

CBS

INTERNATIONAL
BUSINESS SCHOOL

MASTER PROGRAMMES

Full-time



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

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IMPRESSUM

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Phone	+49 (221) 93 18 09 31
E-Mail	study@cbs.de
Website	cbs.de
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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
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 ▶](#)

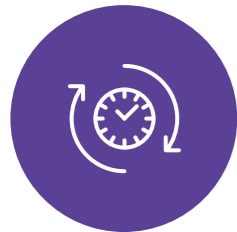
[TikTok ▶](#)

[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

Do you want to take your next career step into management? For this, the CBS offers you master's degree programmes with a variety of specialisations in German and English. In addition, you have the choice of whether you would like to acquire your master's degree in a full-time course or in one of our part-time models (part-time and dual). Either way, our students acquire the internationally recognised degrees „Master of Arts“ or „Master of Science“ after passing their exams.

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

With a full-time course of study, you can concentrate fully on your studies for two years. You spend most of your time on campus with your fellow students from Monday to Friday.

So that you can also expand your business network during your studies, the CBS organises career events on site and integrates company projects


into the semester plan. For example, you can test your newly acquired skills in a business project with our corporate partners and within the scope of a business simulation game. You can also gain valuable experience abroad – depending on the course of study in a compulsory or optional semester at one of our over 160 partner schools worldwide.

OUR FULL-TIME PROGRAMMES

At a glance



English language programmes

M.Sc.	BUSINESS PSYCHOLOGY & MANAGEMENT	Cologne Mainz	
M.A.	DIGITAL MARKETING	Cologne	
M.A.	DIGITAL TRANSFORMATION MANAGEMENT	Cologne	
M.A.	FINANCIAL MANAGEMENT	Cologne	
M.Sc.	GLOBAL FINANCE	Cologne Mainz	
M.Sc.	GLOBAL SUPPLY CHAIN MANAGEMENT	Cologne	
M.A.	HRM & LEADERSHIP	Cologne	
M.A.	INTERNATIONAL BUSINESS	Cologne Berlin/Potsdam	
M.A.	> IB – MARKETING MANAGEMENT	Cologne	
M.Sc.	STRATEGIC MANAGEMENT & CONSULTING	Cologne Mainz	

German language programmes

[To our German language brochure ▶](#)

Master of Science

BUSINESS PSYCHOLOGY & MANAGEMENT



Psychology brings to the surface how human behaviour arises and how it can be explained. Management can make use of these assumptions and findings.

[Find our upcoming events here ►](#)

[Get in touch ►](#)



Campus
Cologne & Mainz



Lecture language
English



Duration
4 semesters



Start of studies
Winter semester (August)



Study form
Full-time (120 ECTS)



Semester abroad
during the 4th semester
(optional)

Study content

This interdisciplinary master's programme combines the most important methods from the fields of economics and psychology and prepares you for a management position in an international context.

In the first semester you will gain fundamental insights into business administration, psychology and psychological research. You will apply your acquired knowledge in courses such as Market and Trend Research or Advertising and Sales Psychology.

Starting in the second semester, the international orientation as well as other fields of application of business psychology will be expanded on. These include value-oriented leadership and employee relationship management (ERP), aptitude diagnostics and test procedures as well as personnel development and work- and organisational psychology.

A special feature of our master's programme in Business Psychology is the integration of the recent and already very significant topic of user experience. A separate course prepares you for the field of usability in a psychological context and for employment as an experience designer (Design Development).

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

- Human resources
- Marketing/Sales
- Market research
- Design development
- Fraud management
- Change management
- Consulting
- Coaching/Training

Study plan

BUSINESS PSYCHOLOGY & MANAGEMENT



1. Semester

	ECTS
Business Economics	3
Empirical Research Methods	3
Strategic Analysis & Management	3
Innovation Management & Digital Transformation	3
Corporate Social Responsibility	3
Corporate Governance	3
General Psychology	3
Psychological Decision Making & Responsibility	3
Advanced Intercultural Team Leadership ²	2
Language & Communication Skills I ¹	2
Applied Qualitative Research	2

2. Semester

	ECTS
International Economics	3
Applied Management Accounting	3
Business Elective ³	3
Psychology in Digital Leadership & Agile Management	3
Advertising Psychology & Sales Management	3
Market Research & Marketing Psychology	3
Business Project	6
International Project Management ²	2
Language & Communication Skills II ¹	2
Applied Quantitative Research	2

3. Semester

	ECTS
Work & Organisational Psychology	3
Human Ressource Development & Coaching	3
Business Elective ³	3
Modern Trends of Applied Business Psychology	3
Psychological Testing, Assessment & Statistics	3
Business Simulation Game	3
Skills Elective ²	2
Language & Communication Skills III ¹	2
Experimental Research	2
Master Thesis Tutorial	2

Internship⁴
10 ECTS

4. Semester

	ECTS
Master Thesis	18

General economic science

Interdisciplinary competences

Programme-specific

Elective range

1 Non-native German speakers complete a German course.

2 In courses such as "Advanced Intercultural Team Leadership" or "International Project Management" your social and leadership skills are trained. 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 "Pricing", "Branding", "Leadership", "Entrepreneurship", "International Investment", "Risk Management" or "Portfolio Management".

4 During the semester break you will complete an internship of at least eight weeks at home or abroad.

Master of Arts

DIGITAL MARKETING



Digitisation is changing our interaction behaviour and thus also numerous requirements for the design of corporate communications and the prioritisation of marketing measures.


[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)

 **Semester abroad**
during the 4th semester (optional)

Study content

The master's degree programme "Digital Marketing" combines a sound economic education with the latest findings on the optimisation of digital communication and marketing strategies of companies. The seminars allow for different specialisations and focuses. The main focus is on the development of a digital marketing strategy and the expansion of a digital ecosystem across all communication channels – i.e. location-based, online, mobile, digital and social media.

You will learn the techniques and tools of digital marketing. These include, among others search engine marketing (search engine optimisation, and advertising), social media marketing, digital content

(creation) management, content marketing/digital storytelling as well as marketing analytics and social media monitoring. Further focal points are media planning, corporate communications, and customer relationship management with digital social media.

