the fees for studying at a private university on their own. The aim of our financial support is to help prospective bachelor’s students on their way to a leading position in business or other areas of society. CBS awards two partial scholarships per year (“Best Performer Scholarship” and “Social Engagement Scholarship”), which grant a discount of 25 and 50 percent respectively on the tuition fees.

Human commitment or performance cannot be measured in pure numbers or enumerations – they are complex in their values and forms. Therefore, the following applies: The perfect candidate does not exist. Convince us in your own individual way why you in particular should be supported by CBS.


[More about financial aid ►](#)


## Admission requirements

The prerequisite for a bachelor’s degree at the CBS is the (General) Higher Education Entrance Qualification or the full University of Applied Sciences Entrance Qualification. Equivalent qualifications from foreign schools are recognised accordingly (e.g., Matura, A-Levels, General Certificate of Education or IB Diploma). You can apply all year round with your most recent school report. You will then submit your school leaving certificate accordingly.

## Application process

  
Online application

  
Examination of the documents + personal interview

  
Offer of study place + contract

The first step is to submit your application documents. These consist of the completed: Application form, your curriculum vitae in table form with photo, copies of your last school report and, if applicable, proof of training or internships. If you are applying for an English-language degree programme, we also require official proof of your English language skills. For your application, it is best to use the uncomplicated online application form at cbs.de.

After reviewing your application documents, we will invite you to an interview, because we deliberately do not have an NC. We want to get to know you personally and get an idea of your motivation. Conversely, you also get to know us better in this way. The interview takes place via video link or telephone.

After a successful interview, you will receive an offer of a place at CBS. If you return the signed contract to us by the deadline, the place is yours.

[More about the application process ►](#)