

A photograph of three diverse students walking and talking on a university campus. On the left, a young woman with blonde hair, wearing a beige tank top and blue jeans, carries a white tote bag and holds a grey tablet. In the center, a young man with short dark hair, wearing a light blue button-down shirt over a white t-shirt and blue jeans, holds a black tablet. On the right, a young woman with curly dark hair, wearing a black top and white pants, carries a beige jacket and holds a large tan folder. They are all smiling and looking at each other. The background shows a brick building and greenery.

CBS

INTERNATIONAL
BUSINESS SCHOOL

BACHELOR PROGRAMMES

Fulltime

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

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IMPRINT

Publisher	CBS University of Applied Sciences Bahnstr. 6-8, 50996 Köln
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As of	November 2025



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 a difference and partnerships that move together

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.

Studying in Germany means benefiting from one of the world's strongest economies, a safe environment, and excellent career opportunities in Europe's innovation centre. At the same time, our diverse campus culture helps international students feel at home and build a global network for life. Whether at our Cologne campus or at one of 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.

ABOUT THE CBS UNIVERSITY OF APPLIED SCIENCES

CBS
UNIVERSITY OF
APPLIED SCIENCES



4.000+

Students

aus aller Welt absolvieren bei uns ihr Bachelor-, Master-, oder MBA-Studium.

1300+



Partner companies

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



9

Campuses

Aachen, Köln, Hamburg, Mainz, Düsseldorf/Neuss, Berlin, Rheine, Rostock, Solingen

CBS
INTERNATIONAL
BUSINESS SCHOOL

ABOUT THE INTERNATIONAL BUSINESS SCHOOL



110

Nationalities

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



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.

200



Career events per year

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



3

departments

dedicated to support international students – from visa assistance to housing, language courses, and cultural integration programmes.

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BACHELOR IN FULL-TIME

Creating your own tomorrow

Your way to the Bachelor

CBS International Business School offers a wide selection of German- and English-taught bachelor's degree programmes for your career in business. Upon successful completion, our students earn the internationally recognized Bachelor of Arts or Bachelor of Science degrees. You can choose from several different models for your bachelor's degree. Which one best suits you and your needs?

Your Student Life

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

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

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



Your studies at a glance

Wide selection of German and English-language degree programmes

Initial professional experience through national or international internships

Semester abroad at one of our 160 partner universities worldwide

Flexible and self-organized time management

Modern study programmes




Classic "student life"






FULL-TIME PROGRAMMES

Overview

SUMMER SEMESTER (March)

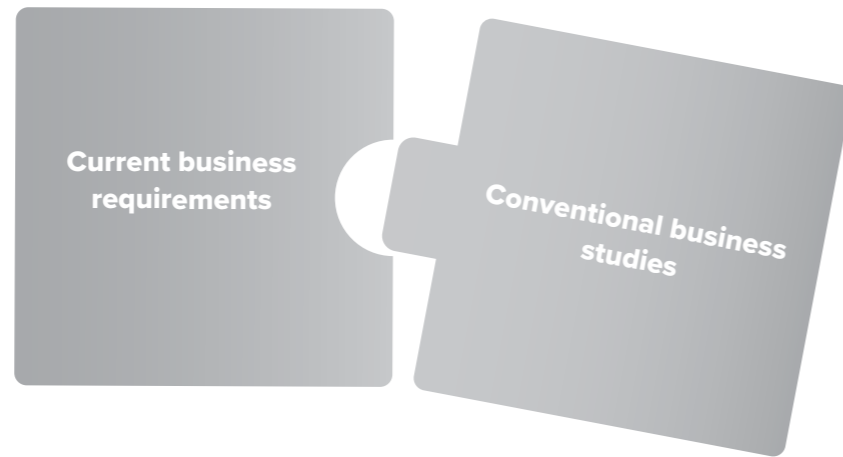
BUSINESS PSYCHOLOGY	B.Sc.	Cologne	
FINANCE & MANAGEMENT	B.Sc.	Cologne	
INTERNATIONAL BUSINESS	B.Sc.	Cologne	

WINTER SEMESTER (September)

BUSINESS PSYCHOLOGY	B.Sc.	Cologne	
FINANCE & MANAGEMENT	B.Sc.	Cologne	
INTERNATIONAL BUSINESS	B.Sc.	Cologne	



THE BUSINESS BACHELOR OF THE NEXT GENERATION



The rules of business are changing. Your studies need to evolve with them.