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

- Digital marketing
- Content management
- Media/Communications
- Public relations
- SEO management
- Product management

Study plan

DIGITAL MARKETING



1. Semester

	ECTS
Business Economics	3
Empirical Research Methods	3
Strategic Analysis & Management	3
Innovation Management & Digital Transformation	3
Corporate Social Responsibility	3
Corporate Governance	3
Digital Strategy Development	3
Digital Storytelling	3
Advanced Intercultural Team Leadership	2
Advanced Negotiation & Influencing Skills	2
Language & Communication Skills I ¹	2

2. Semester

	ECTS
International Economics	3
Applied Management Accounting	3
Digital Content Creation	3
Interdisciplinary Elective ³	3
Advanced Digital Marketing	3
Online & Social Media Management	3
Business Project	6
International Project Management	2
Emotional Intelligence	2
Language & Communication Skills II ¹	2

3. Semester

	ECTS
Big Data & Cloud Management	3
Omni-Channel Commerce	3
Social Media Monitoring	3
Interdisciplinary Elective ³	3
Media Planning	3
Business Simulation Game	3
Skills Elective ²	2
Advanced Digital Marketing Techniques & Tools	2
Language & Communication Skills III ¹	2
Master Thesis Tutorial	2

Internship⁴
10 ECTS

4. Semester

	ECTS
Master Thesis	24

General economic science

Interdisciplinary competences

Programme-specific

Elective range

1 Non-native German speakers complete a German course.

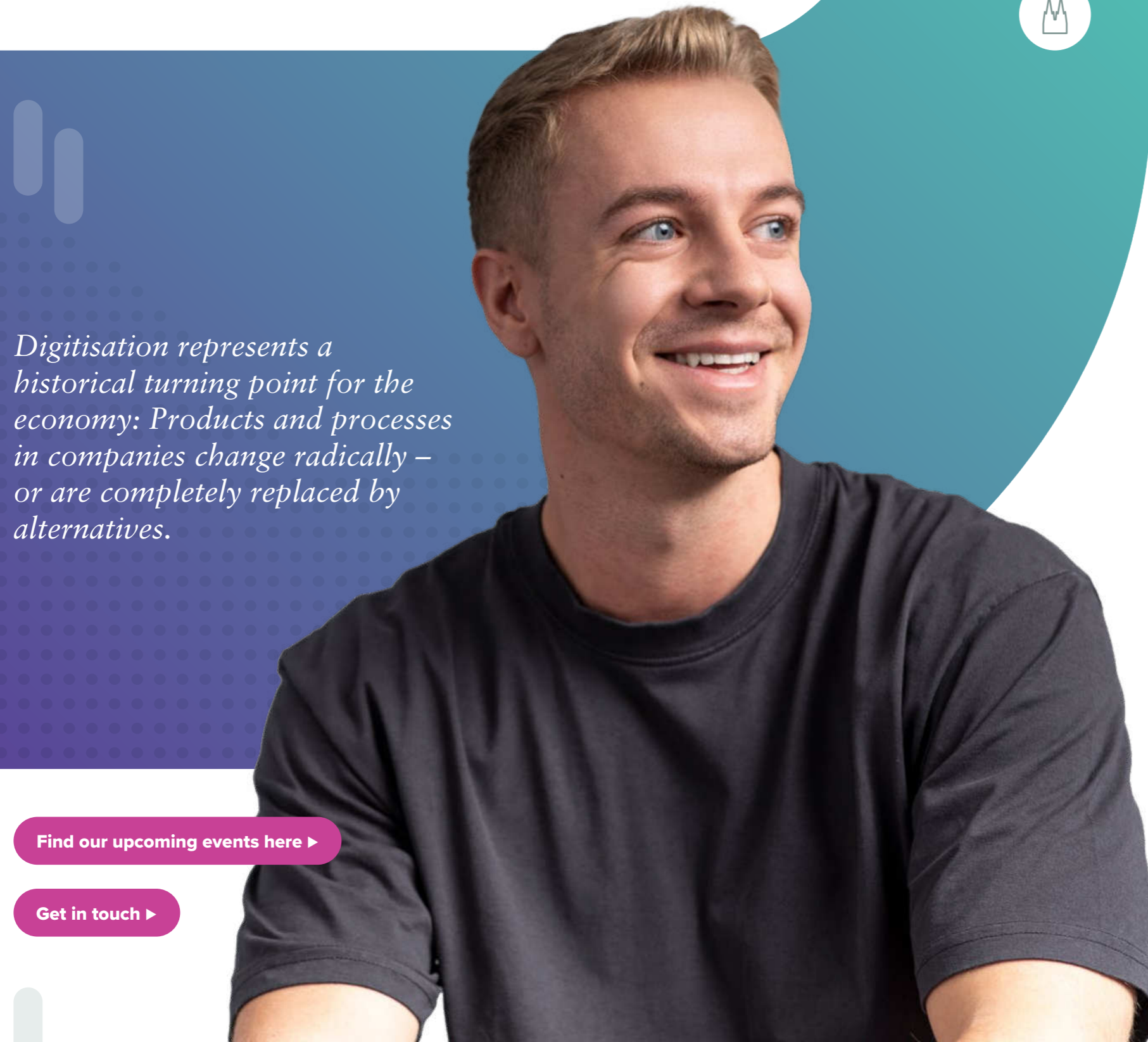
2 In courses such as "Advanced Intercultural Team Leadership" or "International Project Management" your social and leadership skills are trained. In addition to various compulsory courses, there are optional subjects where you can choose which of your competences should be particularly strengthened.

3 In these elective courses you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as "Pricing", "Branding", "Leadership", "Entrepreneurship", "International Investment", "Risk Management" or "Portfolio Management".

4 During the semester break you will complete an internship of at least eight weeks at home or abroad.

Master of Arts

DIGITAL TRANSFORMATION MANAGEMENT




Digitisation represents a historical turning point for the economy: Products and processes in companies change radically – or are completely replaced by alternatives.


