

CBS

INTERNATIONAL
BUSINESS SCHOOL

MBA PROGRAMME

creating tomorrow



CBS.DE

CONTENTS

Our mission	4
Did you know?	6
Our study models	8
International Management	10
International Management – Fast Track	14
Our locations	18
Practical orientation	26
Face to face	28
Your path to CBS	32

IMPRINT

Publisher	CBS International Business School Hardefuststraße 1, 50667 Köln
Phone	+49 (221) 93 18 09 31
E-Mail	study@cbs.de
Website	cbs.de
As of	March 2023

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
800
partner companies

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

110
nationalities

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

More than
3,000
students

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

200
career events per year

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

Over
160
partner universities

are available to our students for their semester abroad.

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 ▶](#)

7
campuses

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

Follow us!

[Instagram ▶](#)

[TikTok ▶](#)

[LinkedIn ▶](#)

[Facebook ▶](#)

OUR STUDY MODELS

Creating your own tomorrow



MASTER STUDY PART-TIME

Our part-time master's programmes allow you to combine your professional life and academic studies. The close integration of theory and practice boosts your management career in terms of both content and time.

For part-time studies, there are two models to choose from at the CBS:

Dual Master's degree

You are not currently working in a profession or job that you would like to continue, but still want to work while studying for your master's degree? Then the dual variant is exciting for you. This is because we specifically bring a cooperating company on board, where you can continuously gain work experience during your studies. The courses are then structured in Modular block phases.

For you to be able to win over your desired company, specialists as well as a personal study support team from the CBS will be at your side and will accompany you with advice and action until you are successful in finding a practice partner. And best of all: If everything fits, you have already found your employer for the time after your master's degree.

Part-time Master's degree

A part-time master's programme lasts 2.5 years and is the optimal path for you if you are already working in a job that you do not want to give up. Your lectures usually take place every two weeks on Friday evenings and Saturdays.

This way you can continue the commitment in your usual professional environment and use the freshly acquired expertise directly for your ongoing career.

[To the part-time brochure ►](#)

Your path to the Master's degree

Du möchtest Deinen nächsten Karriereschritt ins Management machen? Hierfür bietet Dir die CBS Master-Studiengänge mit vielfältigen Spezialisierungen in deutscher und englischer Sprache. Zudem hast Du die Wahl, ob Du Deinen Master in einem Vollzeitstudium oder in einem unserer Teilzeitmodelle (berufsbegleitend und dual) erwerben möchtest. So oder so erwerben unsere Studierenden nach Bestehen die international anerkannten Abschlüsse „Master of Arts“ bzw. „Master of Science“.

Expand professional competencies

With a master's degree you can sharpen your profile, close professional competence gaps, and supplement your practical experience with modern academic theories.

Accelerate your career

With your own initiative for further qualification, you not only acquire an academic degree, but also demonstrate strengths such as willingness to learn, resilience and discipline. This makes you attractive for the job market and qualifies you for challenging areas of responsibility and positions with higher management responsibility.

Open up new fields of activity

Personal inclinations and professional interests often only develop in the course of a career. The study programme can help you to pursue a new desired field of study or to further develop yourself through specialisation in a favoured subject area.

Make the most of time out

Mothers and fathers often take the option of continuing their studies during parental leave to further their education and to obtain an academic degree. At the same time, you can build up exciting networks for your future career during your studies.



MASTER STUDY FULL-TIME

Mit einem Studium in Vollzeit kannst Du Dich zwei Jahre voll und ganz auf Dein Studium konzentrieren. Du verbringst von Montag bis Freitag den größten Teil Deines Alltags mit Deinen Kommiliton:innen auf dem Campus.

Damit Du auch während des Studiums Dein Business-Netzwerk ausbauen kannst, organisiert die CBS Career Events vor Ort und integriert

Unternehmensprojekte in den Semesterplan. So erprobst Du Deine frisch erworbenen Fähigkeiten z. B. im Business Projekt mit unseren Unternehmenspartnern und im Rahmen eines Business Simulation Games. Zudem kannst Du auf Wunsch wertvolle Auslandserfahrungen sammeln in einem an einer unserer über 160 Partnerschulen weltweit.

Master of Business Administration

INTERNATIONAL MANAGEMENT

This English-language MBA programme focuses on international management as a comprehensive topic.



[Find our upcoming events here ▶](#)

[Get in touch ▶](#)



Campus
Cologne



Lecture Language
English



Duration
4 Semesters



Start of studies
Winter semester (August)



Study form
Full-time (120 ECTS)



Business Project
In the 3rd Semester

Study content

In four semesters, graduates from all disciplines, after gaining initial professional experience – especially in non-business areas – can enrich their knowledge with sound business skills, and apply them in practice-oriented teaching formats.

