

BACHELOR OF SCIENCE BUSINESS ADMINISTRATION



TRANSFORMING THE WORLD
THROUGH RESPONSIBLE LEADERSHIP



Global Student Satisfaction Award 2021: Winner in the category "Overall Satisfaction" awarded exclusively by student evaluations

2021



CHOOSE ONE OUT OF FOUR PROFILES
Digital Management & Innovation
International Management
Supply Chain Management
Sustainable Management



WELCOME BY THE ACADEMIC DIRECTOR

Every day new businesses open in all kinds of industries, from new fashion retailers to heavy industrial manufacturing to tech start-ups. They all are configured with some basic common structures and need to be guided and developed by skilled professionals who can see the big picture, anticipate changes, and innovate the operations to achieve the best results. That's why a bachelor's in business is a solid base for most types of students to start developing their careers, with the possibility of specializing later in life with a master's or through their working experience.

KLU is the world's top university educating leaders and change-makers with a strong operations mindset. Our bachelor's professors are top-class researchers and very connected with the reality of their industries. They bring all their expertise to the classroom, and students have the opportunity to work in real case studies, practical projects, business simulations, etc. in a truly international environment in line with the new reality of the global economy.

Our Bachelor's in Business Administration offers a highly customizable curriculum with four different specializations, which are adapted to all types of personalities and interests, so you thrive in developing your best skills. All of this is rounded off with a semester abroad and practical experience through an internship, that will put your profile at the top of the list.

Become a part of the KLU family!



*Prof. Dr. Alexander Himme
(Academic Director)*



“As one of the unique features of our curriculum, you will develop a strong operations mindset while studying at KLU. You will be perfectly equipped to succeed in future job markets, profoundly transformed by AI progress.”

Prof. Dr. Andreas Kaplan (President)

“The family atmosphere is what makes KLU special: small groups allow for an interactive and individual learning experience and our excellent faculty offers you direct access to the latest research findings.”

Prof. Dr. Christian Barrot (Dean of Programs)



A GREAT PLACE TO STUDY



WHY KLU?

- **Internationality:** on average, more than 40 nationalities are represented in our student body.
- **Excellent and involved faculty:** our professors are world-class researchers with strong ties in the industry, connected with the challenges that the market experiences nowadays.
- **Small classes and interactive teaching:** very small course sizes allow KLU to structure lessons that combine academic research with practical and interactive exercises to apply the knowledge learned.
- **High level of personalized service:** our students are guided in their journey by our staff and faculty with a high standard of personalized attention, catering to their specific needs. **At KLU you are never "just a number".**
- **Strong community:** all KLU members form a big family, even after graduating. This welcoming environment is supported by the institution with a rich life on campus and regular activities and events.
- **Outstanding Career Services and corporate network:** our students are guided from the very first semester to develop an attractive profile for future employers and are given many opportunities to connect with relevant companies of various industries through our boot camps and professional events.

WHY HAMBURG?

- **Prestige:** German universities and the German educational system are world-class and highly respected on an international scale.
- **Strong economy and job market:** Germany has a strong economy and a robust job market, open to an international crowd, with long-term work opportunities.
- **Opportunities for foreigners:** Germany has accessible immigration policies and is in need of a skilled workforce. You can stay in Germany for 18 months after graduation to find your ideal job for staying on a long-term basis.
- **Safe and international:** Germany is a safe country for all students. Hamburg is a very international city with a strong presence of multicultural communities, and highly respectful of all origins and backgrounds.
- **Unique culture:** Germany offers a unique culture, full of history and wonderful landscapes. On top of that, Hamburg is a vibrant city with hundreds of activities and events throughout the year, and an immense cultural offer (museums, musicals, theater, live concerts, urban fests, a rich nightlife...)
- **Moderate cost:** Private education in Germany is globally recognized and more affordable than in other countries like the UK, USA, or Australia. The cost of living in Hamburg is moderate in comparison with other European metropolises.