Business success today is driven less by production and more by ideas, innovation, and the ability to build meaningful relationships with customers, employees, and markets. At the same time, digitalisation, artificial intelligence, and sustainability are transforming how companies think, act, and lead.

That's why the skills young professionals need are changing, too. Routine knowledge is losing value, while analytical thinking, creativity, decision-making, and a sense of responsibility are becoming essential.

Many traditional business degrees fail to reflect this new reality — remaining too theoretical and detached from the dynamics of modern working life.



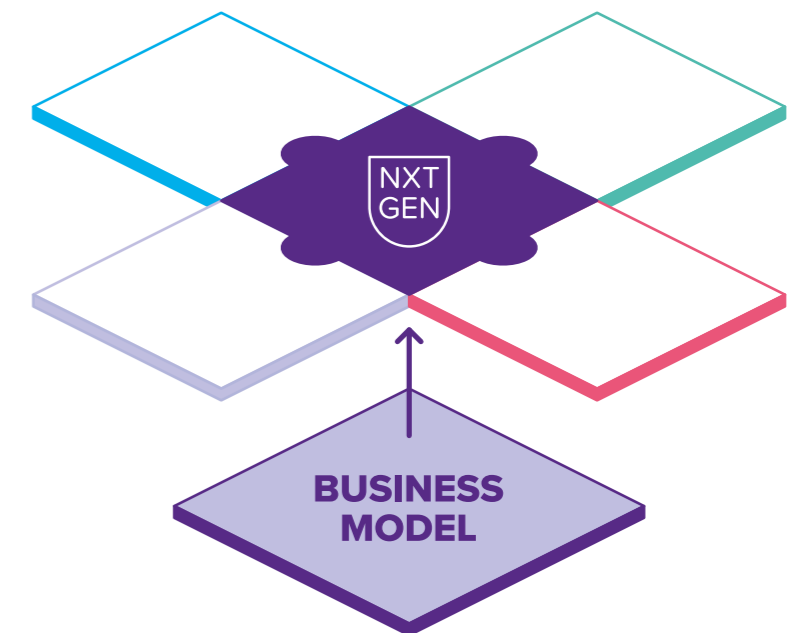
CBS has the Answer: NXT GEN

With the Bachelor NXT GEN, CBS International Business School has redefined business studies — aligning them with the needs of a changing economy. The programme combines academic depth with real business practice and builds the competences that truly matter for your future.

It offers a study experience that is practical, international, and interdisciplinary. Instead of simply learning content, you'll apply it in real projects. Instead of memorising theories, you'll learn to understand complex systems and create your own solutions.

NXT GEN empowers you to take responsibility and navigate confidently through a new economic era — professionally, analytically, and personally.

BUSINESS MODELL





How NXT GEN Prepares You for the Future

Future-readiness means more than understanding knowledge — it's about applying it with confidence.

The NXT GEN Bachelor prepares you precisely for that.

Every element of your studies contributes to one central goal: Employability and career success in tomorrow's job market.

At CBS, you'll systematically develop your professional, methodological, and personal skills across four interconnected learning areas — for a career in a world that demands new answers.

Apply & Create

Knowledge only becomes skill through practice.

In real business projects, simulation games, and internships, you'll learn to turn ideas into tangible results and act confidently in dynamic environments.

You'll train the ability to tackle challenges with a solution-driven mindset, take responsibility, and manage complex tasks effectively — skills that make you capable and adaptable in any industry.

Understand & Decide

Business success requires foresight and analytical thinking.

You'll learn to identify economic interrelations, evaluate business models, and make decisions based on sound data and responsible reasoning.

