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▶ ESB Broschüre

Hochschul-Ranking
 Betriebswirtschaftslehre



Dive into international management



▶ 36 Corporate Partners
 Deutschland ○ L'Oréal ○ Loyalty Pa

UNDERGRADUATE STUDIES



Dual Degree

- with
- ▶ America (Mexico)
 - ▶ America (USA)
 - ▶ Great Britain
 - ▶ France
 - ▶ Ireland
 - ▶ Italy
 - ▶ Spain

POSTGRADUATE STUDIES



MBA

- ▶ MBA Full Time
- ▶ MBA Part Time
- ▶ MBA Medical Devices
- ▶ MBA for Officers

MSc

- ▶ Master of Science in International Management

CORPORATE RELATIONS



Training

- ▶ Corporate MBA
- ▶ Exportakademie

Business Contacts

- ▶ Sponsors (V.I.M.A.)
- ▶ Consultancy
- ▶ Career Center

Breaking News:

German-American Link
 ESB Reutlingen attends the 60th anniversary celebration of the James Byrnes "Speech of Hop...
[\[more\]](#)

MSc/MBA: Visit us at the World Grad Tour 2006
 Visit our information stand at the following World Grad Tour 2006 locations and find out a...
[\[more\]](#)


IBWE 2006
 this year's International Business Weekend (IBWE) took place in Germany. We were very ple...
[\[more\]](#)

go to Archive..

 [Printable version](#)

 [Gästebuch](#)

 [Sitemap](#)

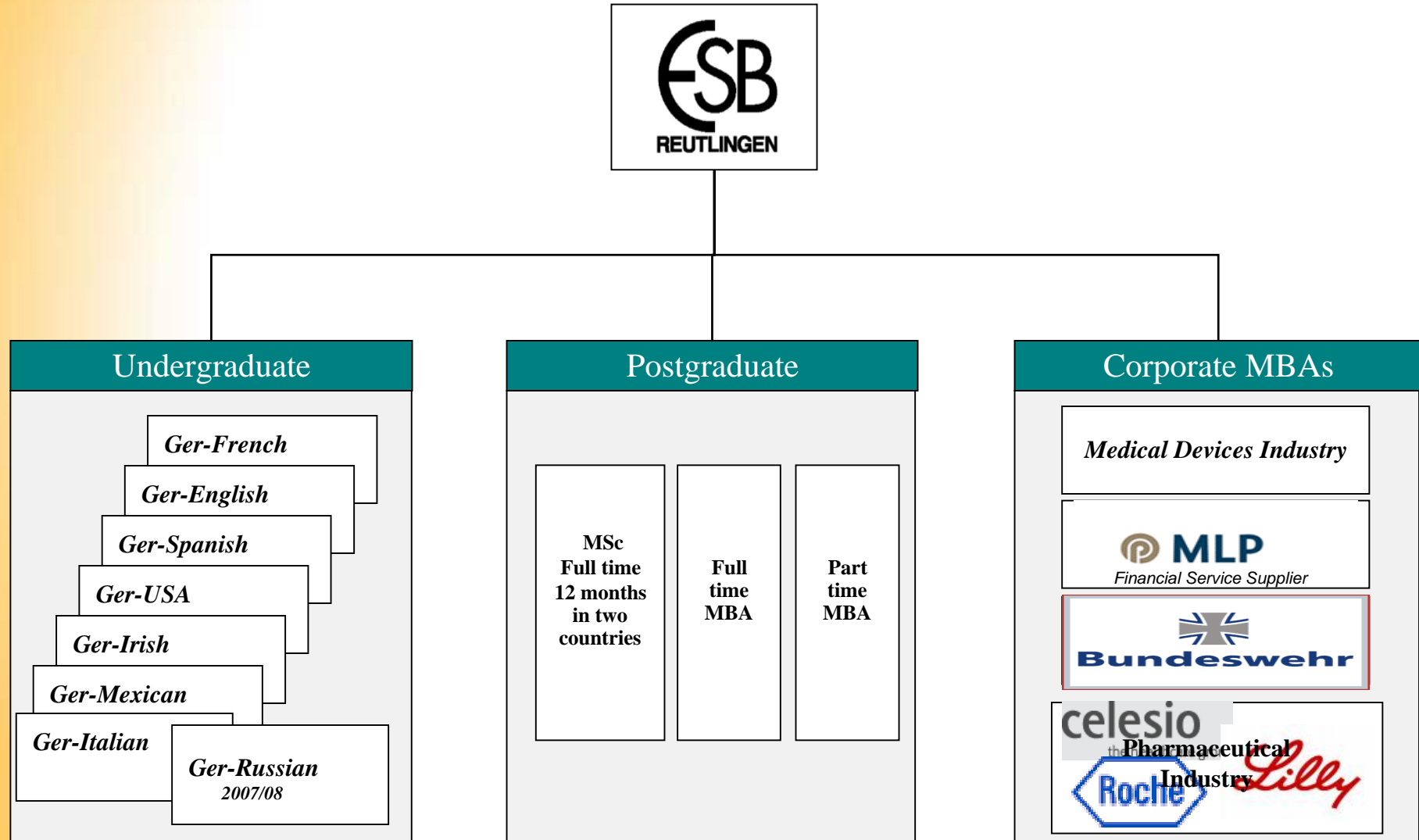
 [Info](#)