LEARN FROM THE BEST

KLU is a research university, and our faculty passes on new developments and scientific knowledge directly to you. Our professors are considered leaders in their field, and you will be working with pioneering, evidence-based information. Thanks to our great student-professor ratio, the classes allow for direct interaction with the professors, and KLU graduates have a competitive lead on knowledge. Another key driver at KLU is the practical relevance of the curricula and practice-oriented methodologies. 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.

WHAT SETS KLU APART

- From the Ivy League, right back to you:** interact directly with faculty that has studied at some of the best universities in the world, such as Columbia, Cornell, Erasmus, Harvard, HEC Paris, Humboldt, Oxford, Stanford and UCL.
- Active researchers, in and out of our Campus:** our professors recurrently undertake research collaborations with prestigious institutions such as Columbia, Erasmus, ETH Zürich, Harvard, INSEAD, MIT, Oxford, UC Berkeley and UCLA, among others.
- Science vs. applied science:** our research-based teaching focuses on imparting methodological knowledge and working scientifically.
- Learn from the “makers”, not from the “takers”:** KLU graduates have an edge in knowledge by learning from researchers highly connected with the industry and the challenges companies face.
- In class with top leaders:** meet in person renowned senior partners and top executives of companies such as Amazon, Beiersdorf, BMW, Hapag Lloyd, McKinsey, Siemens, etc., invited to KLU as guest lecturers.
- Ready for the real world:** get first-hand practice and opportunities to network by directly working on actual business problems in collaboration with major-league companies like Accenture, IBM, Lufthansa, Pandora, Pfizer, Philips, Porsche...
- Thousands of resources at your fingertips:** our library offers an extensive collection of printed and digital research articles, books, and databases, with outstanding personal service to guide you in your academic work.



LIFE ON CAMPUS

One thing that sets KLU apart from other universities and business schools is its vibrant feeling of family and community spirit. The university hosts several student clubs, events, and extracurricular activities that are crucial components of both your professional and personal growth.

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



STUDENT CLUBS

Belonging to a student club is not only a great way to meet peers of other specializations and programs but also a valuable experience to grow your professional profile and personal life. Whether you'd like to have a first experience in consulting in our student consultancy Advisupply, you want to empower female leaders in our Women in Business club, or you are the sporty one to row in our Dragon Boat, you'll find the right club for you. And if it doesn't exist yet, create it! KLU will support you!



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.

advisupply
student consulting

UNKONNECT



STATE-OF-THE-ART FACILITIES

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. Then head to the lectures in our classrooms equipped with the newest technology, including e-learning tools. Have

a healthy meal in our Mensa and, afterward, finish your group assignment in our breakout rooms, directly overlooking the harbor. To finish the day, you can hang out with your peers in the cozy student lounge and enjoy your well-deserved rest.

MEMORABLE EVENTS


A wide range of events take place at KLU during the academic year. From professional events to connect with relevant companies (Career Connect), to fancy night parties that showcase the work of our students (Movie Night), to boot camps on various topics, and of course, the graduation ceremony, your time at KLU will be filled with memorable moments to create a unique life experience.



STUDIENKOLLEG PREPARATION PROGRAM

YOUR ENTRY INTO THE BACHELOR PROGRAM

KLU's Studienkolleg will give you the qualification necessary to study in our bachelor program if you do not meet our admissions requirements. As the German Abitur (high school leaving certificate) is held to such a high standard, it is often quite difficult for international applicants to meet the equivalent. With international high school diplomas, direct entry is usually not an option.

DURATION	LANGUAGE	KEY DATES
 Full-time 12 months	 English	 Application deadline: 15th July Program starts: 1st September

STUDY CONTENT

For business studies, you take a combination of subject courses, as well as introductory German on A2 level (identified as a necessity by the state). The program prepares you for the Feststellungsprüfung (FSP), which is an entry exam conducted in Hamburg. You will take the FSP at the end of the program, and upon passing you will be eligible to start your Bachelor studies at KLU.