[Find our upcoming events here ▶](#)


[Get in touch ▶](#)


 **Campus**
Cologne

 **Lecture language**
English

 **Duration**
4 semesters

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

 **Study form**
Full-time (120 ECTS)

 **Semester abroad**
during the 4th semester
(optional)

Study content

The master's degree programme "Digital Transformation Management" provides comprehensive knowledge of business and process management as well as IT. This interdisciplinary competence profile enables you to identify the opportunities and challenges of digital change and to design digital change processes in companies in a future-oriented manner.

In addition to technical and methodological knowledge, in four semesters, you will acquire in-depth language skills in Business English as well as soft skills in the areas of social-, leadership- and project management, which are important for successfully managing digital transformations in international companies or large corporations.

Graduates of this study programme work, among others, in the following sectors and departments:

- Software company
- Start-up
- Industrial groups
- Consulting
- Energy sector
- Trade
- Innovation management
- Strategic management

This programme is also available as an extra occupational programme. For more information see our part-time brochure.

[Part-time brochure ▶](#)

Study plan

DIGITAL TRANSFORMATION MANAGEMENT



1. Semester

	ECTS
Business Economics	3
Empirical Research Methods	3
Strategic Analysis & Management	3
Innovation Management & Digital Transformation	3
Business Models & Systems in a Digital Era	3
Business Programming	3
Digital Organization	3
Digital Business Systems	3
International Project Management	2
Language & Communication Skills I ¹	2

2. Semester

	ECTS
Corporate Social Responsibility	3
Corporate Governance	3
Strategic Digital & Social Media Marketing	3
Experience Lab	3
Business Elective ²	3
Interdisciplinary Elective ³	3
Business Project	6
Value Based Management	3
Sustainable Supply Chain Management	3
Event Management Seminar – Ted Talk Seminar	2

3. Semester

	ECTS
Business Elective ²	3
Interdisciplinary Elective ³	3
Data & Analytics	3
Applied Business Programming & Analytics	3
Principles of Change Management + Agility & Agile Methods	3
Automation & Technology	3
Start-up/Innovation Lab – Business Plan Writing and Pitching	4
Mini Capstone Project (incl. Comprehensive Assessment)	3
Capstone – Simulation Game	3
Assessment Center Bootcamp	2
Master Thesis Tutorial	2

Internship⁴
10 ECTS

4. Semester

	ECTS
Master Thesis	18

General economic science

Interdisciplinary competences

Programme-specific

Elective range

1 Non-native German speakers complete a German course.

2 In these business elective courses you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as "Pricing", "Branding", "Leadership", "Entrepreneurship", "International Investment", "Risk Management" or "Portfolio Management".

3 In these interdisciplinary electives you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as "Big Data and Cloud Management", International Law, "International Competitiveness", "E-Commerce", "Special Issues in Globalization", "Global & Industrial Corporate Responsibility", "Public Relations", "Video Marketing", "Online Aesthetics", "Tourism Consulting" or "Business Travel". Non-native German speakers will continue their German course.

4 In the fourth semester, you work on your Master's thesis. You can choose whether you write your Master's thesis in cooperation with a company during an internship or during a semester abroad at one of our partner universities.

Master of Arts

FINANCIAL MANAGEMENT




The financial system forms the backbone of the economy of every country and offers attractive prospects for graduates who are enthusiastic about numbers and have analytical curiosity.

[Find our upcoming events here ▶](#)


[Get in touch ▶](#)


 **Campus**
Cologne

 **Lecture language**
English

 **Duration**
4 semesters

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

 **Study form**
Full-time (120 ECTS)

 **Semester abroad**
during the 4th semester
(optional)

Study content

In order to be well-positioned in international finance, the master's programme "Financial Management" imparts theoretical expertise combined with application-based know-how.

In the course of the four semesters you will develop a profound understanding of international finance and deal with the particularities of exchange rates, parities, the effects of trade restrictions as well as relevant stock markets and the international debt crisis. You will practice the use of financial modelling techniques to analyse data, conduct research and make forecasts. In addition, you will acquire knowledge of complex options and futures, mergers, acquisitions and restructurings, as well as the necessary skills to evaluate them.

During the business project and the capstone simulation game, you will apply the knowledge you have acquired in practice and gain valuable work experience. In the "Finance & Business Club", a student initiative at CBS, you can also establish contacts with renowned company representatives. The international orientation of the course, English as the language of instruction and soft-skill courses complement the holistic and targeted preparation of your career in internationally operating companies.

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

- Finance/Controlling
- Banking
- Investment
- Accounting
- Tax Authority
- Insurance
- Consulting
- Financial Technology (FinTec)

Study plan

FINANCIAL MANAGEMENT



1. Semester

	ECTS
Business Economics	3
Empirical Research Methods	3
Strategic Analysis & Management	3
Innovation Management & Digital Transformation	3
Corporate Finance	3
Global Finance	3
International Financial Accounting	3
Management Accounting	3
International Project Management	2
Language & Communication Skills I ¹	2

2. Semester

	ECTS
Corporate Social Responsibility	3
Corporate Governance	3
Applied M&A & Restructuring	3
Business Simulation Game	3
Business Elective ²	3
Interdisciplinary Elective ³	3
Business Project	6
Value Based Management	3
Sustainable Supply Chain Management	3
Financial Fraud & Ethics	2

3. Semester

	ECTS
Business Elective ²	3
Interdisciplinary Elective ³	3
Empirical Analytics for Finance	3
Risk Management in Capital Markets	3
Advanced Corporate Finance & Valuation	3
Portfolio/Asset Management	3
Start-up/Innovation Lab – Business Plan Writing and Pitching	4
Mini Capstone Project (incl. Comprehensive Assessment)	3
Capstone – Simulation Game	3
Programming & Modelling	2
Master Thesis Tutorial	2

Internship⁴
10 ECTS

4. Semester

	ECTS
Master Thesis	18

General economic science

Interdisciplinary competences

Programme-specific

Elective range

¹ Non-native German speakers complete a German course.

² In these business elective courses you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as “Pricing”, “Branding”, “Leadership”, “Entrepreneurship”, “International Investment”, “Risk Management” or “Portfolio Management”.