This strengthens your systemic understanding, strategic mindset, and decision-making ability — competences that prepare you to become a reflective leader of tomorrow.

Develop & Collaborate

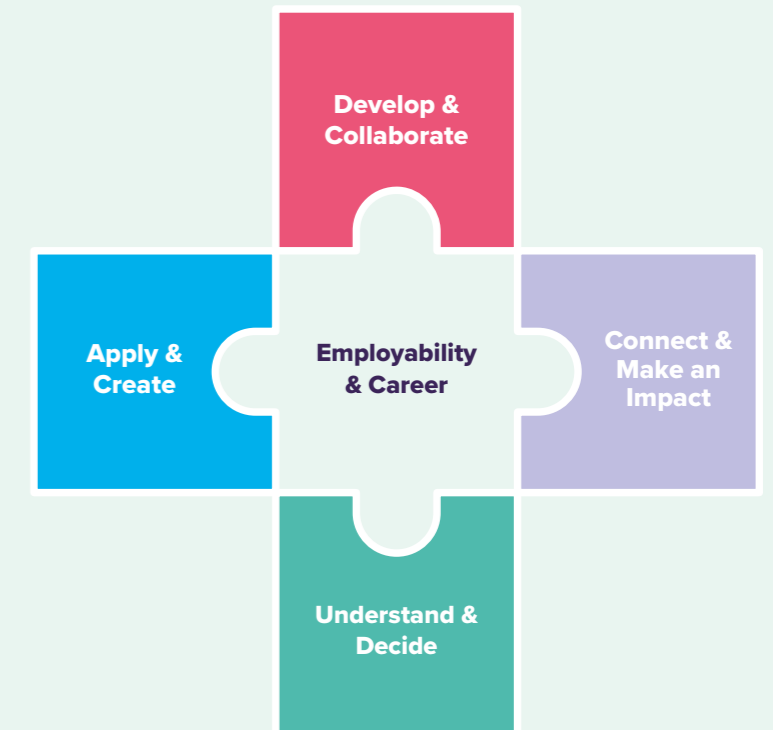
Personal growth and collaboration are key to sustainable success. At CBS, you'll train leadership, communication, and self-management — in teams, projects, and through exchange with industry experts.

You'll learn to motivate yourself and others, give constructive feedback, and actively shape change. That creates trust, impact, and lasting success in every professional environment.

Connect & Make an Impact

Global markets, intercultural teams, and innovative business models demand openness and entrepreneurial thinking. You'll build international connections, experience entrepreneurship in action, and learn how to create impact — for yourself, your environment, and the economy of tomorrow.

You'll develop the ability to use networks effectively, drive innovation, and combine social responsibility with economic thinking.



BUSINESS PSYCHOLOGY



Bachelor of Science



Campus
Cologne



Duration
6 Semester



Study form
Full-time (180 ECTS)



Start of studies
Summer- and
Winter semester
(March/September)



Study language
English



Semester abroad
during the 5th semester

The English-taught **Business Psychology** programme combines fundamental business knowledge with psychological methods, equipping you with the ability to understand and shape economic processes from a psychological perspective.

You will learn to approach business challenges with a sound psychological foundation and develop interdisciplinary, future-oriented skills. The Bachelor of Science places particular emphasis on analytical thinking, data-driven decision-making and practical application – from behavioural analysis and change management to strategic business consulting.

The English-language programme prepares you perfectly for an international career, while an integrated semester abroad further enhances your personal and intercultural development.

Profiles

- Applied Mathematics
- Digital Marketing Tools
- Econometrics
- Innovation
- Intercultural Competence & (European) Business Culture
- Leadership, Teams & Emotional Intelligence (EQ)
- Website Development
- Self Management, Problem Solving Techniques & Resilience
- Language
- Negotiation Skills
- Project & Change Management



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



[Find our upcoming events here ►](#)

[Get in touch ►](#)

