



# WITTENBORG

University of Applied Sciences

APELDOORN

AMSTERDAM

VIENNA



SINCE 1987



# WITTENBORG UNIVERSITY OF APPLIED SCIENCES

Wittenborg is one of the most international institutes of higher education in the Netherlands, and specialises in providing international higher education taught exclusively in English. Wittenborg students, 800+ in 2018, bring with them a wealth of international experience, knowledge & diversity. Over the past years, along with staff & management, they have represented more than 100 nationalities.

In September 2015, Wittenborg opened its second campus in the heart of Amsterdam, focusing on Entrepreneurship & Small Business through Wittenborg's Entrepreneurial Business Administration Bachelor programme. From September 2018 the Amsterdam campus of Wittenborg also offers part-time and full-time MBA programmes in Finance, Entrepreneurship & Innovation, as well as

International Management. The international and entrepreneurial character of the city of Amsterdam matches perfectly to the needs of modern talents with global orientation.

In 2018, Wittenborg was ranked 4<sup>th</sup> Best Small University of Applied Sciences, and its Bachelor of Business Administration programmes were ranked 2<sup>nd</sup> in the Netherlands.



## ABOUT WITTENBORG

### **Independent & International**

Around 100 nationalities work and study together in one of 3 locations: Apeldoorn (NL), Amsterdam (NL), or Vienna (AT). English is the sole language of instruction in all campuses.

### **Top-Ranked Programmes**

4th Best Small University of Applied Sciences, and 2nd Best Bachelor of Business Administration Programmes in the Netherlands in 2018.

### **Internationally Accredited**

Proud member of AMBA and AACSB, with programmes accredited by Dutch NVAO and by FIBAA (German, Swiss & Austrian), and validated by the University of Brighton (UK).

### **Linking Theory to Practice**

Company visits, real-life projects, internships and guest speakers mean plenty of regional and international engagement with government, companies and organisations.

### **6 Entrance Dates Per Year**

All Dutch degree programmes offered in Amsterdam allow students to start at any one of 6 times per year with personal tutoring, guidance and support in a personalised and family-like environment.

### **Affordable Private Education**

Bachelor's degree programme yearly tuition at €9,800 and MBA at €18,300. As a not-for-profit organisation, Wittenborg aims at providing affordable, premium education.

### **Research-Based**

Wittenborg focuses on a research-based education approach. Wittenborg's Research Centre allows students & researchers to be involved in research projects and real-life academic work.



## PROGRAMMES AT AMSTERDAM CAMPUS

### Double Bachelor's Degree in Entrepreneurship & Business

- IBA Entrepreneurship & Small Business (Wittenborg)
- BSc (Hons) Business Management (University of Brighton)

### Master's Degrees in Business Administration (Full-time & Part-time)

- MBA in Finance
- MBA in Entrepreneurship & Innovation
- MBA in International Management

### Mauro Martin Leon Davila

Australia

Bachelor Phase 2

*"I see myself running a sports centre in 10 years. The information about entrepreneurship that I learn at Wittenborg is going to help me achieve that goal."*



# BUSINESS

## IBA ENTREPRENEURSHIP & SMALL BUSINESS

### 12 Real-Life Projects

Bachelor's students are offered 12 industry-related, applied research project weeks dealing with real-life cases instigated by real businesses and organisations.

### Continuous Tutoring

Students studying either single-degree or double-degree programmes receive continuous tutoring. Process tutors provide constant guidance and advice, playing an important role in the personal development of individual students.

### 3-6 Months Work Placement

Up to 6 months work placement at the end of the bachelor's degree programme allows students to practice job-application skills and gain work experience.

### Business Network

Students are introduced to different business networks during their entire study

period, with opportunities to learn from other start-ups, to present and to pitch their own business ideas.

### Family-Like Atmosphere

The first thing you see when you come to Wittenborg Amsterdam is the room for brainstorming or small meetings. Students who wish to discuss their ideas without disturbing others are often seen here. The central coffee area is where all students and staff meet and greet each other daily. Casual chats can sometimes turn into new business ideas.

### Not Just a Teacher

Many lecturers are experienced managers, consultants, coaches and researchers. They not only bring their knowledge, experience and expertise into the classroom, but also their clients and networks. Students and alumni make use of this extensive network during and after their study at Wittenborg.

