

EUROPEAN BUSINESS MANAGEMENT

21 September - 31 December 2023

EXPERIENCE EUROPE WHILE STUDYING IT!

What you will learn

Our European Business Management programme offers a variety of modules that aim to explore Europe as a multifaceted, dynamic and unique business environment that plays a central role within the global business landscape. During your stay at CBS in Brühl, you can select modules out of different disciplines to enhance and complement your skills in theory and practice.

Acknowledging that working successfully in an international environment also requires excellent intercultural soft skills, German Language and communication skills form another integral part of the programme. Combined, our programme allows for an interdisciplinary and profound study experience within an intercultural context, where you:

- ✓ Learn about the foundations of Europe
- ✓ Learn about the European institutions, policy making and culture and the impact it had and has on national and local governments, society and companies
- ✓ Enhance your knowledge in management, economics and marketing
- ✓ Develop your communication skills and knowledge of English and German

Who we are

The CBS International Business School is a private, state-accredited university and has been awarded top rankings. Our practice-oriented degree programmes teach broad skills within an international perspective.

As a small private university we are able to quickly update our courses in order to adapt to a fast-changing world. This way we ensure that our students are always on top of the latest management trends and highly competitive in the job market.

- ✓ We offer internationally accredited bachelor's and master's degrees
- ✓ Our courses are developed in collaboration with industry and commerce
- ✓ We are located in or close to exciting cities like Cologne, Bonn and Düsseldorf

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BUSINESS SCHOOL

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MODULE OFFER

PICK AND CHOOSE*

EUROPEAN ECONOMIC ISSUES AND STRATEGIES OF MULTINATIONAL ENTERPRISES (6 ECTS)

European Economic
Issues (3 ECTS)

Strategies of Multinational
Enterprises (3 ECTS)

MARKETING AND RELATIONSHIP MANAGEMENT (6 ECTS)

Customer Relationship
Management (3 ECTS)

Corporate and Customer
Communication (3 ECTS)

STRATEGIC AND INTERNATIONAL MANAGEMENT (6 ECTS)

Strategic Management (3 ECTS)

International
Management (3 ECTS)

MARKETING AND HUMAN RESOURCE MANAGEMENT (6 ECTS)

Marketing (3 ECTS)

Human Resource
Management (3 ECTS)

ADVANCED STUDY SKILLS (6 ECTS)

Presentation Skills (3 ECTS)

Academic Writing (3 ECTS)

MANAGEMENT CONSULTING BASICS (6 ECTS)

Introduction to Management
Consulting (3 ECTS)

Integrative Case Study (3 ECTS)

German Language (4 ECTS)

Cross-Cultural
Business Training (2 ECTS)

Field trips

YOUR KEY BENEFITS



3-months duration

Short and intensive study abroad experience that matches your home university's academic calendar



Entirely taught in English

Gives you more confidence regarding your spoken and written (academic) English language skills



Personal and welcoming atmosphere

Small study groups with close contact to our lecturers and the international office



42 ECTS on offer

Pick and choose your favourite modules and acquire up to a full semester workload



Intercultural competence

Interact and work with students from different cultural backgrounds



German language course (on different levels)

Acquire basic German language skills or work on your existing German language ability



Central location

Brühl, located close to Cologne, is an ideal starting point to discover the Rhineland, Germany and Europe

WANT TO JOIN US?



Semester Dates

Ende of September until the end of December



How to apply

Nomination and Application deadline: 1st of June



Language requirements

At least level B1 according to CEFR (Common European Framework of References for Language)



Tuition fee

Exchange / Erasmus students from our partner universities are exempted from the tuition fee. All other students pay 2070 € for the whole programme.

*Please note that changes in the module offer are possible and that a minimum number of participants is required for modules to be offered. Modules consist of 2 courses, which cannot be taken separately.