 [Intranet](#)



120 miles from the Frankfurt airport and
25 miles from the Stuttgart airport





German Rankings

- 1995 Manager Magazine* 1st Place
- 1997 Manager Magazine 1st Place
- 1998 Manager Magazine 4th Place
- 1999 Der Spiegel 1st Place
- 1999 Stern Magazine 1st Place
- 1999 Stiftung Warentest 1st Place
- 2002 Wirtschaftswoche 4th Place
- 2002 Stern / CHE 1st Place
- 2004 Stern / CHE 1st Place
- 2005 Wirtschaftswoche 1st Place
- 2006 Die Zeit / CHE 1st Place
- 2006 Wirtschaftswoche 1st Place
- 2006 Karriere 1st Place
- 2007 Wirtschaftswoche 1st Place

*First German ranking ever
(including Austria and
German speaking Switzerland)

- Two years spent abroad at one of the partner institutions
- Practical orientation
(Two internship semesters, of which at least one is spent abroad)
- Double-Degree
- Harmonized curricula and examinations
- Exchange on reciprocity (!)
- Small, multi-national seminar groups
- All ESB faculty have a background in management
- Faculty exchange program
- Active student body
- Excellent career perspectives



Reims Management School,
Reims, France



Lancaster University Management School,
Lancaster, England



MGIMO,
Moscow, Russia – 2007/08



Northeastern University,
Boston, USA



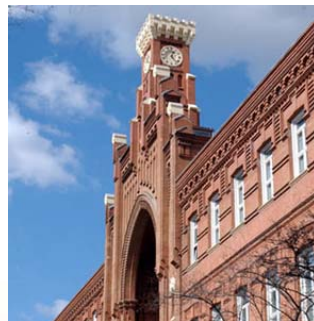
Kelley School of Business,
IU, Indiana, USA



Universidad des las Americas,
Puebla, Mexico



Dublin City University,
Dublin, Ireland



Universidad Pontificia Comillas,
Madrid, Spain



Universita Sacre Cuore
Piacenza, Italy



B.A. Business Administration (Reutlingen)



- + B.Sc. Business Administration (Boston)
- + B.Sc. in Business (Bloomington)



+ B.A. European Business (Dublin)



+ B.B.A. Honours European Management (Lancaster)



+ Graduado Superior en Ciencias Empresariales Internacionales (Madrid)



+ Diplôme d'Etudes Supérieures Européennes de Management (Reims)





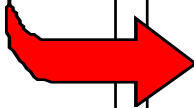
+ 1° livello in Economia aziendale + Master Universitario di 1° livello in International Management (Piacenza)



+ B.A. in International Business Administration (Puebla)



The teaching language is the native language of the country the students are in

 Country 1				 Country 2			
Sem 1	2	3	4	5	6	7	8
		Internship semester			Internship semester		