BUSINESS PSYCHOLOGY

Study plan

1. SEMESTER	ECTS	2. SEMESTER	ECTS	3. SEMESTER	ECTS
Business Models	6	Financial Analysis	6	Accounting, Managerial Accounting & Taxation	6
Data Analysis & Statistics	6	Global Management & Strategy	6	Digital Technology & AI	6
Marketing & Branding	6	Personality Psychology & Neuropsychology	6	Sustainability, CSR & ESG	6
Foundation of General & Business Psychology	6	Product Management, Competition Analysis & Pricing	6	Organisational & Social Psychology	6
Rhetoric & Presentation Skills, CV & Letter of Motivation	3	Digital Literacy	3	Academic Writing	3
Spreadsheets & Financial Mathematics	3	Profiles A ¹	3	Profiles B ¹	3
Guest Lectures ²	1	Guest Lectures ²	1	Guest Lectures ²	1

4. SEMESTER	ECTS	5. SEMESTER	ECTS	6. SEMESTER	ECTS
HR & Organisation	6	Semester abroad You spend the fifth semester at one of our numerous partner universities abroad. Our International Office supports you in the selection and application process and coordinates the courses to be taken abroad with you in advance.	24	Experimental Psychology & Psychological Assessment	6
Sales & CRM	6			Profiles B ¹	3
Applied Psychology, Media & Consumer Psychology	6			Guest Lectures ²	5
Profiles A ¹	3			Thesis Tutorial & Empirical Work	3
Business Project	6			Bachelor Thesis	12
Guest Lectures ²	1				

Internship³
10 ECTS

Foundation

Profiles

Knowledge Transfer

General Skills

1 With a selection of 12 elective courses, we offer you the opportunity to continuously develop your individual qualification profile through a variety of hard and soft skills. In semesters 1, 2, and 6, choose one course each from a total of nine elective courses, and in semester 3, choose one course from three options. You can find an overview of the offered profiles at www.cbs.de/en/bachelors-degree-germany/business-psychology.

2 Attend guest lectures each semester and get to know exciting speakers from the business world. Choose at least four lectures per semester from the weekly offerings.

3 During the semester break, you will complete an internship of at least eight weeks, either in Germany or abroad. If you start your studies in the summer semester, you will complete it between the 5th and 6th semesters. If you begin your studies in the winter semester, it will take place between the 4th and 5th semesters.

FINANCE & MANAGEMENT



Bachelor of Science



Campus
Cologne



Duration
6 Semester



Study form
Full-time (180 ECTS)



Start of Study
Summer- and
Winter Semester
(March/September)



Study Language
Englisch



Semester abroad
during the 5th semester

The English-taught **Finance & Management** programme combines solid business expertise with in-depth financial knowledge, preparing you to make strategically sound decisions in an increasingly complex economic environment. The focus lies on topics such as controlling, international financial markets, investment analysis, and strategic management.

The Bachelor of Science places particular emphasis on analytical thinking, methodological depth, and the ability to understand and shape financial interrelations in a global context.

With the Finance & Management Bachelor's degree, you will develop a profile that unites numerical insight, strategic thinking, and leadership skills – for a career in investment, controlling, or business development, wherever economic foresight is key.

Profiles

- Applied Mathematics
- Digital Marketing Tools
- Econometrics
- Innovation
- Intercultural Competence & (European)
- Business Culture
- Leadership, Teams & Emotional Intelligence (EQ)
- Website Development

Industries

- Financial Markets & Banking
- Corporate Finance



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



[Find our upcoming events here ►](#)

[Get in touch ►](#)

FINANCE & MANAGEMENT

Study plan

1. SEMESTER	ECTS	2. SEMESTER	ECTS	3. SEMESTER	ECTS
Business Models	6	Financial Analysis	6	Accounting, Managerial Accounting & Taxation	6
Data Analysis & Statistics	6	Global Management & Strategy	6	Digital Technology & AI	6
Economics with Mathematical Models	6	Investment, Value & Risk	6	Sustainability, CSR & ESG	6
Marketing & Branding	6	Product Management, Competition Analysis & Pricing	6	Industries A ³	6
Rhetoric & Presentation Skills, CV & Letter of Motivation	3	Digital Literacy	3	Academic Writing	3
Spreadsheets & Financial Mathematics	3	Profiles A ¹	3	Profiles B ¹	3
Guest Lectures ²	1	Guest Lectures ²	1	Guest Lectures ²	1