### Sanne Francesca Waaijenberg

The Netherlands

Bachelor Phase 1

*"I chose Wittenborg because of the international connections that a student can make, as well as the block system, i.e. you can enter on different semesters and redo a module when you want to improve your grade."*





# IBA ENTREPRENEURSHIP & SMALL BUSINESS

Students who choose this programme are often interested in starting their own companies, taking over the family businesses, or becoming innovative managers known as 'intrapreneurs' at the end of their studies. It is challenging

and fully packed with business and entrepreneurship-related projects to engage students in the real business world, to network, to pitch, to learn and to inspire - and to be inspired.

This is the programme for students who know that they

would like to start and run their own businesses. These students will have ambition, optimism and good general communication skills. They will be imaginative, artistic, conceptual thinkers and have good social networks.

*\*This summarised overview is subject to change. Complete & up-to-date overview to be found on website.*

MODULE OVERVIEW	MODULE OVERVIEW *
Accounting & Bookkeeping	Procurement & Production
Intercultural Management	Business Philosophy
Innovation & Creative Entrepreneurship	Entrepreneurial Behaviour
Small Business Environment	Business Accounting
Modern Principles of Marketing	Enterprise Technology & Innovation
Management, Leadership & the Organisation	Strategic Innovative Entrepreneurship
Introduction to Finance	Information Management
European Law	Bootstrapping & Raising Finance
Training in Interpersonal Skills	Marketing Plan
Enterprise Formation	Research Methodology & Quantitative Methods
Sociology & Organisational Behaviour	Financial & Risk Management
Marketing Mix	Sales Pipeline Management
Managing Sales & Accounts	Corporate Entrepreneurship
New Business Environment	Cost Accounting & Management
Introduction to Entrepreneurship	Entrepreneurship & Society
International Law in Business & Commerce	Business Plan Execution
2nd Foreign Languages	Strategic Marketing
Personal Development Plan & Tutoring and Academic English	Advanced Corporate Strategy
12 x Real-life Project Weeks & In-company Visits	International Marketing for SMEs
Family Businesses	International Trade
Business Start-ups & Business Plans	Human Resource Management
Sales & Export	Graduation Assignment



# TOP-UP (IBA & BSC) ENTREPRENEURSHIP & BUSINESS

(Double degree)

This "Final-Year" programme is a 1-year, Top-Up IBA degree for students who have had at least three years of previous higher education, or who are looking for a second bachelor's degree in a different field. The Top-Up double degree combines Wittenborg's Final-Year programme IBA Entrepreneurship & Small Business with the BSc (Hons) in Business programme of the University of Brighton.

Wittenborg uses up-to-date case studies to illustrate the application of business theory to real-world scenarios, and hosts a series of guest lectures to give students insight into the sector.

Students will enter a jointly taught programme, with lecturers from the University

of Brighton Business School coming to Amsterdam to co-teach the modules alongside Wittenborg's own lecturers. Students experience the hands-on, applied sciences teaching of the Netherlands, combined with the academic discipline of a British BSc degree!

Students with successful study experience equivalent to 160 European Credits (2-3 years Higher Education) in a related business or economic field are able to enter directly into the Top-Up programme (80 credits, 1-2 years).

MODULE OVERVIEW *
Strategic Management
People and Systems
Developing Academic & Professional Skills
Personal Development Plan & Tutoring
Work Placement Module
Graduation Assignment / Research Project
Elective modules:
• Digital Marketing
• Social Enterprise: New Business Planning



## MBA IN AMSTERDAM

To meet the challenges of the global marketplace, Wittenborg offers its master's degree programmes to provide international companies and organisations with graduates possessing both international business and management skills, besides foreign language and cross-cultural competencies.

At its Amsterdam campus, Wittenborg offers 3 Master of Business Administration programmes in the fields of Finance, International Management, and Entrepreneurship & Innovation.

The MBA is comprised of 3 phases over 3 semesters. Students can enrol 6 times a year, and follow the programme either full-time (18 months) or part-time (24-36 months).

### Course Structure

The MBA modules are delivered intensively over consecutive days in the so-called 'block format', which means that each module has 6 days of teaching split into 2 blocks of 3 days.