³ In these interdisciplinary electives you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as “Big Data and Cloud Management”, “International Law”, “International Competitiveness”, “E-Commerce”, “Special Issues in Globalization”, “Global & Industrial Corporate Responsibility”, “Public Relations”, “Video Marketing”, “Online Aesthetics”, “Tourism Consulting” or “Business Travel”. Non-native German speakers will continue their German course.

⁴ In the fourth semester, you work on your Master’s thesis. You can choose whether you write your Master’s thesis in cooperation with a company during an internship or during a semester abroad at one of our partner universities.

Master of Science

GLOBAL FINANCE



Determining key figures, understanding the results in the context of complex economic contexts, assessing values and risks in order to make correct and sustainable business decisions – this is the demanding task of financial managers.


[Find our upcoming events here ▶](#)


[Get in touch ▶](#)

 **Campus**
Cologne & Mainz

 **Lecture language**
English

 **Duration**
4 semesters

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

 **Study form**
Full-time (120 ECTS)

 **Semester abroad**
during the 4th semester (optional)

Study content

In the master's programme "Global Finance" you will acquire sound and practical knowledge that enables you to consider and assess important financial aspects in corporate decisions.

Within four semesters you will develop a sound understanding of the figures of small and large companies. Using theories and examples, you will deal intensively with controlling topics such as information acquisition, cost accounting and strategic- and operative controlling instruments. A further focus is on company valuation. Here you will deal with analytical procedures and valuation models that are used, for example, in decisions on mergers and acquisitions.

In practical phases such as the internship and business project, you will apply the knowledge you have acquired and gain valuable work experience. For all students interested in finance, our "Finance and Business Club" also opens up the opportunity for an exciting exchange with renowned industry representatives and first valuable contacts for your professional network.

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

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

Study plan

GLOBAL FINANCE



1. Semester

	ECTS
Business Economics	3
Empirical Research Methods	3
Global Finance	3
International Investments	3
International Financial Accounting	3
Management Accounting	3
Data Science	3
Business Intelligence	3
International Project Management	2
Language & Communication Skills ¹	2

2. Semester

	ECTS
Corporate Social Responsibility	3
Corporate Governance	3
Applied Mergers & Acquisitions & Restructuring	3
Business Simulation Game	3
Sustainability & Biodiversity in Finance	3
Behavioural Finance	3
Business Project	6
Fixed Income Securities	3
Fintech & Digital Finance	3
Financial Fraud & Ethics	2

3. Semester

	ECTS
International Economics	3
Advanced Financial Analysis	3
Time Series Analysis & Forecasting	3
Risk Management in Capital Markets	3
Business Valuation	3
Portfolio/Asset Management	3
Start-up/Innovation Lab – Business Plan Writing & Pitching	3
Mini Capstone Project	3
Capstone – Business Simulation Game	3
Master Thesis Tutorial	2
Programming & Modelling	2

Internship²
10 ECTS

4. Semester

	ECTS
Master Thesis	18

General economic science

Interdisciplinary competences

Programme-specific

¹ Non-native German speakers complete a German course.

² During the semester break you will complete an internship of at least eight weeks at home or abroad.

Master of Science

GLOBAL SUPPLY CHAIN MANAGEMENT

In order for you to be able to pack goods from all over the world into your basket at your local supermarket or receive your online order at the door the next day, highly complex processes have to function smoothly in the background.




[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)

 **Semester abroad**
during the 4th semester
(optional)

Study content

The English-language master's programme „Supply Chain Management“ qualifies you for demanding management positions at home and abroad. With your expert knowledge, you control complex value creation networks and ensure the perfect flow of goods, data, and services. In doing so, you use innovative methods and keep an eye on cost-benefit maximisation as well as sustainability aspects.

The programme is primarily aimed at Bachelor graduates with a background in economics or engineering. You will deepen and expand your competence profile, especially with regard to the development, implementation, and management of global, future-oriented supply chains. You will also gain comprehensive know-how on management methods in change and innovation processes.

Business cases and simulation games repeatedly link your theoretical knowledge with practical problems. In small groups, you develop strategic solutions and learn how they affect various success parameters in the short and long term. „Language and Communication“ as well as soft skills in leadership and project management prepare you specifically for a management position in an international context

Alumni of this degree programme work in the following areas and fields of activity, among others:

- Key Account Management
- Procurement & Purchasing
- Quality Management
- Digitalisation & Change-Management
- Consulting
- Transport Planning & Control

Study plan

GLOBAL SUPPLY CHAIN MANAGEMENT



1. Semester

	ECTS
Business Economics	3
Empirical Research Methods	3
Strategic Analysis & Management	3
Innovation Management & Digital Transformation	3
Global Supply Networks	3
Strategic Planning in Supply Chains	3
Purchasing & Distribution in the Supply Chain	3
Operations Management in Supply Chains	3
International Project Management	2
Language & Communication Skills	2

2. Semester

	ECTS
Corporate Social Responsibility	3
Corporate Governance	3
Business Planning & Modelling	3
Supply Chain Management 4.0	3
Business Elective ²	3
Interdisciplinary Elective ³	3
Business Project	6
Value Based Management	3
Sustainable Supply Chain Management	3
Event Management (Ted Talk) Seminar	2

3. Semester

	ECTS
Business Elective ²	3
Interdisciplinary Elective ³	3
Collaboration & Cooperation in Supply Chains	3
Supply Chain Business Game	3
Operations Research in Supply Chain Management	3
Logistic Lab	3
Venture Lab	4
Integrative Case Studies	3
Business Simulation Game	3
Assessment Center Bootcamp	2
Master Thesis Tutorial	2

Internship⁴
10 ECTS

4. Semester

	ECTS
Master Thesis	18

General economic science

Interdisciplinary competences

Programme-specific

Elective range

1 Non-native German speakers complete a German course.

2 In these business elective courses you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as "Pricing", "Branding", "Leadership", "Entrepreneurship", "International Investment", "Risk Management" or "Portfolio Management".