Your classes include:

- Mathematics
- Economics
- Geography
- English
- German

ELIGIBILITY FOR THE PREPARATION PROGRAM

Your eligibility depends on your academic transcripts. For example, the requirements for someone who completed the German Abitur will be different to those who studied the International Baccalaureate. We recommend checking out the DAAD website to see your eligibility and/or contact us.

When you submit your application to study at KLU you will need to submit your transcripts and statement of purpose. You will also be asked to submit language tests that can be done after you submit your application.



STRUCTURE

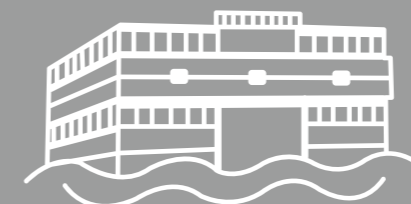
- | | |
|----------------------------------|--|
| September – January ¹ | <ul style="list-style-type: none"> ■ German language course A2 ■ English language course |
| September – May | <ul style="list-style-type: none"> ■ Subject-related classes |
| May – June | <ul style="list-style-type: none"> ■ Final exams |

¹ Students who can prove A2 German and/or C1 English by 30th June, could be eligible for a lighter course load.



“Before starting my bachelors at KLU, I took part in the KLU Preparation Program (Studienkolleg in German). Among many factors like small classes and the great relationships with teachers and staff, what makes KLU stand out for me is the family and closeness feeling that you get by being a part of the community. I would have never expected that in such a short time a place would have given me the confidence to say that I came to the right place for my education and university life.”

Alejandro Avecillas Ruiz, Ecuador,
Graduate KLU Preparation Program



KLU







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

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

FACTS AND FIGURES

<p>ADMISSIONS REQUIREMENTS</p>  <p><i>General qualification for university entry in Germany English proficiency</i></p>	<p>LANGUAGE</p>  <p><i>English</i></p>	<p>STRUCTURE</p>  <p><i>On-campus lectures Semester abroad Integrated internship Bachelor thesis</i></p>
<p>DURATION</p>  <p><i>Full-time 3 year/6 semesters</i></p>	<p>COMPLETION</p>  <p><i>Bachelor of Science in Business Administration Premium seal by FIBAA, Germany</i></p>	<p>TUITION AND MORE INFORMATION</p> 

CHOICE OF TRACK

Standard track
180 ECTS

Intensive track
210 ECTS

THE FOUNDATION TO CHANGE THE WORLD



Our BSc program lays the groundwork for an international career in management, with a strong focus on operations and innovation. The courses give you a foundation regarding all aspects of business administration before you immerse yourself in your chosen profile. Our top-notch faculty, experts in their fields, will guide you to become an effective leader, developing your strategic thinking and operational mindset, as well as enhancing your communication skills.

Whether you intend to work in an international company or establish your own start-up, our curriculum will allow you to have a 360° view of the business field (accounting, business development, finance, logistics, marketing, strategy...) and to choose a specialization depending on your interests and skills: Digital Management & Innovation, International Management, Supply Chain Management, and Sustainable Management.







The teaching method includes both case- and project-based learning, excursions, business

simulations, and regular interaction with industry professionals. All of this is rounded off with an exciting international experience thanks to a mandatory semester abroad, as well as practical experience gained during your three-month internship. The study program is also complemented by an engaging life on campus (state-of-the-art facilities with the newest technologies, student lounge, student clubs, career fairs, fun events...) to make your experience unforgettable.

- **What to look forward to:** within our courses, you will learn about highly exciting and relevant present-day topics like AI, Data Science, Entrepreneurship and Innovation, Intercultural communication, Sustainability, etc.
- **Career paths:** Business Analyst, Consulting, Data Analyst, Entrepreneurship, Finance, Marketing Management, Project Management, Supply Chain Management, Sustainability Management, etc.