The course is delivered through lectures, group work, live projects, presentations, tutorials and case studies, with the emphasis on interactive learning.

Each module is taught by two lecturers: one lecturer is usually more theory oriented, and the other one brings more industry insights to the classroom. Modules also include regular guest speakers to demonstrate either their professional experience or applied research topics.

# FULL-TIME & PART-TIME

At Wittenborg, full- and part-time MBA students share the same classrooms. Many businesses support their employees by offering them a part-time master's study as part of the employee-retention strategy. However, to mix part-time and full-time students in the same classroom is somewhat unique.

**Gauhar Kassymbek**  
Kazakhstan

MBA in Entrepreneurship & Innovation

*"Not only is Amsterdam a multicultural and tolerant city, but it's also a business hub with plenty of companies, start-ups, investors, events and opportunities."*



### Challenging Interactions

Students with different backgrounds will be studying together inside and outside the classrooms, learning from each other and inspiring one another.

### Real-Life Projects

Master's students are offered industry-related applied research project weeks, dealing with real-life cases instigated by external businesses and organisations.

### Talent Meets Employers

Full-time students are exposed to businesses, corporates and organisations throughout the entire programme. Talented students are ready to seize opportunities and contribute to the development of the organisations that inspire them.

### MBA Internship

Work placement is part of the research and the graduation assignment for MBA students. MBA students can complete an optional 30-credit work placement during their studies.

### Global Employment

Wittenborg's programmes provide a truly international and multicultural learning environment, which makes its graduates very attractive to potential employers worldwide.





## MBA IN ENTREPRENEURSHIP & INNOVATION

The MBA in Entrepreneurship & Innovation is for those students who are looking to advance their careers in management, start a new entrepreneurial pathway, or pursue a career in the innovation and strategic change management sector.

Together with the traditional MBA building blocks, this MBA specialisation offers additional modules with a particular focus on entrepreneurship, strategy and innovation.

MODULE OVERVIEW *
Management Accounting & Finance
Marketing Management
Human Resource Management
Operations Management
International Management
Information Management
Research Methods
Innovation, Creativity & Entrepreneurship
International Corporate Sustainability
Business Statistics
Strategic Management
Venture Capital & Private Equity
Project Module (3 Project Weeks)
Final Project

## MBA IN INTERNATIONAL MANAGEMENT

The Wittenborg MBA in International Management is an MBA degree primarily aimed at students with a non-business administration bachelor's degree, who have had at least 3 years of post-study work experience in companies and organisations in a role that manages people or processes, or both.

MODULE OVERVIEW *
Management Accounting & Finance
Marketing Management
Human Resource Management
Operations Management
International Management
Information Management
Research Methods
Globalisation, Society & Culture
International Corporate Sustainability
Business Statistics
Strategic Management
International Consultancy
Project Module (3 Project Weeks)
Final Project

## MBA IN FINANCE

An MBA in Finance will enable those students who are looking to advance their careers in financial management, or aiming at a career in the finance sector or finance department of a company, to make the leap into management roles from an existing position, or else prepare them to enter a new role at management level.

Together with the traditional MBA building blocks, this MBA in Finance offers additional modules with a particular focus on international finance, investment and corporate finance.

MODULE OVERVIEW *
Management Accounting & Finance
Marketing Management
Human Resource Management
Operations Management
International Management
Information Management
Research Methods
Corporate Finance
Financial & Monetary Economics
Business Statistics
Strategic Management
Venture Capital & Private Equity
Project Module (3 Project Weeks)
Final Project





**Andreas Ooijer, MSc**

Next to being a lecturer and academic supervisor, Andreas is EBA Programme Coordinator at the Amsterdam Campus. He has fifteen years of experience as a freelance business consultant, and as coach of new entrepreneurs.



**Yasmina Poggi, PhD, MA**

With experience gained in several European countries, Yasmina is a senior lecturer in Business Studies, and an active researcher in Knowledge Management and Innovation. She holds a PhD from Trinity Business School, and an MA from Pantheon-Sorbonne University.