3 In these interdisciplinary electives you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as "Big Data & Cloud Management", "International Law", "International Competitiveness", "E-Commerce", "Special Issues in Globalization", "Global & Industrial Corporate Responsibility", "Public Relations", "Video Marketing", "Online Aesthetics", "Tourism Consulting" or "Business Travel". Non-native German speakers will continue their German course.

4 In the fourth semester, you work on your Master's thesis. You can choose whether you write your Master's thesis in cooperation with a company during an internship or during a semester abroad at one of our partner universities.

Master of Arts

HRM & LEADERSHIP



Especially in times of a shortage of skilled workers and globalisation, the management of personnel and companies is a demanding challenge that will continue to gain strategic relevance in the coming years


[Find our upcoming events here ►](#)

[Get in touch ►](#)


 **Campus**
Cologne

 **Lecture language**
English

 **Duration**
4 semesters

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

 **Study form**
Full-time (120 ECTS)

 **Semester abroad**
during the 4th semester
(optional)

Study content

The master's degree programme "HRM & Leadership" offers a broad economic foundation and combines this with special human resources and corporate management skills.

You will research contemporary international and sustainable human resources management strategies and their influence on corporate success. Since the tasks of the human resources department are intertwined with corporate management, you also deal with how companies and organisations are actively developed. For example, you will learn to recognise, analyse and change power imbalances and inequalities in organisations.

By repeatedly linking theoretical knowledge with practical problems, you will acquire action-related skills that will

prepare you optimally for your professional life and enable you to perform tasks in strategic and sustainable human resources and management and to approach and solve corporate governance issues in internationally oriented business environments in a responsible manner.

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

- Human resources
- Talent recruiting
- Performance management
- Organisational development
- Corporate management
- Consulting
- Coaching/Training

This programme is also available as an extra occupational programme. For more information see our part-time brochure.

[Part-time brochure ►](#)

Study plan

HRM & LEADERSHIP



1. Semester

	ECTS
Business Economics	3
Empirical Research Methods	3
Strategic Analysis & Management	3
Innovation Management & Digital Transformation	3
Intercultural HR & Diversity Management	3
International Labour Law & Business Ethics	3
HR Development & Coaching	3
HR Research Techniques & Metrics	3
International Project Management	2
Language & Communication Skills	2

2. Semester

	ECTS
Corporate Social Responsibility	3
Corporate Governance	3
HR Consulting & Project Management Techniques	3
Experience Lab: HR Innovation Café	3
Business Elective ²	3
Interdisciplinary Elective ³	3
Business Project	6
Value Based Management	3
Sustainable Supply Chain Management	3
Emotional Intelligence	2

3. Semester

	ECTS
Business Elective ²	3
Interdisciplinary Elective ³	3
Strategic Human Resource Management & Leadership	3
Corporate Development & Business Transformation	3
Sustainable Leadership & Employee Relationship Management	3
New Work & Digital HRM	3
Start-up/Innovation Lab – Business Plan Writing and Pitching	4
Mini Capstone Project (incl. Comprehensive Assessment)	3
Capstone Simulation Game	3
Organizational Storytelling	2
Master Thesis Tutorial	2

Internship⁴
10 ECTS

4. Semester

	ECTS
Master Thesis	18

General economic science

Interdisciplinary competences

Programme-specific

Elective range

1 Non-native German speakers complete a German course.

2 In these business elective courses you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as "Pricing", "Branding", "Leadership", "Entrepreneurship", "International Investment", "Risk Management" or "Portfolio Management".

3 In these interdisciplinary electives you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as "Big Data & Cloud Management", "International Law", "International Competitiveness", "E-Commerce", "Special Issues in Globalization", "Global & Industrial Corporate Responsibility", "Public Relations", "Video Marketing", "Online Aesthetics", "Tourism Consulting" or "Business Travel". Non-native German speakers will continue their German course.

4 In the fourth semester, you work on your Master's thesis. You can choose whether you write your Master's thesis in cooperation with a company during an internship or during a semester abroad at one of our partner universities.

Master of Arts

INTERNATIONAL BUSINESS

Globalisation is presenting internationally operating companies with ever new challenges – and managers with ever increasing demands. In addition to excellent business knowledge, employers expect multilingualism as well as social and intercultural leadership skills



Campus
Cologne & Berlin/Potsdam

Lecture language
English

Duration
4 semesters

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

Study form
Full-time (120 ECTS)

Semester abroad
during the 4th semester
(optional)

Study content

CBS combines the teaching of these skills in the master's degree course "International Business" with versatile teaching content in the English language. In subjects such as Business Economics, Corporate Governance or Strategic Analysis and Management you will explore relevant international and economic contexts. Lectures on Corporate Social Responsibility and Sustainable Supply Chain Management will deal with the success factor of sustainable management. In the second and third semesters, you will set individual accents according to your personal interests by means of elective specialisation courses.

In addition to specialist skills, you will acquire personal competences in our soft skills courses, which are important for taking over specialist and management positions. In an integrated business project and the capstone simulation game, you will apply the knowledge you have

acquired in practice and already establish valuable contacts with well-known companies during your studies.

In the fourth semester, you will work on your Master thesis. You can choose whether you write your Master thesis in cooperation with a company during an internship or during a semester abroad at one of our partner universities.

Graduates of this study programme work, among others, in the following sectors and departments:

- Finance/Controlling
- Human resources
- International trade
- Consulting
- Marketing/Sales
- Key account management
- Project management
- Business development

Find our upcoming events here ►

Get in touch ►

Study plan

INTERNATIONAL BUSINESS



1. Semester

	ECTS
Business Economics	3
Empirical Research Methods	3
Strategic Analysis & Management	3
Innovation Management & Digital Transformation	3
Customer Relationship Management & Service Marketing	3
Brand Management	3
Strategic Human Resource Management & Leadership	3
Corporate Development & Digital Transformation	3
International Project Management	2
Language & Communication Skills	2

2. Semester

	ECTS
Corporate Social Responsibility	3
Corporate Governance	3
Strategic Digital & Social Media Marketing	3
Experience Lab	3
Business Elective ²	3
Interdisciplinary Elective ³	3
Business Project	6
Value Based Management	2
Sustainable Supply Chain Management	2
Event Management Seminar – Ted Talk Seminar	2

3. Semester

	ECTS
Business Elective ²	3
Interdisciplinary Elective ³	3
Digital Strategizing	3
Business Models & systems in a digital era	3
Financial Analysis	3
Corporate Finance	3
Start-up/Innovation Lab – Business Plan Writing and Pitching	4
Mini Capstone Project	3
Capstone Simulation Game	3
Assessment Center Bootcamp	2
Master Thesis Tutorial	2

Internship⁴
10 ECTS

4. Semester

	ECTS
Master Thesis	18

General economic science

Interdisciplinary competences

Programme-specific

Elective range

1 Non-native German speakers complete a German course.

2 In these business elective courses you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as "Pricing", "Branding", "Leadership", "Entrepreneurship", "International Investment", "Risk Management" or "Portfolio Management".