Our full-time MBA programme also offers you the opportunity to attend a wider range of seminars and to acquire in-depth knowledge of international management. You will receive 120 ECTS points, twice as many credit points as for our fast-track programme.

Due to the global orientation of the degree programme, there are excellent opportunities for advancement in almost all sectors or areas of the economy, especially in consulting, marketing and sales, as well as human resource management, especially in internationally operating companies. Product development and research represent further interesting perspectives. But also, non-profit organisations, intergovernmental associations or the internationally more and more up-and-coming digital economy need employees with leadership skills who can think outside the box. With your MBA degree you are also entitled to take up doctoral studies.

Study Plan

INTERNATIONAL MANAGEMENT



1. Semester

	ECTS
Basics Of Industrial Management	3
Applied Managerial Economics	3
Quantitative Methods & Toolset	3
Modern Market Research Methods	3
Modern Business Strategy	3
Organizational Behaviour	3
Financial & Cost Accounting	3
Managerial Accounting	3
Project Management & Digital Skills	3
Team & Self Management	3

2. Semester

	ECTS
Applied Economics	3
Business Law	3
Corporate Finance & Valuation	3
Financial Instruments	3
Global Supply Chain Management	3
Modern Marketing Management	3
Business Process Planning & Operations Management	3
International Human Resource Management	3
Intercultural Awareness	3
Managing Change & Digital Transformation	3

3. Semester

	ECTS
Business Project	6
Risk Management	3
Digital Management	3
Business Simulation Game	3
Business Electives	9
Management & Leadership Competencies	3
Creative Thinking & Innovation	3

4. Semester

	ECTS
Master Thesis	24
Master Thesis Workshop	3
Career Seminar	3

Interdisciplinary competences

Programme-specific teaching content

Elective range

Specialize in a subject area of your choice during your MBA programme by choosing from one of these three fields. Previous knowledge in your area of choice is not necessary.

Strategic Management & Consulting

- Fundamentals of Consulting
- International Competitive Strategy
- Corporate Strategy & Renewal

Entrepreneurship

- The Entrepreneur
- Start-up Management & Business Modeling
- Digital Network Economy

Sustainability

- Sustainability & Business Ethics
- Sustainable Supply Chain Management
- Sustainable Financial Management

Master of Business Administration

INTERNATIONAL MANAGEMENT – FAST TRACK

Achieve a full MBA degree in just one year with our MBA programme “International Management – Fast Track”!

[Find our upcoming events here ▶](#)

[Get in touch ▶](#)



Campus
Cologne



Lecture Language
Englisch



Duration
1 year



Start of studies
Winter semester (August)



Study form
Full-time (60 ECTS)

Study Content

Thanks to the streamlined curriculum, the programme contains all the typical business content of an MBA programme, but in a condensed, practice-oriented form.

Our English-language fast track MBA programme is primarily aimed at graduates of non-economics courses, but students with previous knowledge of business administration also benefit from the programme. In eight modules, spread over three trimesters, you will learn about business content, interdisciplinary skills and programme-specific teaching content.

Even before their studies, participants attend three preparatory courses: Quantitative Methods, Market Research and Academic Writing. In these courses, you will further your knowledge of scientific writing and learn, among other things, Linear Programming, Introduction to Market Research and Scaling and Sampling. Graduates of the study programme qualify for positions in middle or senior management in international companies. Due to the broad curriculum, new career opportunities are open to you in areas such as consulting, marketing and sales or human resource management. Under certain conditions, our Fast Track MBA also entitles you to do a doctorate.

