BACHELOR OF SCIENCE
BUSINESS ADMINISTRATION

CHOOSE ONE OUT OF FOUR PROFILES
International Management
Sustainable Management
Supply Chain Management
Management Information Systems
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 digital management & innovation. 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,

Christian Barrot
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. Our research concentrates on our Key Competence Areas (KCA): Sustainability, Digital Transformation, and Creating Value. 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. In 2022, KLU has received the most top rankings of all German universities for the category ‘Teaching and Learning’ in the U-Multirank ratings. In 2021 KLU has won the „Global Student Satisfaction Award“ in the category “Overall Satisfaction” by Studyportals, in 2019 in the category “Best Quality Student Life” and in 2020 “Most popular university in Germany” by Studycheck.

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.

**StudyCHECK.de**
- Most popular university in Germany

**CHE Ranking**
- 1st tier/green dots in all relevant main criteria

**u-Multirank**
- Top in the categories “teaching and learning” and “international orientation”

**Handelsblatt**
- No. 3 in research output per professor in Germany

**Wirtschaftswoche**
- First place among all private universities in the DACH region in terms of research productivity.
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.
**BSC BUSINESS ADMINISTRATION**

THREE-YEAR PROGRAM WHERE STUDENTS CHOOSE ONE OF FOUR PROFILES, ALLOWING THEM TO FOCUS ON THEIR CHOSEN AREA AND HELPING TO PREPARE THEM FOR THEIR FUTURE CAREER GOALS.

**CHOOSE FROM ONE OF FOUR PROFILES**

- International Management
- Sustainable Management
- Digital Management & Innovation
- Supply Chain Management

**FACTS AND FIGURES**

<table>
<thead>
<tr>
<th>ADMISSIONS REQUIREMENTS</th>
<th>LANGUAGE</th>
<th>STRUCTURE</th>
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<tbody>
<tr>
<td>General qualification for university entry in Germany English proficient</td>
<td>English</td>
<td>On-campus lectures Semester abroad Integrated internship Bachelor thesis</td>
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<table>
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<tr>
<th>DURATION</th>
<th>TUITION*</th>
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<tbody>
<tr>
<td>Full-time 3 year/6 semesters</td>
<td>Standard track 6,190 € per semester Intensive track 6,890 € per semester</td>
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</tbody>
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Scan for more info

**CHOICE OF TRACK**

- Standard track 180 ECTS
- Intensive track 210 ECTS

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

WHAT IS IT ALL ABOUT?

Our BSc program lays the groundwork for an international career in management. The courses give you a 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 first choose a profile line, either human and environment management, or data and systems, which will then lead into our profiles with its own unique focus and career path.

Most students choose the standard track with 180 ECTS, but we also offer an intensive track with 210 ECTS. In the intensive track, you will have more indepth 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: a mandatory three-month internship, an integrated semester abroad, and other extracurricular activities.

APPLICATION PROCESS

- Start of application period: November 1
- Early-bird discount 10%, deadline: January 15
- International application deadline: May 31
- German & EU Application deadline: July 15
- Start of program: September 1

1. APPLY ONLINE (KLU WEBSITE)
2. APPLICATION COMPLETENESS AND ELIGIBILITY CHECK
3. REVIEWED BY ADMISSIONS COMMITTEE
4. INTERVIEW
5. FINAL DECISION BY ADMISSIONS COMMITTEE
6. APPLICANT RECEIVES FINAL DECISION
# BSC BUSINESS ADMINISTRATION
## STANDARD TRACK | CURRICULUM

- International Management
- Sustainable Management
- Supply Chain Management
- Digital Management & Innovation

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Break</th>
<th>Semester 3</th>
<th>Semester 4</th>
<th>Break</th>
<th>Semester 5</th>
<th>Semester 6</th>
<th>ECTS</th>
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<tbody>
<tr>
<td>Core Modules</td>
<td>Core Modules</td>
<td>Break</td>
<td>Core Modules</td>
<td>Core Modules</td>
<td>Break</td>
<td>Core Modules</td>
<td>Core Modules</td>
<td>ECTS</td>
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<tr>
<td>Fundamentals of Accounting¹</td>
<td>Marketing</td>
<td></td>
<td>Corporate Finance</td>
<td>International Business Law</td>
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<td>Seminar</td>
<td>Deep Dive Business Challenge</td>
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<tr>
<td>Mathematics for Business and Economics¹</td>
<td>Statistics</td>
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<td></td>
<td></td>
<td></td>
<td>Personal Skills⁴</td>
<td>Bachelor's Thesis²</td>
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<tr>
<td>Fundamentals of Management and Strategy</td>
<td>Introduction to Digital Management</td>
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<td>Logistics and Supply Chain Management Fundamentals</td>
<td>Human Resource Management</td>
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<td>Personal Skills⁴</td>
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<td>Profile Modules</td>
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<td>Profile Modules</td>
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<td>Chinese, Spanish or German</td>
<td>Empirical Research Methods</td>
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<td>Chinese, Spanish or German</td>
<td>Empirical Research Methods</td>
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<td>Chinese, Spanish or German</td>
<td>Empirical Research Methods</td>
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Each module comprises 6 ECTS (1 ECTS = 30 hours student workload)

