

BACHELOR OF SCIENCE BUSINESS ADMINISTRATION



Check www.the-klu.org/corona about the measures that we have taken in response to the corona pandemic and its impact on your studies.

CHOOSE ONE OUT OF FOUR PROFILES
International Management | Sustainable Management
Supply Chain Management | Management Information Systems





WELCOME FROM THE PRESIDENT



DEAR PROSPECTIVE STUDENTS,

We look forward to being a part of your educational journey and helping you to achieve your future career goals. At KLU, we enable our graduates to enter professional life with the skills and knowledge that sets them apart from others.

As a student in our Bachelor of Science in Business Administration, you will be able to choose one out of four profiles: international management, sustainable management, supply chain management, or management information systems. Specializing allows you to have a customized learning experience and immerse yourself in your chosen area, helping you to realize your potential and preparing you for your future career goals. In addition to classroom work, you will also study abroad for one semester and participate in at least one internship to round off your learning experience.

Outside of the classroom you will enjoy the vibrant city life of Germany's second largest city. Hamburg offers an international lifestyle with many distinct neighborhoods to explore. Located directly in HafenCity, the KLU campus offers a unique environment with breathtaking port views just steps away from the landmark Elbphilharmonie concert hall.

We look forward to sharing the KLU experience with you!

Yours Sincerely,


Thomas Strothotte

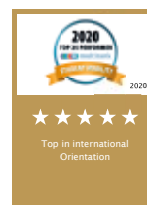
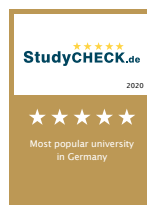
A GREAT PLACE TO STUDY



KLU offers world-class BSc, MSc, MBA, and doctoral programs in logistics, supply chain management, and management.

We are an international research university where all our courses are taught in English. At KLU, you will experience an international student body, outstanding faculty, an intimate learning environment, and benefit from extensive corporate ties. Enjoy the advantages of a private university: instruction in small groups, a favorable student-to-faculty ratio, easy access to important contacts, modern infrastructure, and a comprehensive range of services. KLU has won the 2019 “Global Student Satisfaction Award” in the category “Best Quality of Student Life” and has been rated “Most popular university in Germany” by studycheck in 2020.

In addition to the positive learning environment, you will be able to enjoy the cosmopolitan city of Hamburg. Hamburg is a central business hub for Northern Europe and home to Germany’s largest port. A major international city, Hamburg features a broad cultural spectrum and is popular among students. The nightlife in Hamburg is diverse, the city is a venue for fabulous festivals, and offers everything from relaxing cafes to trendy bars in a variety of districts, each with its individual flair.





CUSTOMIZED NOT MAINSTREAM

Our BSc program lays the groundwork for an international career in management. The courses give you a strong foundation regarding all aspects of business administration before you immerse yourself in your chosen profile.

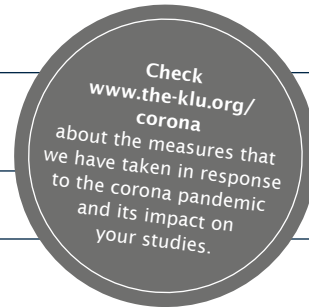
As a student in our Bachelor of Science in Business Administration degree program, you will choose one out of four profiles: international management, sustainable management, supply chain management, or management information systems. Each with its own unique focus and career path, these profiles provide you with a customized learning experience and allow you to focus on your chosen area, helping prepare you for your future career goals.

Most students choose the standard track with 180 ECTS, but we also offer an intensive track with 210 ECTS. The intensive track is also completed within six semesters. In the intensive track, you will have more in-depth exposure to the coursework and complete a second internship. With the extra credits, you will have even more options when choosing a master degree, including shorter programs that allow you to start your career earlier.

The BSc program is rounded off by valuable experience outside the classroom: a mandatory three-month internship, an integrated semester abroad, and other extracurricular activities.