EXAMPLE 1: OF OUR DUAL DEGREE SYSTEM



■ ■ A French student speaks German  well

Can start in Germany 

Takes classes taught in German 

After 4 semesters returns to France ■ ■


Takes classes taught in French ■ ■

Graduates in France ■ ■

Gets a Degree from ■ ■ and 

EXAMPLE 2: OF OUR DUAL DEGREE SYSTEM



■ ■ French students knowledge of German  should be improved

Starts in France 

Takes classes in French 



Attends German  language classes

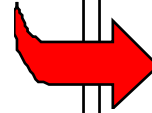
After 4 semesters goes to Germany 



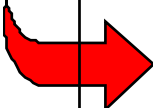
Takes classes in German 



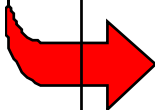


Graduates in Germany 

Gets Degree from  and 

 Lancaster				 Reutlingen			
Sem 1	2	3	4	5	6	7	8
	internship			internship		internship	



 Reutlingen				 Boston/ Bloomington			
Sem 1	2	3	4	5	6	7	8
		Internship semester		USA – Boston		Internship semester	

 Boston/ Bloomington				 Reutlingen			
Sem 1	2	3	4	5	6	7	8
				 Semester taught in English*	Internship semester		 or  Semester in

* Exchange also open for students that only want to stay for one semester (Five options offered by ESB to reach reciprocity)

Handelshojskolen
Kopenhagen

University of
Göteborg

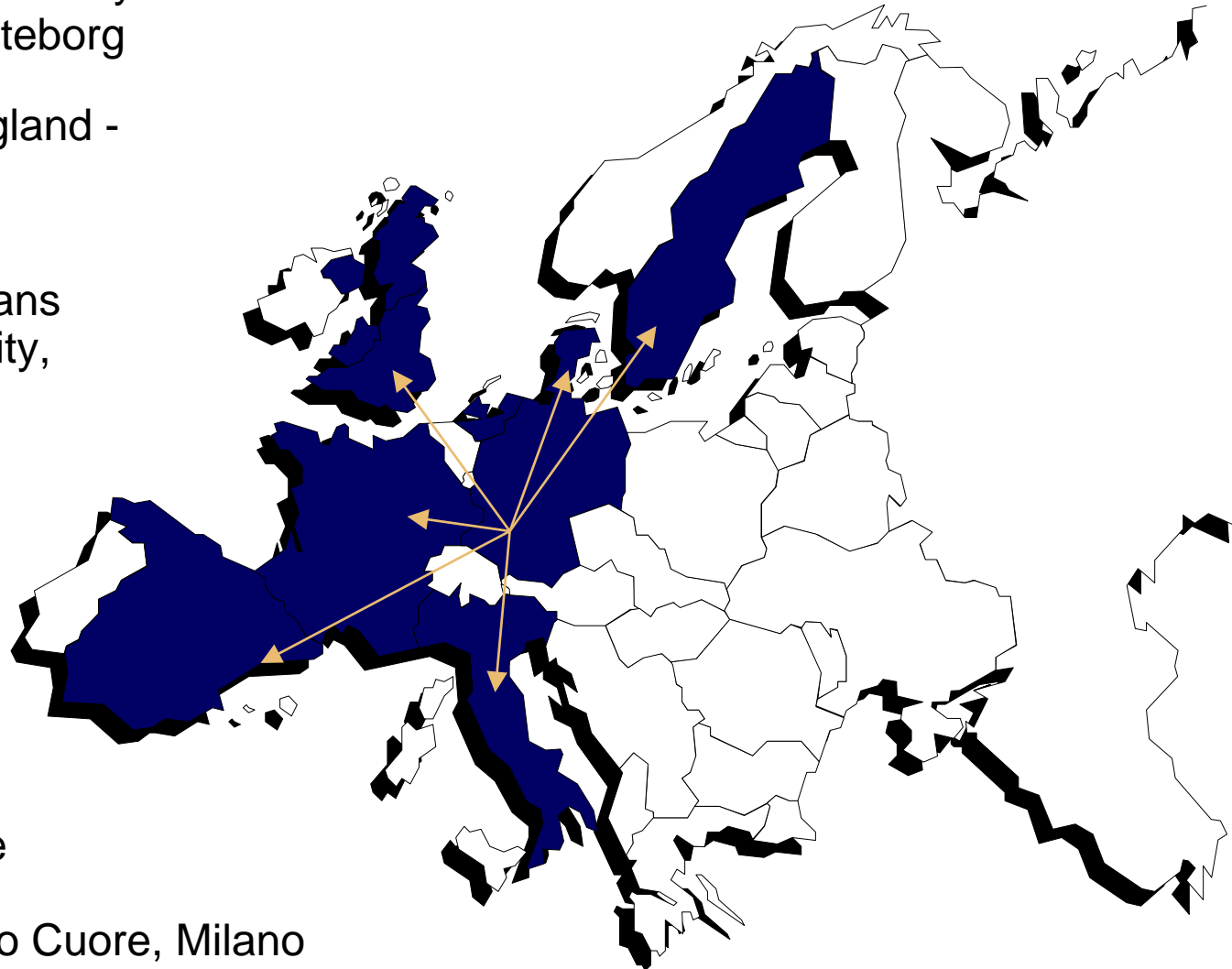
University of the West of England -
Bristol Business School