Study plan

INTERNATIONAL MANAGEMENT – FAST TRACK



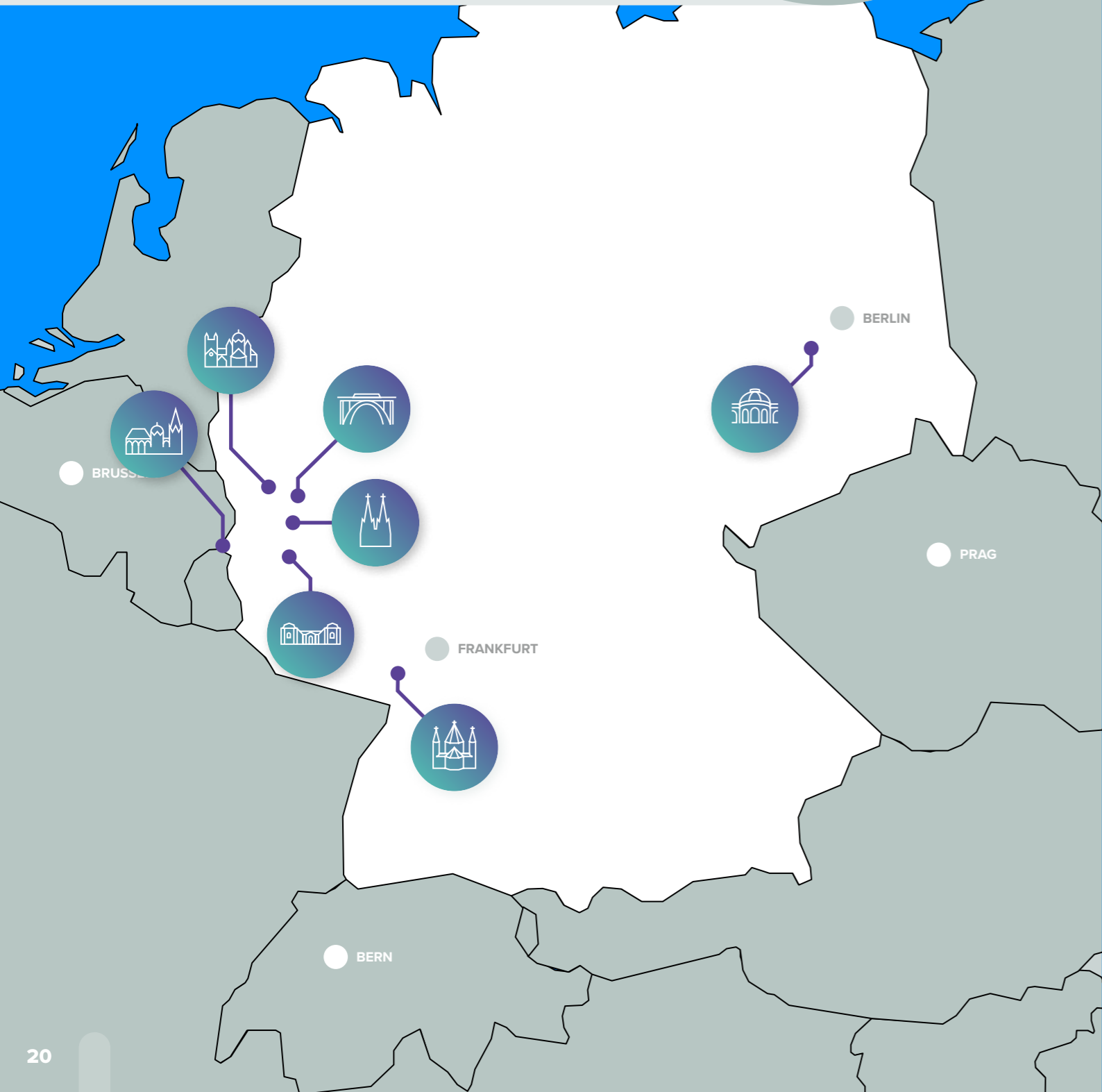
Preperation Course		1. Trimester		Preperation Course	
	ECTS		ECTS		ECTS
Quantitative Methods	1	Basics of Industrial Management	3	Career Seminar	1
Market Research	1	Applied Managerial Economics	3	Leadership Skills, Team & Self Management	1
Academic Writing	1	Academic Writing	3		
		Modern Business Strategy	3		
		Modern Business Strategy	3		
		Business Ethics	3		
		Financial & Cost Accounting	3		
		Managerial Accounting	3		

3. Trimester		4. Trimester	
	ECTS		ECTS
Corporate Finance & Valuation	6	Master Thesis	18
Global Organizations & Law	3		
Global Supply Chain Management	3		
Modern Marketing Management	3		
International Human Resource Management	3		
Managing Change & Digital Transformation	3	Master Thesis Workshop	1

Interdisciplinary competences Programme-specific teaching content Elective range

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.