4. SEMESTER	ECTS	5. SEMESTER	ECTS	6. SEMESTER	ECTS
HR & Organisation	6	Semester Abroad You will spend your fifth semester at one of our many partner universities abroad. Our International Office will support you with the selection and application process and will coordinate the courses you will take abroad with you in advance.	24	Profiles A ¹	3
Financial Instruments	6			Business Plan Writing & Pitching	3
Industries B ³	6			Simulation Game	3
Profiles A ¹	3			Thesis Tutorial & Empirical Work	3
Business Project	6			Guest Lectures ²	1
Guest Lectures ²	1			Bachelor Thesis	12

Internship⁴
10 ECTS

Foundation

Profiles

Industries

Knowledge Transfer

General Skills

- 1 With a selection of 12 elective courses, we offer you the opportunity to continuously develop your individual qualification profile through a variety of hard and soft skills. In semesters 1, 2, and 6, choose one course each from a total of nine elective courses, and in semester 3, choose one course from three options. You can find an overview of the offered profiles at www.cbs.de/en/bachelors-degree-germany/finance-and-management.
- 2 In addition to various compulsory courses, there are optional subjects where you can choose which of your competences should be particularly strengthened.
- 3 In these elective courses you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as International Marketing, Global Supply Chain Management, Entrepreneurship, Creative Thinking or Corporate Social Responsibility.
- 4 During the semester break you will complete an internship of at least eight weeks at home or abroad. If you start your studies in the summer semester, you will complete the internship between the 5th and 6th semesters. If the course of study is taken up in the winter semester, this takes place between the 4th and 5th semesters.

INTERNATIONAL BUSINESS



Bachelor of Science



Campus
Cologne



Duration
6 Semester



Study form
Full-time (180 ECTS)



Start of study
Summer- and
Winter semester
(March/September)



Study language
Englisch



Semester abroad
during the 5th semester

The English-taught **International Business** programme provides you with a comprehensive understanding of how companies operate successfully in a global marketplace. You will learn to analyse business models, think strategically, and understand economic interrelations from an international perspective.

In practice-oriented Business Projects, you will work in teams on real-world challenges and present your results to company representatives. The programme emphasises entrepreneurial thinking, global perspectives, and the use of modern technologies such as artificial intelligence and digital product management.

With training in communication and rhetoric, as well as access to numerous partner universities worldwide, you will be ideally prepared for an international career – ensuring a successful start in the global economy.

Profiles

- Applied Mathematics
- Digital Marketing Tools
- Econometrics
- Innovation
- Intercultural Competence & (European) Business Culture
- Leadership, Teams & Emotional Intelligence (EQ)
- Website Development

Industries

- Consulting
- Trade
- E-Commerce
- Corporate Finance
- Entrepreneurship & Intrapreneurship
- Emerging Markets



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



[Find our upcoming events here ▶](#)

[Get in touch ▶](#)

INTERNATIONAL BUSINESS

Study plan

1. SEMESTER	ECTS	2. SEMESTER	ECTS	3. SEMESTER	ECTS
Business Models	6	Financial Analysis	6	Accounting, Managerial Accounting & Taxation	6
Data Analysis & Statistics	6	Global Management & Strategy	6	Digital Technology & AI	6
Economics with Mathematical Models	6	Operations & Supply Chain	6	Sustainability, CSR & ESG	6
Marketing & Branding	6	Product Management, Competition Analysis & Pricing	6	Industries A ³	6
Rhetoric & Presentation Skills, CV & Letter of Motivation	3	Digital Literacy	3	Academic Writing	3
Spreadsheets & Financial Mathematics	3	Profiles A ¹	3	Profiles B ¹	3
Guest Lectures ²	1	Guest Lectures ²	1	Guest Lectures ²	1