Tulane University, New Orleans
George Washington University,
Washington, D.C.

Université de Nancy II
Université des Sciences
et Technologies de Lille
EPSCI, Paris

Universidad de Barcelona

Università degli studi Siena
Università degli studi Firenze
Università degli studi Trento
Università Cattolica del Sacro Cuore, Milano





ESB Reutlingen
Member of the
International
Partnership
of Business Schools

Bloomington
Boston
Dublin
Lancaster
Madrid
Piacenza
Reims

COURSE HANDBOOK

I.	Purpose	4
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III.	Course Structure	7
IV.	Industrial Placements.	8
V.	Courses Year 1.	9
	Social Psychology of the Enterprise	10
	Quantitative Methods.	11
	Introduction to Accounting	13
	Accounting and Finance	14
	Introduction to Production Management.	15
	Introduction to Marketing	16
	Business Informatics I	17
	Economic Theory.	18
	Business Law I.	12
	Introduction to Personnel Management.	20
	International Studies I.	21
	Business German I	23
	Business English I	24
	Business French I	25
	Business Italian I.	26
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VI.	Courses Year 2.	28
	Business Law II	29
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III. COURSE STRUCTURE

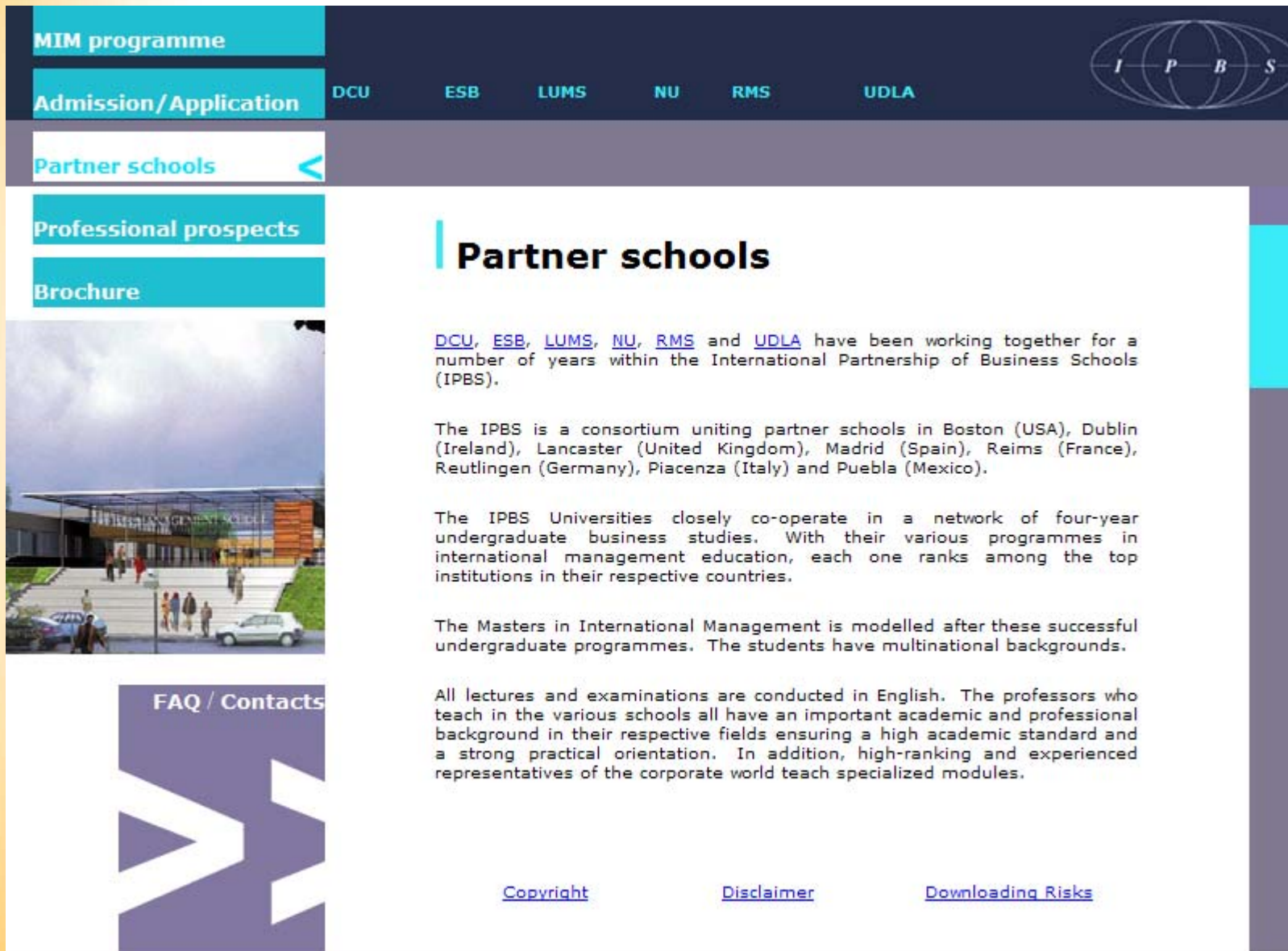
1st Country				2nd Country			
Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Semester 7	Semester 8
<ul style="list-style-type: none"> Marketing Accounting Personnel Management Production Management Quantitative Methods Economics Social Psychology Informatics Corporate Law International Studies Languages 		Industrial Placement	<ul style="list-style-type: none"> Marketing Accounting Personnel Management