3 In these interdisciplinary electives you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as "Big Data & Cloud Management", "International Law", "International Competitiveness", "E-Commerce", "Special Issues in Globalization", "Global & Industrial Corporate Responsibility", "Public Relations", "Video Marketing", "Online Aesthetics", "Tourism Consulting" or "Business Travel". Non-native German speakers will continue their German course.

4 In the fourth semester, you work on your Master's thesis. You can choose whether you write your Master's thesis in cooperation with a company during an internship or during a semester abroad at one of our partner universities.

Master of Arts

IB – MARKETING MANAGEMENT



Markets and marketing are undergoing an extremely dynamic change. Consumers are becoming both more demanding and critical, communication and distribution channels increasingly versatile and complex.

[Find our upcoming events here ▶](#)

[Get in touch ▶](#)



Campus
Cologne



Lecture language
English



Duration
4 semesters



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



Study form
Full-time (120 ECTS)



Semester abroad
during the 4th semester

Study content

With this master's degree you will specialise within an internationally oriented business degree programme and expand your skills for future management positions in marketing.

You will learn how to analyse markets, target groups and competitors, how to design a company's product range according to its needs and how to control sales activities, communication measures and pricing instruments in such a way that services can be successfully marketed and customers retained long term.

Together, you will discuss and develop strategies that make brands highly competitive worldwide, thereby considering cultural differences in the markets. You will learn how to use the classic instruments of the marketing mix. This

includes calculative and psychological methods of price development as well as the selection and acquisition of suitable sales channels. Another important focus of the course is on innovation processes: How do you find ideas for new products, evaluate their chances and risks and control the innovation process until they are successfully launched on the market.

Graduates of this study programme work, among others, in the following sectors and departments:

- Marketing/Sales
- Brand management
- Communications
- Product pricing
- Public relations
- Project management

Study plan

IB – MARKETING MANAGEMENT



1. Semester

	ECTS
Business Economics	3
Empirical Research Methods	3
Strategic Analysis & Management	3
Innovation Management & Digital Transformation	3
Corporate Social Responsibility	3
Corporate Governance	3
Modern Marketing Strategies	3
Managing Brands in the Digital Era	3
Advanced Intercultural Team Leadership ²	2
Advanced Negotiation & Influencing Skills	2
Language & Communication Skills I ¹	2

2. Semester

	ECTS
International Economics	3
Applied Management Accounting	3
Business Elective ³	3
Interdisciplinary Elective ⁴	3
Digital Network Economy	3
Finance & Growth	3
Business Project	6
International Project Management ²	2
Financial Fraud & Ethics	2
Language & Communication Skills II ¹	2

3. Semester

	ECTS
Value Based Management	3
Sustainable Supply Chain Management	3
Business Elective ³	3
Interdisciplinary Elective ⁴	3
Social Entrepreneurship in an International Context	3
Business Simulation Game	3
Skills Elective ²	2
Storytelling for Marketing & Branding Purposes	2
Language & Communication Skills III ¹	2
Master Thesis Tutorial	2

Internship⁵
10 ECTS

4. Semester

	ECTS
Master Thesis	24

General economic science

Interdisciplinary competences

Programme-specific

Elective range

1 Non-native German speakers complete a German course.

2 In courses such as “Advanced Intercultural Team Leadership” or “International Project Management” your social and leadership skills are trained. 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 business elective courses you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as “Pricing”, “Branding”, “Leadership”, “Entrepreneurship”, “International Investment”, “Risk Management” or “Portfolio Management”.

4 In these interdisciplinary electives you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as “Big Data and Cloud Management”, International Law”, “International Competitiveness”, “E-Commerce”, “Special Issues in Globalization”, “Global & Industrial Corporate Responsibility”, “Public Relations”, “Video Marketing”, “Online Aesthetics”, “Tourism Consulting” or “Business Travel”.

5 During the semester break you will complete an internship of at least eight weeks at home or abroad.

Master of Science

STRATEGIC MANAGEMENT & CONSULTING

Consultants achieve their project goals by examining the individual starting position, identifying new opportunities early on and realising them within the company in a resource-saving manner.



[Find our upcoming events here ▶](#)

[Get in touch ▶](#)



Campus
Cologne & Mainz



Lecture language
English



Duration
4 semesters



Start of studies
Winter semester (August)



Study form
Full-time (120 ECTS)



Semester abroad
during the 4th semester (optional)

Study content

The master's degree in "Strategic Management & Consulting" prepares you specifically for positions in management or in consulting companies. You will acquire a holistic understanding of business models and deal in particular with aspects of digitisation and sustainability. In addition, you will learn and train the use of modern consulting tool kits.

Over the course of four semesters, we develop your specialist and methodological skills, enabling you to make well-founded analyses and decisions and thus laying the foundation for successful corporate management. In addition, you will gain know-how on business start-ups and develop your own start-up idea as a basis for management consulting.

In the fourth semester, you will work on your Master thesis. You can choose whether you write your Master thesis in cooperation with a company during an internship or during a semester abroad at one of our partner universities.