4. SEMESTER	ECTS	5. SEMESTER	ECTS	6. SEMESTER	ECTS
HR & Organisation	6	Semester Abroad You will spend your fifth semester at one of our many partner universities abroad. Our International Office will support you with the selection and application process and will coordinate the courses you will take abroad with you in advance.	24	Thesis Tutorial & Empirical Work	3
Sales & CRM	6			Bachelor Thesis	12
Industries B ³	6			Business Plan Writing & Pitching	3
Profiles A ¹	3			Simulation Game	3
Business Project	6			Profiles A ¹	3
Guest Lectures ²	1			Guest Lectures ²	1

Internship⁴
10 ECTS

Foundation

Profiles

Industries

Knowledge Transfer

General Skills

- 1 With a selection of 12 elective courses, we offer you the opportunity to continuously develop your individual qualification profile through a variety of hard and soft skills. In semesters 1, 2, and 6, choose one course each from a total of nine elective courses, and in semester 3, choose one course from three options. You can find an overview of the offered profiles at www.cbs.de/en/bachelors-degree-germany/international-business.
- 2 In addition to various compulsory courses, there are optional subjects where you can choose which of your competences should be particularly strengthened.
- 3 In these elective courses you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as International Marketing, Global Supply Chain Management, Entrepreneurship, Creative Thinking or Corporate Social Responsibility.
- 4 During the semester break you will complete an internship of at least eight weeks at home or abroad. If you start your studies in the summer semester, you will complete the internship between the 5th and 6th semesters. If the course of study is taken up in the winter semester, this takes place between the 4th and 5th semesters.

STUDIENKOLLEG PREP4UNIVERSITY



Campus
Cologne



Start of study
Winter semester (August)
Summer semester (February)



Study form
Full-time



Diploma
Assessment test

Your ticket to study in Germany

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

The Studienkolleg

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

The private state-recognised Studienkolleg of the CBS International Business School is one of the best in the country and is called Prep4University. There, we prepare you intensively in small learning groups for the successful completion of the Feststellungsprüfung (FSP). This is roughly equivalent to the German Abitur and serves as your entrance ticket to the German education system. In addition, we equip you with everything you need to feel at home in Germany's academic culture and to gain smooth entrance into a bachelor's programme. This includes special preparatory courses for your planned studies as well as accompanying language courses. In addition, within the CBS family, you will receive comprehensive help with the application for your visa as well as for finding accommodation and settling in in Germany – so that you arrive well prepared and can quickly settle into your newly adopted country and your desired studies.



The Course selection

The Prep4University programme prepares you specifically for your intended studies in Germany. The W-course qualifies you for studies in economics and social sciences, the T-course for mathematics, natural sciences, and technical studies. All preparatory courses are offered at our Cologne campus. You can start the two semesters flexibly in August or January and complete them in either German or English, depending on the location.

Specialisations

W-Course

Preparation for business & social science degree programmes

Subject

- German
- English
- Mathematic
- Economics

English Track

Qualification: Feststellungsprüfung in English

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

German Track

Qualification: Feststellungsprüfung in German

Qualifies for all German-taught degree programmes at universities in Germany and additionally for English-taught degree programmes at the CBS, as well as at our partner universities.

T-Course

Preparation for mathematical, scientific and technical degree programs

Subject

- German
- English
- Mathematic
- Physics
- Chemistry

English Track

Qualification: Feststellungsprüfung in English

Qualifies for English-taught degree programmes at all universities in North Rhine-Westphalia as well as at all campuses of our partner universities.

German Track

Qualification: Feststellungsprüfung in German

Qualifies for all German-taught degree programmes at universities in Germany and additionally for English-taught degree programmes at the CBS, as well as at our partner universities.

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

Kevin Suaza Martinez
Prep4University-Absolvent



The prerequisites

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

You will need:

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

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

For the German Track: GER (B2)

We may also be able to recognise other language certificates.

