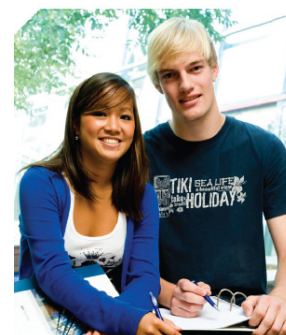


## Why come to Reutlingen?

15 reasons to come and study 'International Business' as an exchange student at Reutlingen University, ESB Business School



### Reutlingen University

1. An international dimension, an interdisciplinary approach, practically orientated degree programmes, support for students' personal development and social responsibility are the university's most important hallmarks
2. Very international atmosphere on campus, winner of [Germany's International University of the Year 2010](#) (awarded by German Academic Exchange Service)
3. Broad offer of German language courses by Reutlingen International Office RIO (intensive courses before start of the semester and regular courses on different levels)
4. Widespread facilities: library, computing facilities, bookshop, travel agency, refectory and cafeteria, sports on campus, several student residences near to campus



### ESB Business School

5. One of Germany's leading business schools, regularly 1st place in Germany's most important rankings for business studies (Handelsblatt/WiWo, CHE/Zeit)
6. Member of AACSB, all programmes accredited by FIBAA
7. Excellent connections to German like [Bosch](#), [Daimler](#), [IBM](#), [Siemens](#) (corporate support association), ESB (two company contact fairs on



and international companies through VIMA e.V. (ESB's co-Career Center, IBF & FiFo campus each year)

### 'BSc International Business' (former 'BA Außenwirtschaft')

8. Broad range of courses in International Business (IB); majors in '1. Marketing & Strategy', '2. Finance & Accounting' and '3. Human Resource Management & Organization'
9. Taught 100% in English (exchange students can attend business courses in German in other study programmes of ESB Business School if required)
10. International dimension in the composition of the student body (50% international students plus ~70 IB exchange students per year from more than 40 partner universities)
11. Three levels of careful tutoring for exchange students within the IB study programme: International Relations Officer, Liason Assistant, student buddies
12. Small seminar-like groups, workshops, case studies, guest lectures by professionals, visits to leading international companies



## Location of Reutlingen

13. Located in one of the most scenically attractive areas of Germany (the 'Swabian Jura') close to the Neckar valley, some 20 miles south of Stuttgart
14. Especially attractive for overseas' students: located in the center of Europe (4 ½ hours by train to Paris, 1 ½ hours by plane to London, 7 hours by train to Prague, 6 ½ hours by car to the Mediterranean)
15. The region is home to the world or European headquarters of many prominent companies including [Hugo Boss](#), [Daimler](#), [Porsche](#), [Bosch](#), [Celesio](#), [Hewlett-Packard](#), [IBM](#)

**BOSS**  
HUGO BOSS

**celesio**  
the healthcare group

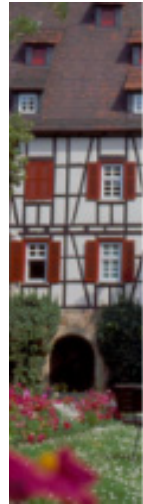
DAIMLER



**IBM**



**BOSCH**



## Impression of a former IB exchange student



"The opportunities at ESB Business School are endless. As an international business degree major I have found the course work to be very practical and relevant to my future career goals. The professors cultivate a classroom environment that is inspirational and challenging. The international diversity is amazing. I have met so many motivated and dedicated students from all over the world. The team spirit at ESB is also very contagious: you'll find yourself wanting to be involved in everything right from the beginning."

*(Clinton Wall, exchange student from the USA)*

More information for exchange students in International Business (e.g. Incoming Guide, List of Courses, Course Descriptions, Fact Sheet) is available on the following website: [www.esb-business-school.de/studiengaenge/bachelor/bsc-international-business/exchange-students.html](http://www.esb-business-school.de/studiengaenge/bachelor/bsc-international-business/exchange-students.html)