Graduates of this study programme work, among others, in the following sectors or departments:

- Management consultancy
- In-house consulting
- Corporate development
- Project management
- Assistant to senior management
- Executive management/Management

Study plan

STRATEGIC MANAGEMENT & CONSULTING



1. Semester

	ECTS
Business Economics	3
Empirical Research Methods	3
Strategic Analysis & Management	3
Innovation Management & Digital Transformation	3
Consulting Techniques	3
Evidence based Problem Solving – Case Lab	3
Data Science	3
Business Intelligence	3
International Project Management	2
Language & Communication Skills	2

2. Semester

	ECTS
Corporate Social Responsibility	3
Corporate Governance	3
Strategic Investment Decision & Risk Management	3
Experience Lab	3
Business Elective ²	3
Interdisciplinary Elective ⁴	3
Business Project	6
Value Based Management	2
Sustainable Supply Chain Management	2
Assessment Center Bootcamp	2

3. Semester

	ECTS
Business Elective ³	3
Interdisciplinary Elective ⁴	3
Industry 4.0 & Engineering	3
Environmental Impact Management	3
Strategic Renewal & Digital Business Models	3
Applied M&A & Restructuring	3
Start-up/Innovation Lab – Business Plan Writing and Pitching	4
Mini Capstone Project (incl. Comprehensive Assessment)	3
Capstone – Business Simulation Game	3
Event Management Seminar (Ted Talk Seminar)	2
Master Thesis Tutorial	2

Internship⁴
10 ECTS

4. Semester

	ECTS
Master Thesis	18

General economic science

Interdisciplinary competences

Programme-specific

Elective range

1 Non-native German speakers complete a German course.

2 In courses such as “Advanced Intercultural Team Leadership” or “International Project Management” your social and leadership skills are trained. 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 “Qualitative Research Methods”, “Writing & Pitching of Business Plans”, “Psychological Decision-making & Responsibility”, “Digital Marketing Techniques & Tools”, “Bitcoin & the Market of Cryptocurrencies” or “Development & Production of Video Games”. Non-native German speakers will continue their German course

4 During the semester break you will complete an internship of at least eight weeks at home or abroad.

PRE-SEMESTER

Career changers moving ahead

Economic interrelationships and knowledge of the tasks and processes in companies are conveyed in a basic business degree course. But even outside the classic “business professions”, graduates of the natural sciences or humanities often need knowledge in business administration and management in order to develop themselves and advance further in their jobs. At the CBS International Business School, you will have the opportunity to enter a master’s programme in business administration despite having a first degree in a non-business subject.

[More information ▶](#)

One programme – many possibilities

Depending on the level of your previous specialist knowledge, an individual test will be carried out to determine whether you need to spend one or two semesters catching up on basic business knowledge before starting the master’s programme. Depending on the target language for the master’s programme, the course content can be completed in German or English. The start of a Pre-Semester is always the summer semester (February), the start of a Pre-Year with two semesters is at the beginning of the Fall (August). After successful completion of the specified preliminary courses, it is possible to enter all master’s degree courses offered at CBS. In the summer semester, there is also the possibility to complete the Pre-Semester as an intensive summer course (May to July).

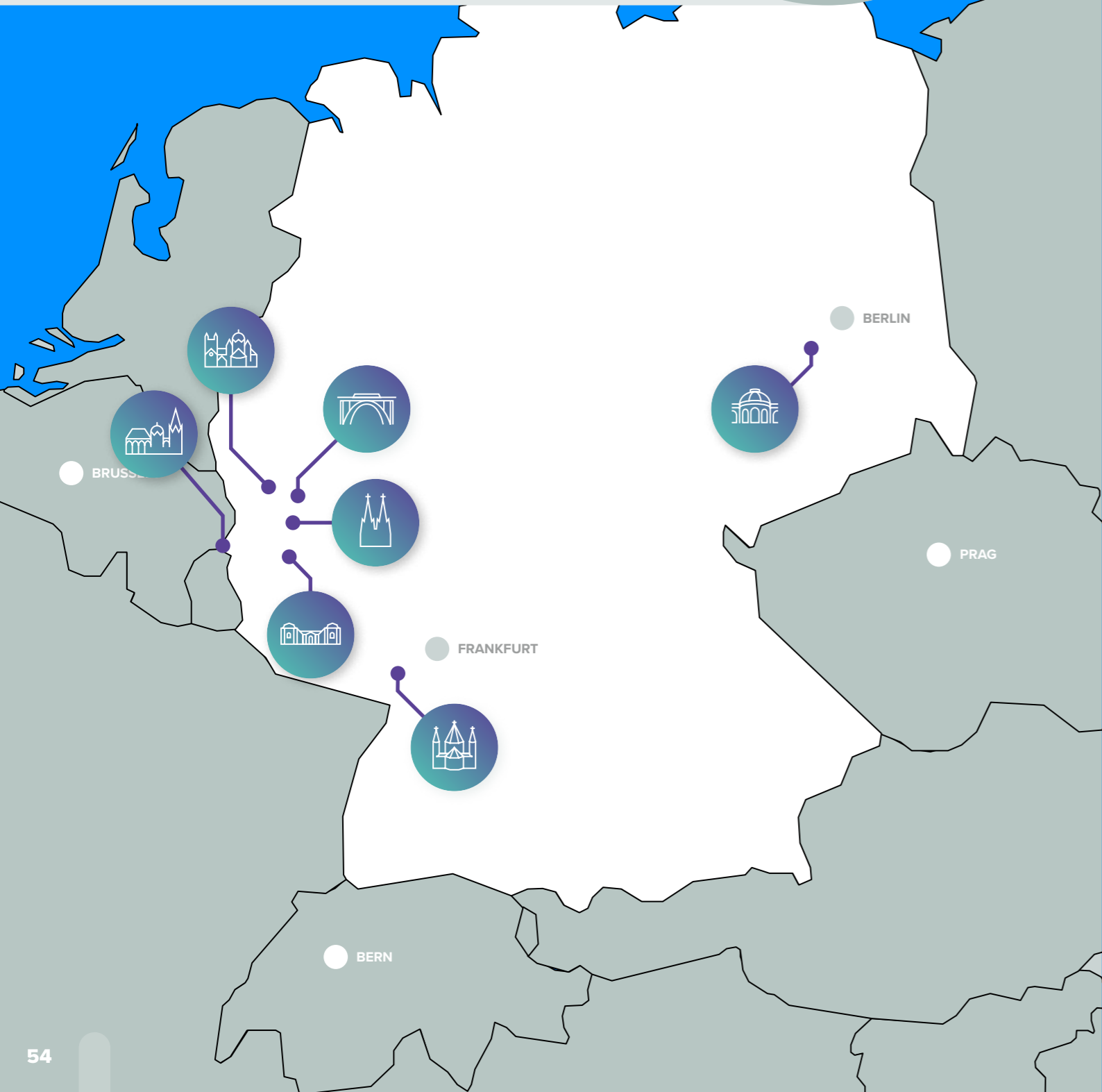
Individual examination & support

The decision on how many ECTS need to be made up for is made after an individual examination of your documents. To do this, you submit your complete study documents (transcript of records, Module handbook, certificate – if available) as well as your curriculum vitae to the CBS Admissions Office.