BSC BUSINESS ADMINISTRATION STANDARD TRACK | CURRICULUM

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

	Semester 1	Semester 2	Break	Semester 3	Semester 4	Break	Semester 5	Semester 6	ECTS			
Core Modules	Fundamentals of Accounting ¹	Marketing	Break ³	Corporate Finance	Semester Abroad 60+ partner universities across the world Study areas like: • Data Science • Innovation • Leadership • Luxury Management • Psychology • Sustainability • ... and many more!	Internship Find the right opportunity for you with the guidance of our Career Services team. Some companies that hosted KLU interns include:   	Seminar	Deep Dive Business Challenge	138			
	Mathematics for Business and Economics ¹	Statistics		International Business Law			Personal Skills ²	Personal Skills ²		Personal Skills ²	Bachelor's Thesis ⁴ Deep dive into a specific topic of your choice Some companies that hosted Bachelor thesis include:   	
	Fundamentals of Management and Strategy	Introduction to Digital Management		Macroeconomics			Empirical Research Methods	International Finance		Consumer Behavior ⁵	International Financial Accounting ⁵	
	Logistics and Supply Chain Management Fundamentals	Human Resource Management		Personal Skills ²			Chinese, Spanish or German	Nonprofit Management		Corporate Social Responsibility and Business Ethics ⁵	Sustainable New Product Development and Design Thinking	Sustainable Supply Chains ⁵
	Personal Skills ²	Microeconomics		Operations Management			Chinese, Spanish or German	Inventory and Warehouse Management		Management Science ⁵	Transportation Management	Supply Chain Strategy ⁵
Profile Modules				Programming with Python	Operations Management		Data Analytics and Visualization	Process Analytics and Automation	42			
				Programming with Python	Operations Management			Innovation and New Business Ventures ⁵				
ECTS	30	30		30	18	10	32	30	180			

Each module comprises 6 ECTS (1 ECTS = 30 hours student workload)

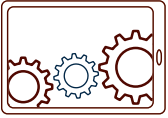
¹ Mathematics and Accounting comprise 9 ECTS.

² Personal Skills comprises 8 ECTS, offered in Semesters 1, 3 and 5.

³ In order to maximise opportunities, we encourage students to undertake internships in the first break. Credits will be awarded as per internship regulations.

⁴ Bachelor's Thesis comprises 12 ECTS.

⁵ 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.



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

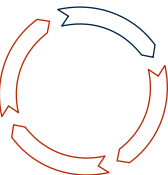
digital transformation of companies? Who coordinates the necessary steps and ensures cooperation between people, systems, and data? Experts in the field of digital management & innovation provide the link between economic performances and intelligent IT infrastructures.



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. Com-

panies 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.



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.



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.

EXPLORE THE WORLD

- Choose between more than 60 renowned partner institutions around the world.
- Complement your studies with courses beyond KLU's scope of specialties.
- Discover new cultures and countries and engage in activities you have never lived before.
- Make friends from across the globe.
- Boost your skills in speaking a second language (although classes are offered entirely in English).
- Have a mind-opening experience that will make your student time unique and memorable.



"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."

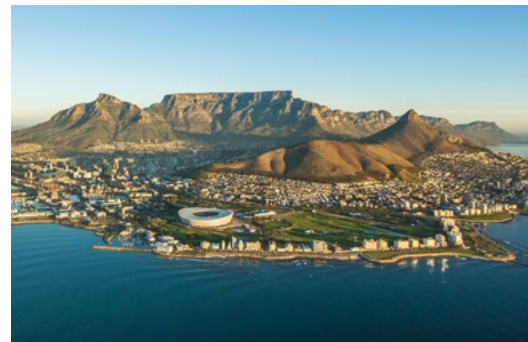
Pauline Zweihaus
BSc Business Administration

Impressions from Ohio (United States), Pisa (Italy), Bangkok (Thailand), Montevideo (Uruguay) and Cape Town (South Africa)








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



SUCCESS BEYOND THE CLASSROOM

<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>PROFESSIONAL 1:1 CAREER COACHING</p>  <p><i>Receive individual career advice</i></p>
<p>NETWORKING</p> 	<p>INTERVIEW TRAINING</p>  <p><i>Nail your next job interview</i></p>	<p>PROFESSIONAL APPLICATION SUPPORT</p> 	<p>COVER LETTER TRAINING</p>  <p><i>Turn it into a door opener</i></p>

BENEFITS KLU HAS READY FOR YOU

- Access to alumni via alumni portal & alumni career talks
- Networking opportunities and training
- Practice-oriented guest lectures by high-profile industry professionals
- Recruiting events on campus
- Exclusive internship and job offers
- Annual CV book prior to graduation

All career services are integrated into your curriculum.