Production Management Organ. Development Finance Foreign Trade Int. Economics Informatics Business Law Employment Law International Studies 		Industrial Placement	<p><u>Compulsory subjects:</u></p> <ul style="list-style-type: none"> Business Policy Labour Law Business Ethics International Studies Languages <p><u>Four of following Options:</u> for options see list below</p> <p><u>Additional Options:</u></p> <ul style="list-style-type: none"> Personal Skills 3. Languages <p><u>Final Year Projekt</u></p>	

Partner Programs

- MSc began with Lancaster in 2001
(one year, three trimesters, fulltime, integrated)
- Advanced studies for business graduates
- Expansion of cooperation with DCU, Reims, Puebla since 2005
- Expansion of cooperation with Boston, in 2006 and with Piacenza in 2007

Single Degree – MBA Programs – One Semester abroad

- MBA for non business graduates since **1984**
 - Full time
 - Part time



MIM programme

Admission/Application DCU ESB LUMS NU RMS UDLA

Partner schools <

Professional prospects

Brochure

Partner schools

[DCU](#), [ESB](#), [LUMS](#), [NU](#), [RMS](#) and [UDLA](#) have been working together for a number of years within the International Partnership of Business Schools (IPBS).

The IPBS is a consortium uniting partner schools in Boston (USA), Dublin (Ireland), Lancaster (United Kingdom), Madrid (Spain), Reims (France), Reutlingen (Germany), Piacenza (Italy) and Puebla (Mexico).

The IPBS Universities closely co-operate in a network of four-year undergraduate business studies. With their various programmes in international management education, each one ranks among the top institutions in their respective countries.