FACTS AND FIGURES

Qualification	<ul style="list-style-type: none"> • Bachelor of Science (BSc)
Duration	<ul style="list-style-type: none"> • 3 years, 6 semesters • Full-time
Language	<ul style="list-style-type: none"> • English
Structure	<ul style="list-style-type: none"> • On-campus lectures • Study abroad in semester 4 • Integrated internship(s) • Bachelor thesis starting in semester 6 (3 months)
Choice of tracks	<ul style="list-style-type: none"> • Standard track: 180 ECTS <ul style="list-style-type: none"> • 1 internship • Intensive track: 210 ECTS <ul style="list-style-type: none"> • 2 internships • Additional credits in elective modules, personal skills • Additional coursework during study abroad
Tuition ¹	<ul style="list-style-type: none"> • € 5,480 per semester standard track • € 6,165 per semester intensive track <p>(Prices are subject to change. Please refer to our website.)</p>
Important dates	<ul style="list-style-type: none"> • Start of application period: November 1 • Early-bird discount of 10%. Deadline: January 15 • International application deadline (final): May 31 • German & EU application deadline: July 15 • Start of program: September 1
Documents required for application	<ul style="list-style-type: none"> • Completed online application • Copy of your high school graduation certificate (<i>if not yet available, please provide the academic results for the last three years of school</i>) • Statement of purpose, 2000 characters as per KLU standards
Admission requirements	<ul style="list-style-type: none"> • General qualification for university entry in Germany • Proficiency in English (which can be proven after application): TOEFL (iBT: 90), IELTS (BAND 6.5), Pearson PTE Academic (61), Cambridge FCE (Grade A), Cambridge CAE/CPE (>180), IB Diploma.
Selection procedure	<ul style="list-style-type: none"> • Our admission team will review each completed application for formal and qualitative eligibility. (A non-refundable application fee of € 100 is required from Non-EU² applicants upfront.) • Admission interviews with suitable applicants will take place on campus or via video calls. • All relevant information will be taken into consideration when selecting applicants.



¹ Tuition fees are charged per semester. A non-refundable deposit of € 1,000 will be due two weeks after the receipt of the signed study contract. The deposit will be deducted from the first tuition fee installment.

² In case you are a non-EU citizen holding a German Abitur (applying for the BSc Business Administration) or a German Bachelor degree (applying for a MSc program), you do not have to pay any application fee.

STANDARD TRACK¹ | CURRICULUM

● International Management ● Sustainable Management ● Supply Chain Management ● Management Information Systems

	Semester I	Semester II	Break	Semester III	Semester IV	Break	Semester V	Semester VI	
Core Modules	Fundamentals of Accounting	Marketing	Break	Corporate Finance	Semester Abroad	Internship	Academic Fundamentals	Deep Dive Business Challenge	
	Fundamentals of Management and Strategy	Microeconomics		International Business Law			Seminar	Bachelor Thesis	
	Logistics and Supply Chain Management Fundamentals	Statistics		Macroeconomics			Personal Skills		
	Mathematics for Business and Economics			Personal Skills					
	Personal Skills								
Profile Modules		Chinese, Spanish or German	Human Resource Management	Chinese, Spanish or German	Empirical Research Methods	International Financial Accounting	Consumer Behavior ²	International Finance	Intercultural Communication and Management ²
		Chinese, Spanish or German	Human Resource Management	Chinese, Spanish or German	Empirical Research Methods	Nonprofit Management	Corporate Social Responsibility and Business Ethics ²	Sustainable New Product Development and Design Thinking	Sustainable Supply Chains ²
		Data Management	Introduction to Management Information Systems	Programming with Python	Management Science	Transportation Management	Supply Chain Strategy ²	Inventory and Warehouse Management	Operations Management ²
		Data Management	Introduction to Management Information Systems	Programming with Python	Management Science	Data Integration and Preparation	Digital Economy ²	Business Analytics and Decision Support	Innovation and New Business Ventures ²

Most modules comprise 6 ECTS (1 ECTS = 30 hours student workload)

¹ Students have a choice of either the **Standard Track** (180 ECTS) or **Intensive Track** (210 ECTS). In the **Intensive Track** students will have 2 internships, additional courses and more opportunities to specialize their degree.

² These profile modules are offered as electives and are open to all profiles.