KLU Career Connect: This is not your typical career fair! Get inspired by short company pitches at the company slam, ask all your questions and network at the Meet & Greet and introduce yourself to relevant companies with a professional pitch in 1:1 sessions. No worries, our career courses will prepare you and make sure you can shine in front of the potential employers!

Alumni Career Talks: At this peer-to-peer career event you will meet KLU alumni from various industries who will share their story and their experiences with you. You get to meet in a relaxed setting and you can practice your networking skills. Connect with one of the alumni from your dream company or get inspired to explore an industry you haven't thought of before. Our alumni are looking forward to meeting you!





“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 to 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
Graduate BSc Business Administration*

“KLU is more than a simple university for me. Besides the theoretical knowledge acquired during my bachelor, I had the chance to strengthen a lot of valuable aspects of my future career, for my business as well as for my private life. The small classes, good relations with faculty and staff, and especially the internationality made my three years unforgettable. Leaving KLU does not mean forgetting it, as I know that there will always be great contact between us!”

*Louis Van Wambeke
Graduate BSc Business Administration*

“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 its 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
Graduate BSc Business Administration*

EMPLOYERS OF KLU ALUMNI (AMONG OTHERS)



FINANCING YOUR STUDIES

YOUR OPTIONS



BRAIN CAPITAL

KLU offers the innovative financing plan, 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.



SCHOLARSHIPS

KLU offers merit-based scholarships for students with very high academic achievement. These scholarships cover up to 100% of tuition. Applicants are chosen based on their outstanding academic performance and their social and international engagement. Also, the DAAD's scholarship database offers you a wide range of tips and information on successfully applying for a scholarship in Germany.



AWARDS

If you are a scholarship holder of one of the institutions for gifted education in Germany (Begabtenförderwerke), supported by the Federal Ministry of Education and Research, you may apply for an award, consisting of a full tuition fee waiver at KLU.



PART-TIME 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.



TAX SAVINGS

In Germany, tuition can be claimed on tax returns after graduation. All master's degree students can claim all the costs of their degree program as a loss carry-forward in the income-tax declaration after their studies are completed. This reduces the taxable income of the graduate in the years after their studies, thus saving money in taxes.



PERSONAL FINANCIAL RESOURCES

To provide for all personal expenses throughout the study program in Hamburg, students shall count on some amount of savings or personal financial resources. For those planning on relying on a loan from their origin country, we recommend starting the process quite far in advance to avoid delays in the enrollment.

START YOUR JOURNEY AT KLU

IMPORTANT DATES

- 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

APPLICATION PROCESS



- Please note: you do not need all your final documents to submit your application.
- Application fee: A non-refundable application fee of €50 is required from Non-EU/EEA applicants upfront. If you are a non-EU citizen holding a German bachelor's degree you do not have to pay the application fee.
- Tuition fees are charged per semester. A non-refundable deposit of € 1,000 will be due two weeks after the receipt of the study contract. The deposit will be deducted from the first tuition fee installment.
- Find more resources to prepare your journey on the website of the German Academic Exchange Service (DAAD): www.study-in.de.

MORE INFORMATION



SCHOLARSHIPS
www.klu.org/scholarships



OPEN DAY/MEET US PAGE
www.klu.org/meet-us



BRAIN CAPITAL
www.klu.org/brain-capital



ASK A STUDENT
www.klu.org/ask-a-student



ACCOMMODATION
www.klu.org/accomodation-blog



VIRTUAL CAMPUS TOUR
www.klu.org/tour



PODCAST
www.klu.org/podcast



BLOG
www.klu.org/blog

SEE YOU AT KLU



CONTACT US

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

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