**Dadi Chen, PhD, MA**

Dadi is a lecturer for MBA Education students, and process tutor of EBA students. He also works as Educational Administrator and Communication Coordinator. Dadi has experience of intercultural teaching and research at both Chinese and Dutch universities.



**Amy Abdou, MA**

Amy is a senior lecturer of International Management in the MBA and EBA programmes. Amy also has her own social enterprise, working with the city of Amsterdam, housing corporations and cultural institutions to strengthen the position of local entrepreneurs.



**Muhammad Ashfaq, PhD, MA**

Muhammad has wide-ranging experience in academia and industry in Europe, Asia and Africa, and works as a senior lecturer. He strives to provide high-quality teaching and academic supervision in the areas of Finance, International Business and Islamic Finance.



**Jan Kooiman, MA**

As Senior Lecturer and developer of the MBA in Finance programme, Jan blends his academic knowledge with his professional expertise. His main objective is to create an environment for students to be best prepared for their future challenges in a dynamic, global world.



**Wim Oonk, MBA**

Wim is a lecturer in Information Management on the MBA programmes. He also developed an MSc Information Security & Compliance in cooperation with Erasmus University and Royal Shell, and has trained directors and managers in various areas.



# PEOPLE TO MEET

Wittenborg is not just timetables, lessons and exams, it is a community of people working together in a multicultural environment, with the same aims and ambitions. Its highly motivated and dedicated teachers and staff represent over 35 countries.



# PRACTICAL INFORMATION

## ENTRY REQUIREMENTS

### Bachelor's degree programmes, year 1

High School Diploma or Final Certificate equivalent to:

- HAVO Diploma
- IB Diploma
- UK AS & A Levels
- BTEC level 3 Extended Diploma

### MBA programmes

- Bachelor's degree
- Minimum 3 years of professional work experience
- IELTS 6.5 overall, or TOEFL equivalent

Additional entry requirements may apply. If you have any questions on eligibility, please contact [admissions@wittenborg.eu](mailto:admissions@wittenborg.eu).

## NEXT STARTING DATES

11 February 2019    20 May 2019    14 October 2019  
 1 April 2019    26 August 2019    2 December 2019

### Application Deadline

International students who do not live in the European Union (EU) must apply 8 weeks before the entry date of choice. Students living in the EU must apply 4 weeks before the entry date of choice. Should an application be submitted after the deadline, the application will be automatically put forward for enrolment to the next block, unless the student desires otherwise.



## TUITION, FEES & FUNDS

### Standard Programme Fees\* \*\*

• Bachelor programmes	€ 9,800	per year
• MBA programmes	€ 18,300	

### Books Rental & Study Materials

• Bachelor programmes	€ 350	per year
• MBA programmes	€ 550	per year

### Other Optional Fees

• International Student Health Insurance (1 year)	€ 680
• International Student Health Insurance (½ year)	€ 340
• Visa Application & Administration Costs	€ 650
• Student Deposit	€ 900

### Standard Funds & Scholarships\*\*\*

• Wittenborg Gold Fund & Scholarship	€ 1,500
• Wittenborg Silver Fund & Scholarship	€ 1,000
• Wittenborg Bronze Fund & Scholarship	€ 500
• Tuition Reduction of Master's Programmes for Wittenborg Graduates	€ 3,000

\*Please visit [www.wittenborg.eu/fees-finances](http://www.wittenborg.eu/fees-finances) for current information about tuition & additional fees.