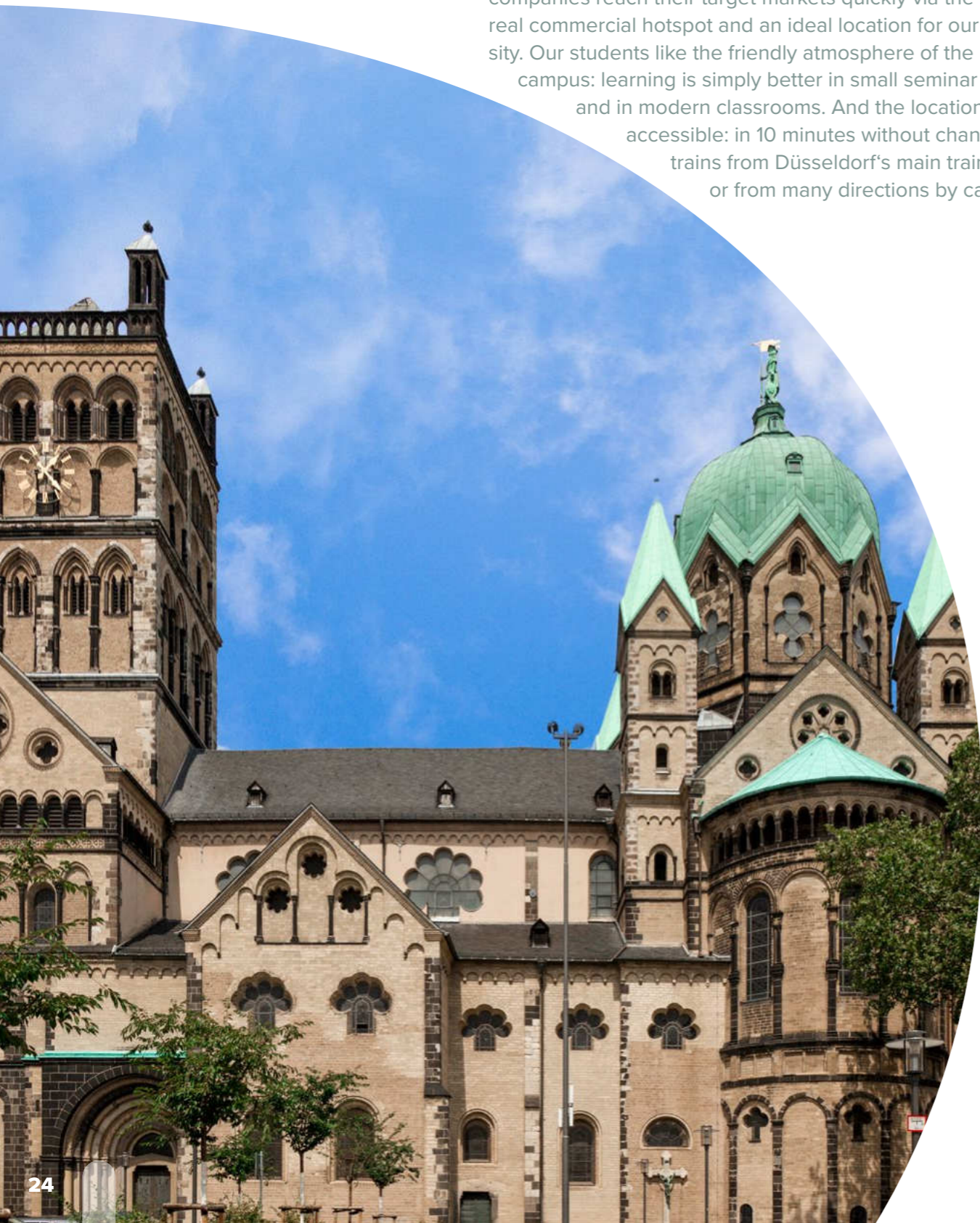
BERLIN / POTSDAM

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.



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



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 „hochschulgründernetzwerk cologne e.V.“ at the CBS campus, among others.

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



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.



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.



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.

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.



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.

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

- First academic degree (Bachelor, Certificate Diploma, Master) from a state-recognized university (at least 180 ECTS credit points)
- At least one year professional experience
- Proof of English language skills

Application documents

Please submit the following application documents for the English-language degree courses in English language

- Your CV in tabular format
- Proof of your study achievements to date (official academic transcript of records) and certificates of your academic degree (e.g. Bachelor)
- Proof of at least one year of professional experience
- Letter of motivation: 1-2 DIN A4 pages which answers the following question: “How do you view your vocational future after your studies at CBS?”
- For foreign applicants: Copy of your passport (& residence permit, if available)
- Proof of English proficiency (if English is not your native language). We accept the following certificates: TOEFL certificate (at least 92 points Internet-based) or IELTS (at least band 6.5), Cambridge English Advanced (CAE), BEC Higher and further certificates. The tests must not be older than two years. Alternatively, you can furnish proof by taking the CBS language test within the scope of our Assessment Day (on campus) or an interview (via skype). Also, you can substitute the required language test if you provide evidence of a six month stay abroad in an English-speaking country or if you prove parts of studies in English (examination of individual case).

The best way to apply is to use our quick and easy online application form at cbs.de.

CBS non-EU students scholarship

Non-EU students can receive a one-time scholarship of 3,000 EUR in the Bachelor, Master and MBA full time programmes, if they have a good motivation and academic performance in their previous studies. Country specific promotions are also available for non-EU students.

[More about the application process ►](#)