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

Your application

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

We need the following documents and evidence from you:

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

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

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

JOY OF LIFE AND ACADEMIC EXCELLENCE

Our Campus Cologne

Your study experience

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 green and lively Rodenkirchen district of Cologne. Nestled along the Rhine, Rodenkirchen invites you to relax in its many cafés, parks, and riverside spots. And when you're in the mood for big-city life, Cologne's vibrant city centre is just a short ride away, perfect for exploring cosy cafés, lively bars, and cultural highlights.

In this 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. Cologne 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.



STUDY WITHOUT BORDERS

International

Studying abroad, whether in Germany or at one of our partner universities worldwide, is an experience that broadens your horizons both personally and professionally. It strengthens your global mindset, enhances your intercultural understanding, and sets you apart in an international job market.

Germany offers a unique combination of high academic standards, strong industry connections, and a vibrant environment in the heart of Europe, making it an ideal destination for international students. At the same time, a semester abroad during your studies allows you to expand your international network, experience new cultures, and develop key soft skills such as adaptability, confidence, and communication. Living and learning in a different cultural environment also helps you gain valuable intercultural competencies – skills that are essential for leadership and collaboration in today's globalised world. You'll meet people from a wide range of disciplines and backgrounds, exchanging perspectives that inspire interdisciplinary thinking and innovation.

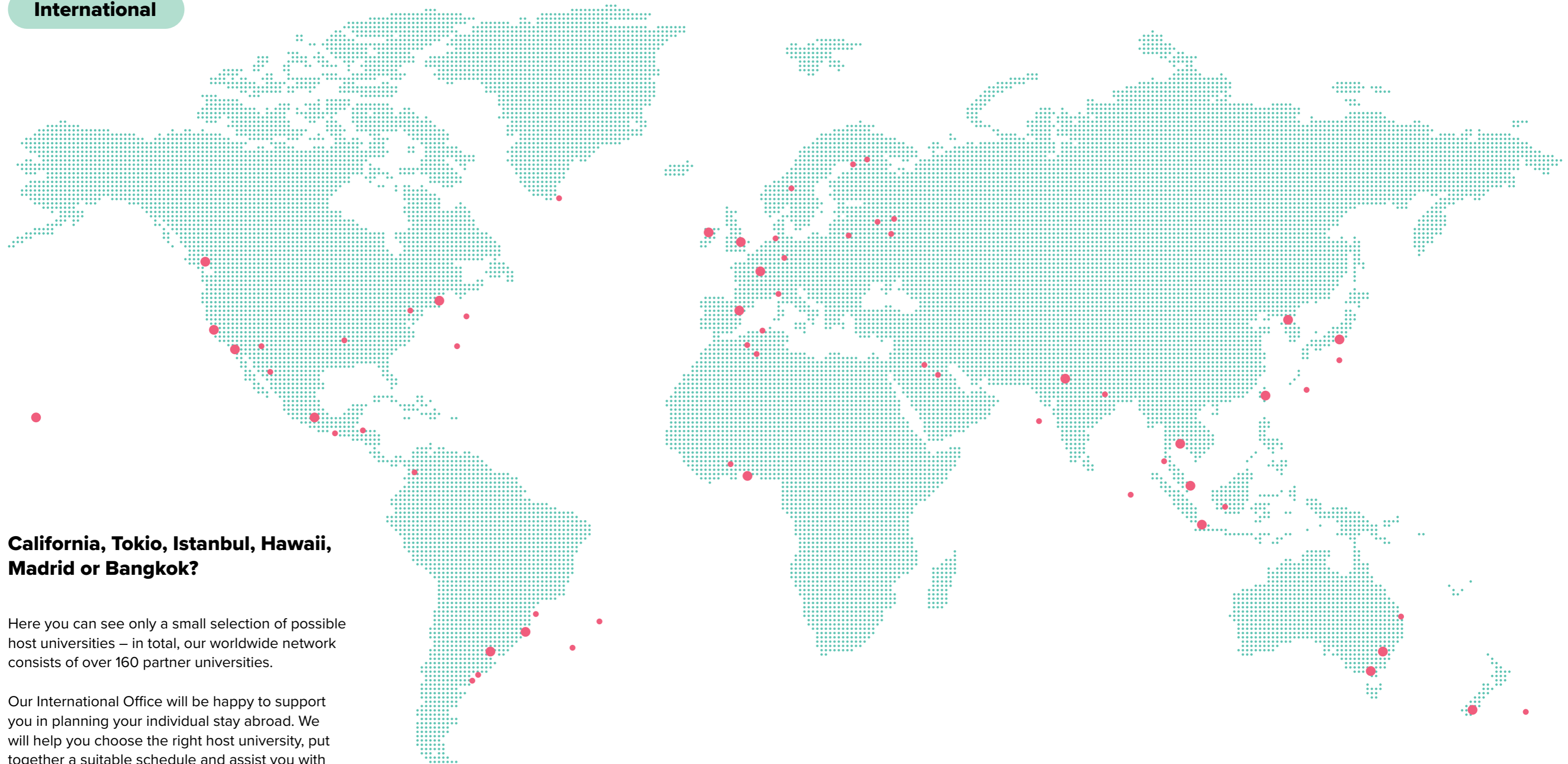
With over **160 partner universities worldwide**, our International Office supports you in choosing the perfect destination and guides you through every step of your journey, whether you start your global experience right here in Germany or abroad.