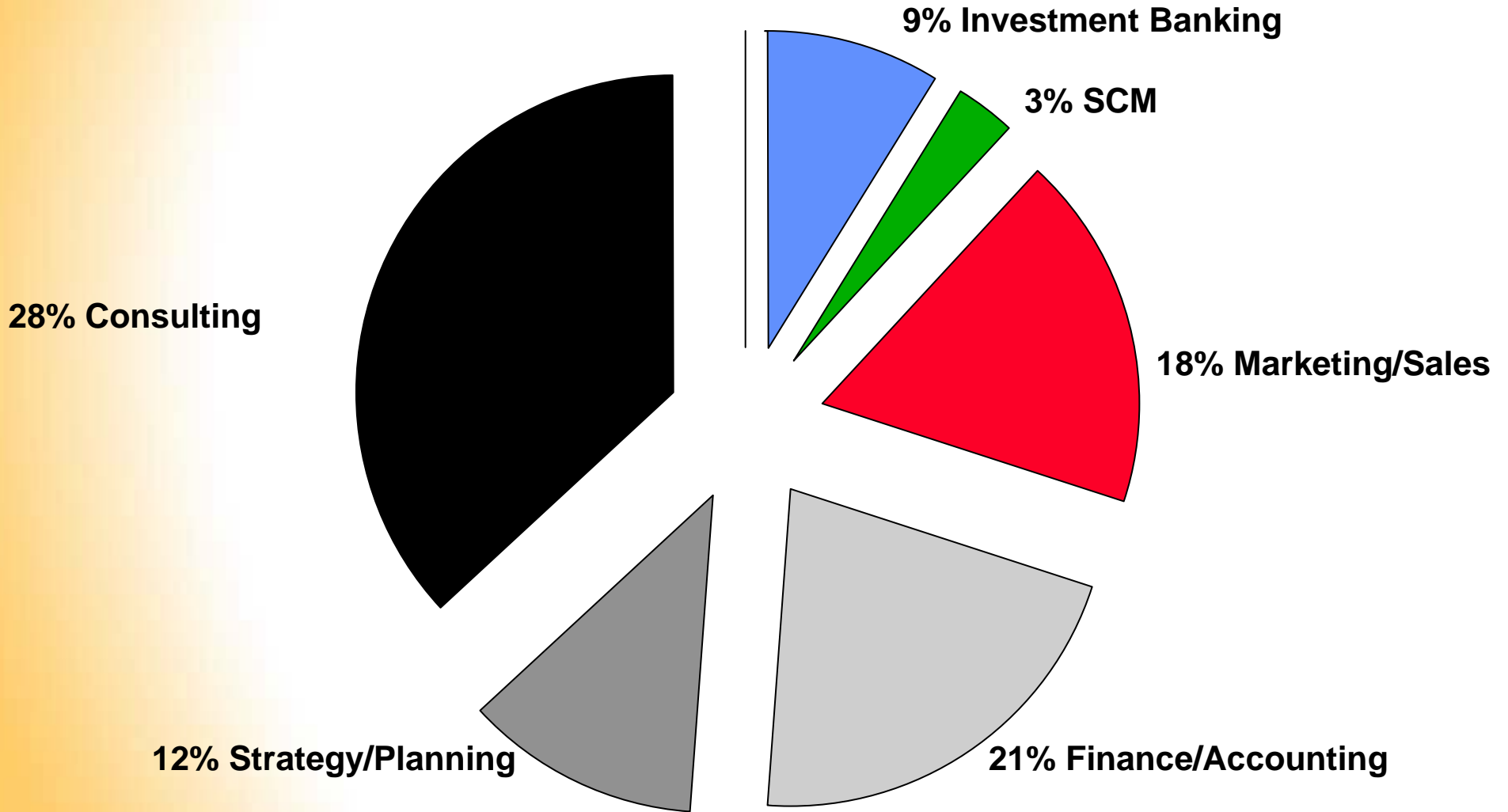
The Masters in International Management is modelled after these successful undergraduate programmes. The students have multinational backgrounds.

All lectures and examinations are conducted in English. The professors who teach in the various schools all have an important academic and professional background in their respective fields ensuring a high academic standard and a strong practical orientation. In addition, high-ranking and experienced representatives of the corporate world teach specialized modules.