¹ Mathematics and Accounting comprise 9 ECTS.
² These profile modules are offered as electives and are open to all profiles. Choose two profile modules in the fifth and one profile module in the sixth semester.
³ Bachelor's Thesis comprises 12 ECTS.
⁴ Personal Skills comprises 8 ECTS, offered in Semesters 1, 3 and 5.
INTERNATIONAL MANAGEMENT

Add value in an international environment. Go beyond contemporary business models and look at the world’s economy from an international perspective. With each year, the world becomes more connected creating a global economy. Products we use daily no longer come from local sources but are often shipped from all over the world. Germany’s yearly exports total up to more than one billion Euros. Companies in such a globalized environment need experts that are capable of handling international transactions. Managers with international backgrounds in marketing, accounting, finance, logistics and communications establish the connections between companies and international markets. They become responsible for their company’s operations abroad.

SUSTAINABLE MANAGEMENT

Help plan sustainable development on a global scale. Consumption of materials and resources, reduction of greenhouse gas emissions, human rights and health and safety regulations are, along with sustainability, fairness and solidarity, the key quality criteria of today’s economic activity. Customers and other stakeholders demand companies to behave and do business in a socially responsible way. An increasing number of brands and companies have begun campaigning for a better world, turning sustainability into a selling point. Sustainable management is now in demand more than ever before. In short, today’s companies not only want to be great, but they also need to be ethical.

SUPPLY CHAIN MANAGEMENT

Plan, design and operate global supply chains. Supply Chain Managers (SCM) develop and oversee enormous international logistics flows of goods and information. Products we need and use on a daily basis, from electric toothbrushes to smart phones to cars, don’t just pop out of thin air. SCM steers the overall process, from supply to storage to delivery, meticulously coordinating every aspect, while keeping environmental issues, such as carbon or waste reduction in mind. At the same time, they must react to new technologies, such as the Internet of Things, where objects are constantly connected and able to exchange data with each other. This technology promises enormous advancements and increased efficiency. Access to the most recent data allows for making data-supported decisions, helping companies to be better, faster and more reliable than their competition.

DIGITAL MANAGEMENT & INNOVATION

Help shape the digitalization of processes. New technologies, digital platforms and programs are changing business. Data has become the world’s newest natural resource and knowing how to use it can be a game changer. Companies that quickly derive insights from data and infuse analytics into everything they do can gain a competitive advantage. But who designs and supports the digital transformation of companies? Who coordinates the necessary steps and ensures cooperation between people, systems, and data? Experts in the field of digital management & innovation provide the link between economic performances and intelligent IT infrastructures.
EXPLORE THE WORLD

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.

Impressions by Julia Harbarth, Robert Marten Rings and Johanna Schönfeld. Taken in Nantes/France and Lima/Peru.
For my semester abroad, I decided to go to Bordeaux in France. With the French I learned at school and a lot of expectations in my backpack, I started my journey. The business school offered a large variety of subjects with professors from all kinds of industries who presented good case studies, and they even managed to organize a fun wine tasting at 8 a.m. for us after our Easter break! The diverse student associations were always up to something, and in the morning when entering the building the bisous with friends from all over the world created a welcoming atmosphere. I’ve always had a secret crush on France, which is why the semester living and studying there was like a dream come true for me. It felt like a vacation rather than studying. Now that the five months have flown by like a blink of an eye I can say that my time in Bordeaux enabled me to improve my language skills and develop academically and personally. I will always happily look back on this highlight during my studies at KLU! A bientôt."

Pauline Zweihaus
BSc Business Administration
Class of 2023

For an updated list of partner institutions visit www.the-klu.org/partner

MSc = available for Master, BSc = available for Bachelor
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 and 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 provides systematic and strategic training to help position you to actively pursue and manage your professional 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: The Career Services team can connect you with KLU’s professionally integrated alumni group; consolidating connections with industry practitioners who can support and advise. We also provide networking opportunities via on-campus company presentations, corporate speakers, and year-round excursions. The student community is thereby introduced to businesses and industries as potential interns and employees.