Living and learning in another country gives you more than knowledge – it gives you understanding, confidence, and a truly global mindset.



OUR PARTNER UNIVERSITIES

International



California, Tokio, 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.



PRACTICAL ORIENTATION

Networking@CBS

Sustainable and lasting contacts are essential for professional success. Therefore, CBS International Business School offers its students numerous opportunities to build and expand their own networks.

The CBS Career Service maintains a large, constantly expanding network of contacts with representatives from renowned companies, as well as partnerships with companies of all sizes and from all industries. They all value access to CBS's excellently trained students and the opportunity to target them as junior professionals through the university's Career Service.

In addition to CBS's largest recruiting event, the CBS Career Days, the Career Service organizes numerous other business and career events, such as company presentations, workshops, and excursions, which allow you to make crucial contacts and continuously expand your network even during your part-time studies.

The following selection of corporate partners gives you an initial insight into CBS's network of partnerships:

A nationwide presence and global network

CBS students also benefit from their university's nationwide presence. Regardless of which of our locations you begin your studies at, you have a variety of opportunities to connect and network with others across campus. After your studies, you will become part of the CBS Alumni Network, allowing you to not only maintain your connection to your alma mater but also stay connected with your former classmates around the world.



FACE TO FACE

Our 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

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

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
Personalmarketingreferentin,
Deutsche Bahn AG

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
Präsident,
Bundesverband Deutsche Startups e.V.

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

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
Projektmanagerin Events,
Frankfurter Allgemeine Zeitung



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

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

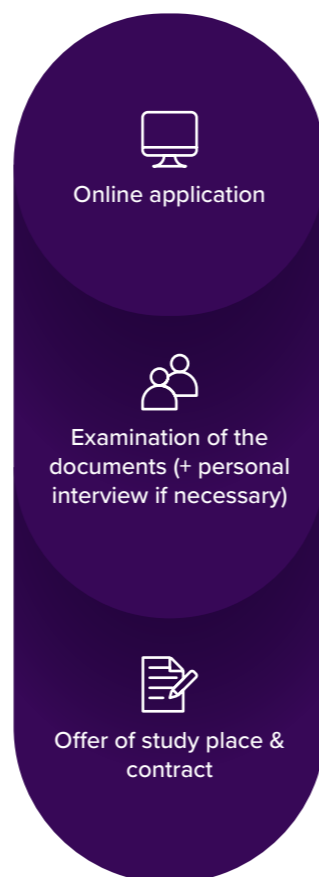
can complete a separate admission procedure. Your first degree should be in a field of economics and include a total of at least 180 ECTS credits.

Application process

In the first step, you submit your application documents via our online application form – 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.

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 a study contract. In some cases, an online interview takes place beforehand. After successfully completing the process you have to return the signed contract to us on time to secure your study place at CBS.



CBS education funds

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

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 the application process ▶](#)

[More about our financial aid ▶](#)