EXPLORE THE WORLD

Check
www.the-klu.org/corona
 about the measures that
 we have taken in response
 to the corona pandemic
 and its impact on
 your studies.



Impressions by Emily von Bergen and Hauke Schnepel, Graduates Bachelor of Science, Class of 2020. Taken in Brazil and the Philippines.

YOUR SEMESTER ABROAD

Explore the world with KLU! You will spend your fourth semester at one of our partner universities in Europe, Asia, Africa, or the Americas. We have established a network based on exchange agreements with more than 50 partner institutions around the world. Enrolled as a full-time student at the host university, you will acquire first-hand insight into new cultures and countries and have a unique personal experience.

The outcome of studying abroad is yours to decide. Whether you decide on studying in Europe at our partner university Heriot Watt University in Edinburgh or travel to China to study at the University of Nottingham in Ningbo, you will not only deepen your academic knowledge in the field of business, but will also broaden your horizon.

We encourage you to customize your international experience by defining what to focus on in any other institution's specialization from our extensive network of partner universities.

Our International Office will support you in planning and organizing your semester abroad. They form a tight network with all our partner universities and provide support for anybody seeking further information.





"For my exchange abroad I chose to go to Colombia. I didn't just want to learn Spanish, eat delicious food, and explore a continent I had never been to before. I also wanted to experience five amazing months in an exchange university that has a lot to offer. Universidad de Los Andes is a university of considerable size that provided me with the opportunity to select from a variety of classes, both in Spanish and English. The existent infrastructure and research facilities made the most comfortable studying situation possible. I met a bunch of kind, funny and loving people, and I experienced some of the most diverse and beautiful nature you will ever see in your life. ¡Hasta la próxima!"

Philipp Zimmer
Graduate BSc Business Administration
Class of 2020













- 1 Reykjavik University (MSc)
- 2 Quinnipiac University (BSc)
- 3 Ohio State University (BSc)
- 4 Universidad Panamericana (BSc)
- 5 IPADE Mexico City (MSc)
- 6 Tec de Monterrey, Cuernavaca (BSc/MSc)
- 7 Universidad del Pacifico de Lima (BSc/MSc)
- 8 Universidad de los Andes (BSc/MSc)
- 9 Universidad Técnica Federico Santa María (BSc)
- 10 Universidad del Desarrollo (BSc)
- 11 IAE Business School Universidad Austral (MSc)

- 12 Universidad de Montevideo (BSc/MSc)
- 13 FGV-EAESP Brasil (BSc/MSc)
- 14 Higher School of Economics (MSc)
- 15 HPGSB Namibian University of Science and Technology (MSc)
- 16 Stellenbosch University (MSc)
- 17 Uni. of Transport and Communications (BSc)
- 18 S.P. Jain Institute (MSc)
- 19 Thammasat Business School (BSc/MSc)
- 20 National University of Singapore (NUS) (MSc)
- 21 Dalian Maritime University (MSc)
- 22 CDHK Tongji University (MSc)
- 23 University of Nottingham (BSc/MSc)

- ALBA, Athens (MSc)
- Alpen-Adria Universität, Klagenfurt (MSc)
- Andrassy University, Budapest (MSc)
- Audencia Nantes (MSc)
- Budapest Business School (BSc)
- Budapest University of Technology and Economics (BSc/MSc)
- Central European University – Business School (MSc)
- Chalmers University, Gothenburg (BSc/MSc)
- DEREE, Athens (BSc)
- Ecole de Management Strasbourg (MSc)
- Heriot-Watt University, Edinburgh (BSc)
- IGR-IAE, Université de Rennes 1 (BSc/MSc)
- International Hellenic University, Thessaloniki (MSc)
- Istanbul University (BSc/MSc)
- Istanbul Technical University (BSc/MSc)
- KEDGE Business School (BSc/MSc)
- Koç University, Istanbul (BSc/MSc)
- Kymerlaakso UAS, Kotka (BSc)
- Linnaeus University, Växjö (BSc/MSc)
- Özyeğin University, Istanbul (MSc)
- Riga Technical University (BSc/MSc)
- TU Eindhoven (MSc)
- UNITS, Trieste (BSc)
- Universidad de Oviedo (BSc)
- University of Genoa (MSc)
- University of Macedonia, Thessaloniki (BSc)
- University of Pisa (BSc/MSc)
- University of Porto (MSc)
- USI, Lugano (MSc)
- Wirtschaftsuniversität Wien (MSc)
- Wroclaw University of Economics (BSc/MSc)