<table>
<thead>
<tr>
<th>PERSONALITY ASSESSMENT</th>
<th>IDENTIFY YOUR OPTIONS</th>
<th>CV &amp; LINKEDIN PROFILE</th>
<th>WINNING PEOPLE OVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who am I?</td>
<td>What are my career options?</td>
<td>How to stand out from the crowd</td>
<td>How to impress your future employer</td>
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<tr>
<th>GAINING ACCESS</th>
<th>BENEFITS KLU HAS READY FOR YOU:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Draft your application strategy</td>
<td>1. Access to alumni via alumni portal &amp; alumni career talks</td>
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<tr>
<td></td>
<td>2. Networking opportunities and training</td>
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<td></td>
<td>3. Practice-oriented guest lectures by high-profile industry professionals</td>
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<td></td>
<td>4. Recruiting events on campus</td>
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<td></td>
<td>5. Exclusive internship and job offers</td>
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<td></td>
<td>6. Annual CV book prior to graduation</td>
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</table>

All career services are integrated into your curriculum.

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<tr>
<th>NETWORKING</th>
<th>INTERVIEW TRAINING</th>
<th>PROFESSIONAL APPLICATION SUPPORT</th>
<th>COVER LETTER TRAINING</th>
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<tbody>
<tr>
<td></td>
<td>Nail your next job interview</td>
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<td>Turn it into a door opener</td>
</tr>
</tbody>
</table>

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“When I think about KLU, three things come to my mind: our beautiful campus in the modern heart of Hamburg with its amazing views, many cafés and restaurants, and top-notch tech equipment. Then, our outstanding faculty and staff who are always open for questions and willing to help; most of them know you by your name which creates a comfortable environment; and of course, our students – although we are all different in terms of life goals and visions, we love to help each other and share our network. Even our alumni don’t hesitate to answer any questions regarding other universities or employment and connect people. It feels like being part of a huge club, and there’s something for everyone. Once KLU, always KLU.”

Federico de Ponte
BSc Business Administration
Class of 2023
LIFE ON CAMPUS

STUDENT AMBASSADOR PROGRAM

The KLU Student Ambassador Program is a volunteer program available to students who are interested in giving back to the KLU community, getting the most out of their university experience and enhancing the experience for others. Volunteers promote KLU from the ‘student perspective’ at different events and activities. The program could benefit you by developing your interpersonal, communication and leadership skills. Student Ambassadors participate in various activities and events during their time at KLU, such as Open Days, Education Fairs and workshops.

Actively engaging in social activities in the community not only offers Student Ambassadors the opportunity to make connections and further enjoy the student experience, but it is also highly valued by employers. Including a voluntary experience in your resume adds proof of your initiative, commitment and development of soft skills that can make you stand out from the crowd.

A UNIQUE EXPERIENCE BY THE HAFENCITY

Our facilities are designed to make your student experience productive and comfortable. Start your day by hitting the campus gym with some morning exercises to gather energy for the day. After some lectures, you can hang out with your peers in the cozy student lounge and enjoy a break. You are also welcome to join one of KLU’s student clubs and become active outside the classroom. For example, Advisupply, KLU’s student consultancy, allows students to gain consulting experience while working with real-life clients and business cases. KLU strives to create engaging and fun activities and events for memorable experiences.

More information at advisupply.com
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.

“When you join KLU, you will be welcomed into a dynamic international community. Each day will bring something new. Our faculty, staff, and students have backgrounds from very different cultures and bring diverse perspectives to each interaction. With small class sizes, you have the opportunity to connect with classmates and professors. In addition, this environment facilitates opportunities to get first-hand knowledge from research projects and new business trends. KLU is what you make of it; the KLU Family supports your personal development and learning, preparing you for your next steps.”

Prof. Dr. Alexander Himme
Associate Professor of Management Accounting
Academic Director of the Bachelor of Science Program
FINANCING YOUR STUDIES

WHAT ARE YOUR FINANCING OPTIONS?

BRAIN CAPITAL

Students benefiting from Brain Capital pay their tuition fees after they graduate. The total amount of payments depends on their income. Students with higher income repay higher amounts at a time than students with lower income.

SCHOLARSHIPS

KLU offers a limited number of merit-based scholarships for our BSc and MSc programs. Successful applicants may receive a partial, or in outstanding cases, full scholarship. Alternatively, the DAAD’s scholarship database offers a wide range of tips and information about applying for scholarships in Germany.

TAX SAVINGS

In Germany, tuition can be claimed on tax returns and the tax savings can be used to partially finance students’ degrees.

AWARDS

If you are a scholarship holder of one of the institutions for gifted education in Germany, supported by the BMBF, you may apply for an award, consisting of a full tuition fee waiver at KLU.

WORK

Students from outside of the EU are allowed to work 120 full days or 240 half days per year. We recommend that students from EU countries that wish to work do not exceed 20 hours.

Please visit our website for more information.
PLANNING YOUR STUDIES

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 month 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.
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

Whether you are reaching out to a student 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!
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

October 2022