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- Connections to the corporate world
 - Students organize on-campus company fairs and workshops
- Close contacts between undergraduates/graduates
- Publication of student newspapers and magazines
- Organization of the integration weekend “Bizutage” for freshmen
 - Cabaret-Evenings
 - Parties
 - Sports Events
- Organization of the International Business Weekend
 - 2007 in Spain (over 1.000 Students from all partners are expected)

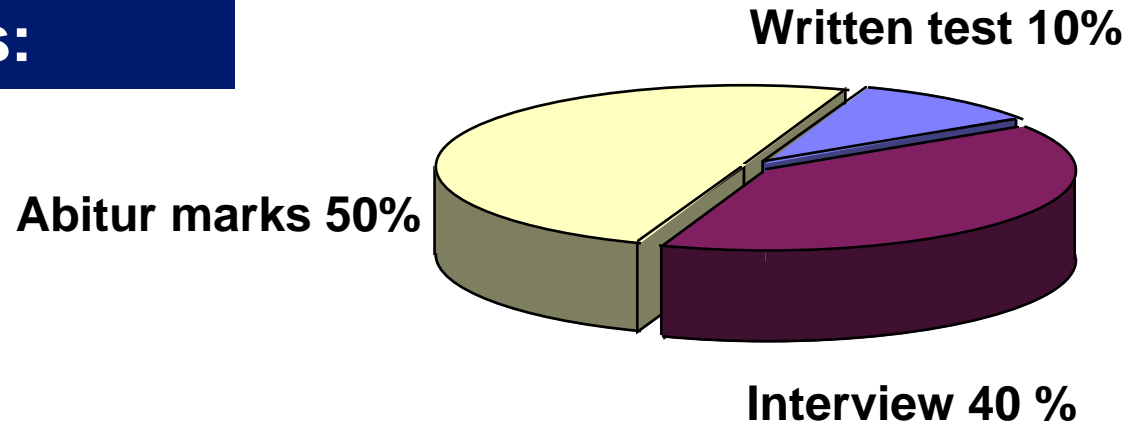


Survey: April 2006

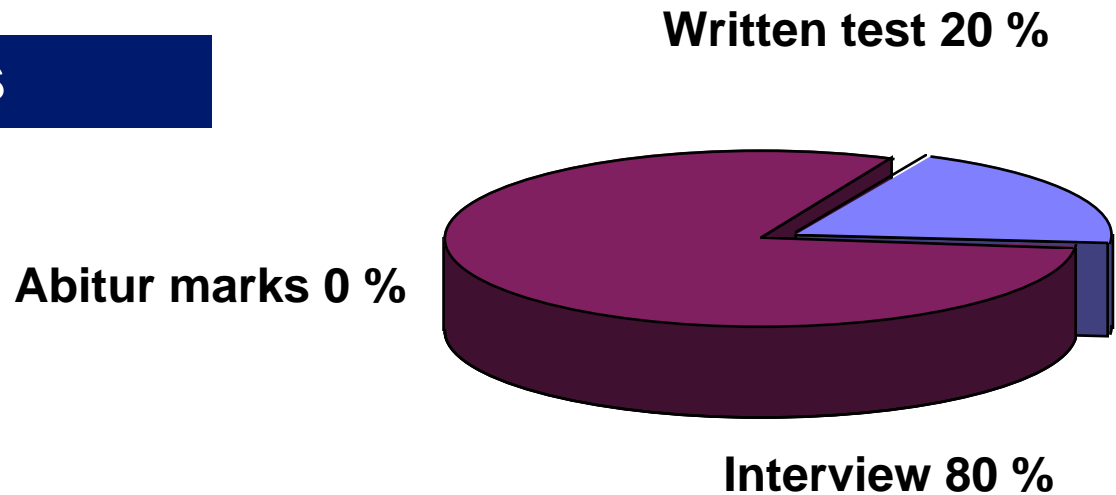


- Although ESB has only 110 places available per year, around 1500 students apply annually
- The ratio place : applicants range from
 - 1:6 for the German – French Link**
 - to**
 - 1:45 for the German – American Link**
- Each year in the first week of July around 600 applicants are invited, tested and interviewed at ESB
- All invited applicants are interviewed by a professor of the ESB and a human resources manager from one of our partner companies
- All invited applicants take an oral foreign language examination

- **70 % of all places:**



- **30 % of all places**



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- **The American hypothesis:
„We have the best university system“
„Only we can teach business“**
- **The definition of being „international“**
- **Liberal Arts**
- **Compensating tuition fees**
- **The „in-state“-/“out of state“-problem**
- **German as a foreign language**
- **The administration department**

BACK-UP