For an updated list of partner institutions visit www.the-klu.org/partner
MSc = available for Master, BSc = available for Bachelor

YOUR PATHWAY TO SUCCESS

<p>PERSONALITY ASSESSMENT</p>  <p><i>Who am I?</i></p>	<p>IDENTIFY YOUR OPTIONS</p>  <p><i>What are my career options?</i></p>	<p>CV & LINKEDIN PROFILE</p>  <p><i>How to stand out from the crowd</i></p>	<p>WINNING PEOPLE OVER</p>  <p><i>How to impress your future employer</i></p>
<p>GAINING ACCESS</p>  <p><i>Draft your application strategy</i></p>	<p>6 BENEFITS KLU HAS READY FOR YOU:</p> <ol style="list-style-type: none"> 1. Access to alumni via alumni portal & alumni career talks. 2. Networking. 3. Practice-oriented guest lectures by high-profile industry professionals. 4. Recruiting events on campus. 5. Exclusive internship and job offers. 6. Annual CV book prior to graduation. 		<p>COVER LETTER TRAINING</p>  <p><i>Turn it into a door opener</i></p>
<p>NETWORKING</p> 	<p>INTERVIEW TRAINING</p>  <p><i>Nail your next job interview</i></p>	<p>WORKING IN GERMANY</p> 	<p>PROFESSIONAL 1:1 CAREER COACHING</p>  <p><i>Receive individual career advice</i></p>

We provide a full range of fully-integrated and individualized services catering to both current students and alumni. Here is a selection of what we offer:

Our Career Services team offers a unique Career & Professional Development program that focuses on both your personal development and your contact with future employers. The team's main purpose is to facilitate connections. We will train and empower you to identify and pursue your professional aspirations.

The Career Skills Course is designed to help you find answers to vital questions that will position you to actively pursue and manage your professional career goals.

The KLU Internship Program allows you to put your theoretical knowledge to the test, broaden your understanding, and explore positions/occupations of interest to you. Career Services will assist you during the orientation and application phase and provide opportunities to network with potential employers.

Alumni Group & Corporate Network: KLU's Career Services can put you in touch with a solid and professionally well-integrated alumni group. We also provide networking opportunities via our on-campus company presentations and year-round excursions. KLU invites speakers from the corporate world to offer networking opportunities. Furthermore, it introduces the student community to business and industry as potential interns and employees.



“My experience with KLU started with the preparation program and as a bachelor’s student, and so far it has been amazing. KLU has provided me with so many skills, opportunities, and insights. KLU has added value to both my personal life and professional career thanks to their outstanding staff and faculty, and the friendly and international environment. For me, KLU isn’t a traditional university. It’s a place to develop and grow while receiving the best quality teaching. It’s a place that offers career enhancing opportunities and allows you to become part of a close-knit community. This is something I haven’t found anywhere else.”

*Laura Benez Guaglini
Preparation Program Alumni
Student BSc Business Administration
Class of 2022*

EMPLOYERS OF KLU ALUMNI (AMONG OTHERS)

accenture

AIRBUS

arvato
BERTELSMANN

BCG
THE BOSTON CONSULTING GROUP

Beiersdorf

**BMW
GROUP**

COLGATE-PALMOLIVE

DAIMLER

HAMBURG SÜD

Hapag-Lloyd

Johnson & Johnson

JUNGHEINRICH

KPMG

KÜHNE+NAGEL

Lufthansa Technik
More mobility for the world

McKinsey&Company

otto group

P&G

SIEMENS

Tchibo

Unilever

LEARN FROM THE BEST

Interact in your classes directly with renowned faculty members. Our professors are considered leaders in their field, and you will be working with pioneering, evidence-based information. KLU is a research university and our faculty passes on new developments and scientific knowledge directly to you. KLU graduates have a competitive lead on knowledge.