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.



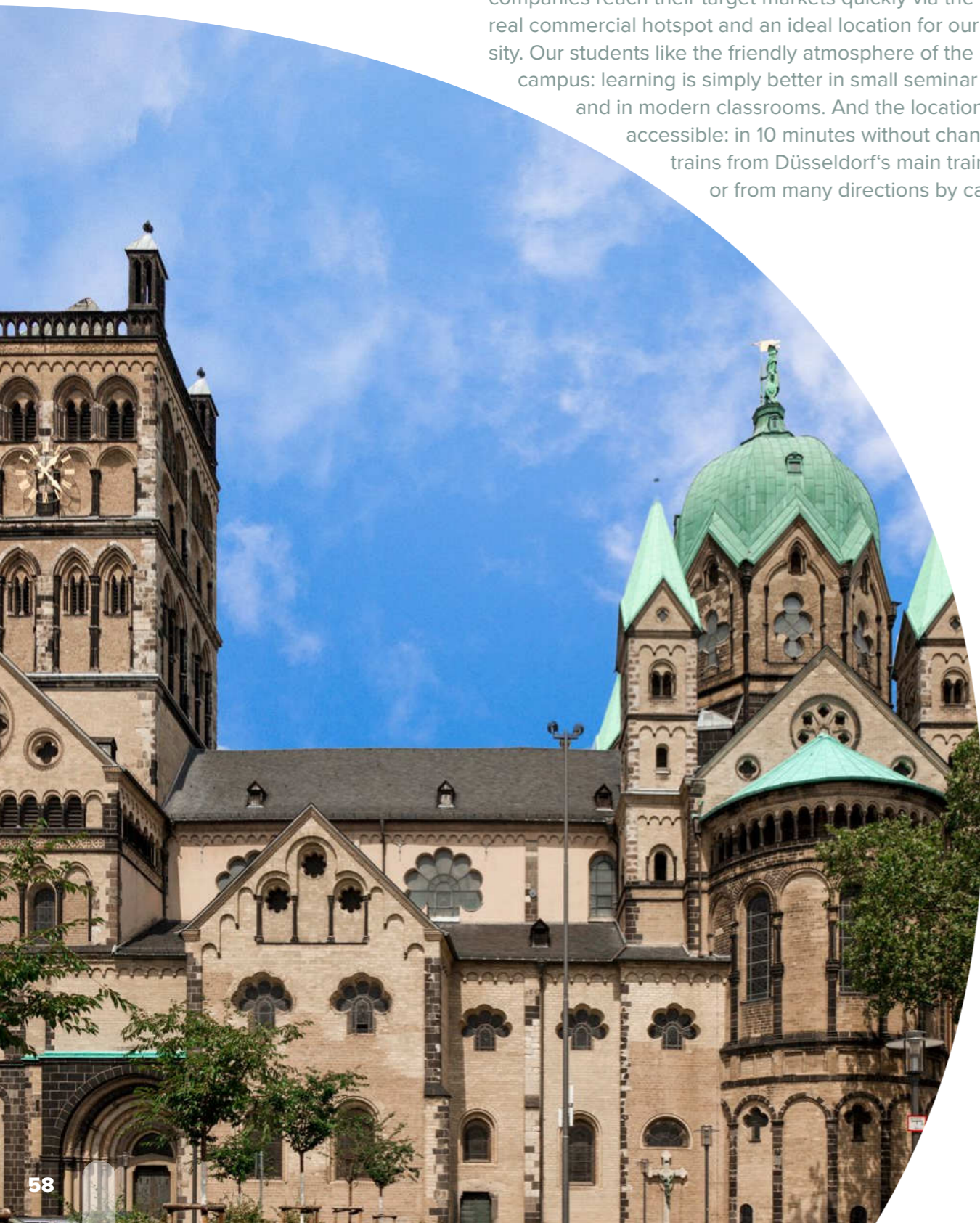
BERLIN / POTSDAM

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 „hochschulgründernetzwerk 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.

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 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.

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.

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 your master's degree at the CBS is a first academic degree (Bachelor's degree, Diploma, Magister) from a recognised German or international university, university of applied sciences or university of cooperative education with a final grade of at least „good“. If this grade point average was not achieved in your first degree, you can complete a separate admission procedure. Your first degree should be in a field of economics and include a total of at least 180 ECTS credits.



Online application



Examination of the documents (+ personal interview if necessary)



Offer of study place & contract

Application process

In the first step, you submit your application documents – for English-language master's programmes in English, for German-language programmes in German. These consist of your curriculum vitae in table form with a photo, copies of your academic certificates (Bachelor's degree, Diploma, Magister), proof of your academic achievements to date (Academic Transcript of Records) and optionally of semesters abroad and/or internships/work experience. In addition, we would like to know the following from you in a letter of motivation: „Where do you see yourself in professional life with your CBS degree? (1-2 DIN A4 pages). 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.

Our Admissions Office checks your documents and is available to answer any questions you may have regarding your application. If you meet the necessary admission criteria for a master's programme at the CBS, you will receive an offer of a place. In some cases, an interview takes place beforehand. This takes place by telephone or video. Now all you have to do is return the signed contract to us on time and the place is yours.

[More about the application process ►](#)