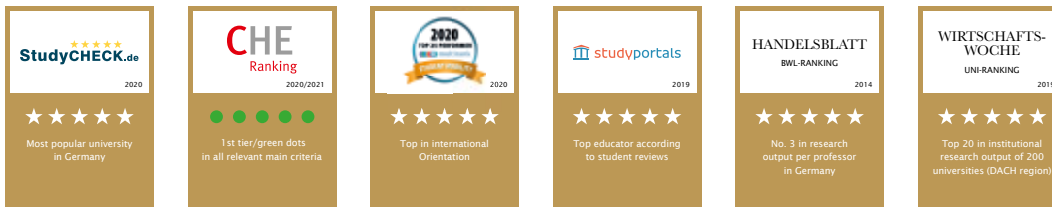
Our outstanding library gives you access to online research articles, books and databases, both on- and off-campus. We provide excellent support services, well-equipped work spaces, and information literacy skills training to help you acquire the knowledge you need for your individual studies and projects.

Another key driver at KLU is the practical relevance of the curricula combined with a number of practice-oriented guest lectures by industry professionals. Relevance to practice is a prerequisite. You can look forward to case- and

project-based learning, excursions, business simulations, regular interaction with industry professionals, and opportunities to collaborate on real consulting projects. As an example, in our Capstone Project, you work on a long-term research project or a real business problem in cooperation with companies.

Our research-based teaching focuses on imparting methodological knowledge and working scientifically. You will acquire excellent skills in collecting, structuring, processing, and correctly interpreting information and will feel at ease presenting it in an appropriate form. Your professors will introduce you to applying techniques for solving problems and designing solution processes. These skills, and others you will develop during your studies, play a key role on all management and leadership levels.

KLU receives top awards and rankings due to its quality of research, teaching and student life.

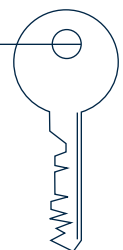


KEY COMPETENCE AREAS

KLU has an international faculty with a strong reputation for excellence in business research. Our research concentrates on our Key Competence Areas (KCA): Sustainability, Digital Transformation, and Creating Value.

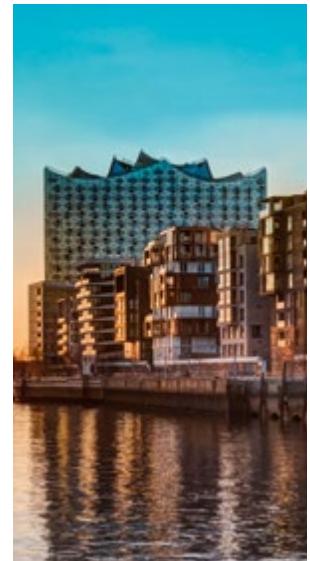
With this approach, we are responding to current developments – not only in the fields of logistics, management and leadership, but also in society. The Key Competence Areas will create new connections between different fields and disciplines, as well as between scientific research and practice. We want to do our share to identify, contextualize, explain, and push the developments in these areas.

As such, KLU makes this particular expertise available to students, practitioners and the scientific community at large by developing its programs for teaching, executive education, and research training within the frame of the three Key Competence Areas.





PLANNING YOUR STUDIES



STUDYING IN GERMANY

Studying at KLU in Germany is the right decision for career-conscious people. German universities and the German educational system are world class and recognized by employers around the globe. In Germany, you will be able to live freely: this is a safe country for all students.

There are a lot of things to manage in advance if you want to study at KLU in Germany. The German Academic Exchange Service (DAAD) has created a practical website that explains all the steps: www.study-in.de. The most important aspect is to apply for your visa well in advance. We recommend non-EU applicants to apply to KLU five months before the commencement of the study program, and to apply for visa right after being accepted by KLU or even during the admissions process.

Germany has a strong economy and a stable job market. After successfully graduating from KLU you are legally entitled to work in Germany. You will also be allowed to stay in Germany for up to 18 months after graduation to find the ideal job.

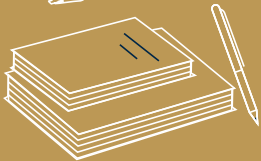
In addition to the benefits of Germany, the cosmopolitan city of Hamburg has been frequently voted as one of the most livable cities in the world, and offers a great work life balance for its residents.



AVERAGE BUDGET FOR ONE YEAR IN THE STANDARD TRACK



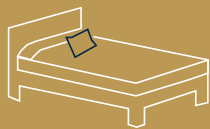
€ 10,960
TUITION



€ 200
STUDY MATERIAL*



€ 4,800
MISCELLANEOUS



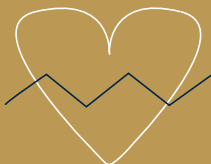
€ 4,800
ACCOMMODATION



€ 60
LIABILITY
INSURANCE



€ 110
RESIDENCE PERMIT



€ 1,080
HEALTH
INSURANCE

Please note, this is a rough budget. Financial requirements may vary significantly depending on choice of housing, lifestyle and travel plans.

* Although it is recommended to buy books, all course material is available through the library, therefore students do not have to buy reading material.

FINANCING YOUR STUDIES



We offer some **merit-based scholarships** for students with very high academic achievement. These scholarships normally cover 50%, up to 100% of tuition. Applicants are chosen based on outstanding academic performance, social engagement, and extra curricular activities. Additionally, in line with our international focus, we offer an international advocate scholarship for students that bring international experiences and a diverse outlook.

KLU also offers an innovative financing plan called **Brain Capital** which could cover up to 50-100% of the tuition fees. You can pursue your degree without having to pay tuition that exceeds your financial resources. In return, you will commit to an income-dependent repayment plan after graduation.

The **DAAD's scholarship database** offers you a wide range of tips and information on successfully applying for a scholarship in Germany. You can filter your search by country of origin, subject, and your current status.

If you prove to be a high performing student during the first semesters of your KLU Bachelor studies, you have the chance to be recommended into one of the **Gifted Education Institutions**. Examples of gifted education institutions are Konrad-Adenauer-Stiftung, Friedrich-Ebert-Stiftung and Stiftung der Deutschen Wirtschaft. This process is supported by KLU professors and not only offers you monetary benefits, but also a unique, life-long network of like-minded people outside campus.

A degree from KLU starts paying off the day your career begins. KLU students usually finish their studies on time, enter the professional world fast, and start with above-average salaries. This provides the necessary basis for paying for your studies at KLU.

For more information on any of the above mentioned offers, please visit the scholarship website (www.the-klu.org/scholarships) or enquire with the Student Recruitment & Marketing team.

YOUR NEXT STEPS



This brochure gives you a glimpse into the life as a KLU student. To become one yourself, check out the following steps. If, at any point along the way, you might have questions, feel free to contact us!

Ask our students! What better way to find out about the student life, campus environment, or living in Germany, then by asking our students? They are the true experts and always eager to help: www.the-klu.org/ask-a-student

Or talk to your 24/7 online assistant KLUney! Always available and ready!

Whether you are reaching out to a student, KLUney or to one of our recruiters we are always happy to hear from you!

Please note: You do not need all your final documents to submit your online application.

1. Check out our website and our social media channels. They are always updated so you have the most recent information.
2. Meet us in person. We have many events on and off campus and would love to see you at one of them: www.the-klu.org/meet-us
3. Get ready to apply. Collect all your documents and ask questions (study@the-klu.org or +49 40 328707-160).
4. Come up with a plan on how to finance your studies and/or ask for more information about different financing options.
5. Submit your online application. The earlier you submit it, the earlier you will hear from us.
6. Finally BECOME A KLU STUDENT!





Check
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 about the measures that we have taken in response to the corona pandemic and its impact on your studies.

SPACE FOR NOTES



SEE YOU AT KLU



CONTACT US

Kühne Logistics University – KLU
 Wissenschaftliche Hochschule für Logistik und Unternehmensführung
 Grosser Grasbrook 17
 20457 Hamburg, Germany
 Phone: +49 40 328 707-160
 E-mail: study@the-klu.org

For further information, the detailed curriculum, and the application form,
 please see our website: www.the-klu.org





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