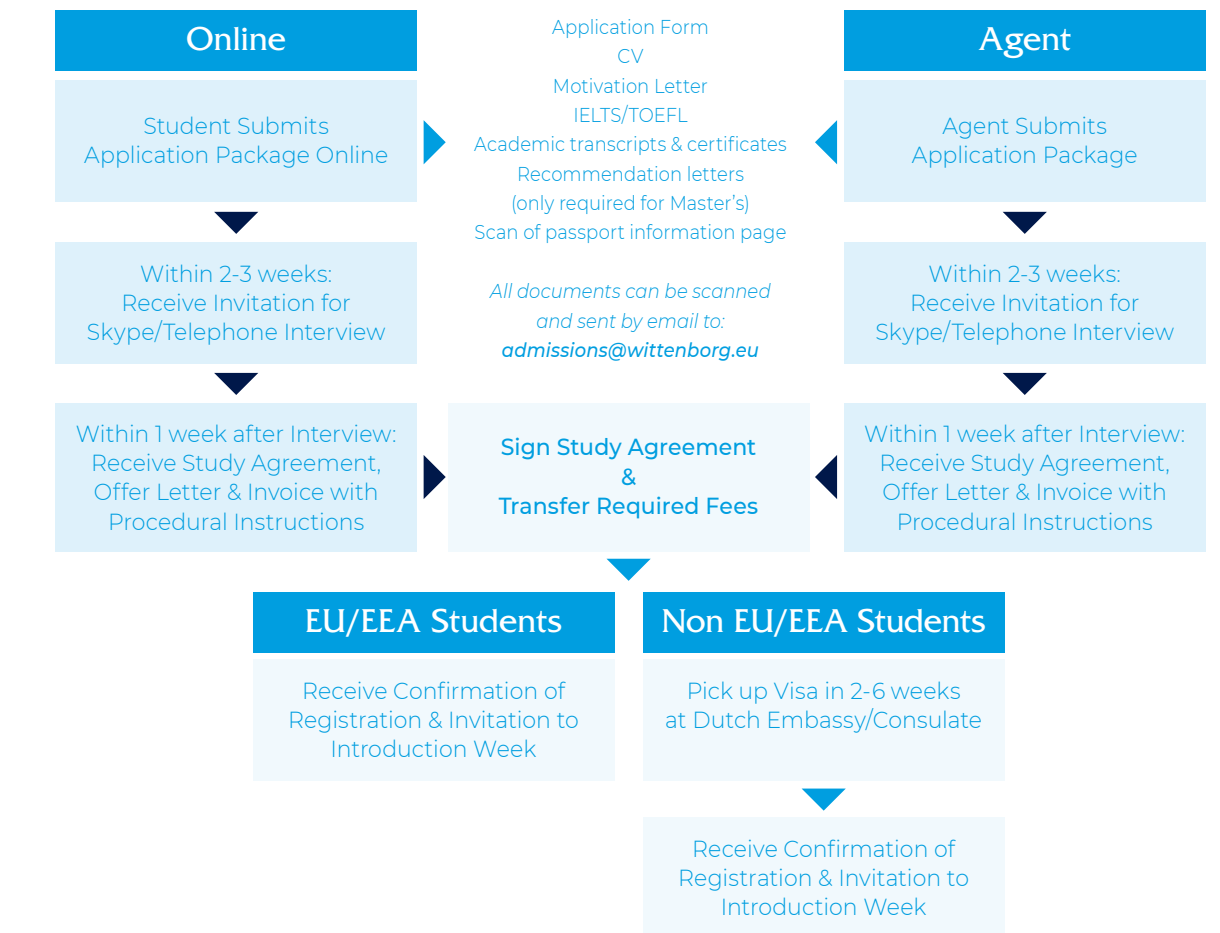
\*\*Tuition fees are exclusive of all external examination fees.

\*\*\*Please visit [www.wittenborg.eu/funds](http://www.wittenborg.eu/funds) for current information about funds & scholarships.

# APPLICATION PROCESS

Once having decided to apply for admission to one of Wittenborg's programmes, the Admissions Office will assist students in their applications. Wittenborg's experienced Admissions Team prides itself on delivering highly personalised and efficient communication.

The application process is very straightforward and the Admissions Team will assist students every step of the way.





Apeldoorn is the headquarters of Wittenborg, while Amsterdam offers culture and creativity to entrepreneurial students. The Vienna & (from 2019) London campuses offer an extra dimension, allowing students the possibility of studying in different environments within one institute. In addition to the 4 campuses, students can also enjoy a study week in Shanghai, or 5 days in Brighton! Half-year exchange programmes are also possible in China, USA, and South Korea.

Send an email to [admissions@wittenborg.eu](mailto:admissions@wittenborg.eu) for more information.

## STUDY IN APELDOORN, AMSTERDAM OR VIENNA?



### Amsterdam

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1101 CT Amsterdam  
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[amsterdam@wittenborg.eu](mailto:amsterdam@wittenborg.eu)

[www.wittenborg.eu/amsterdam](http://www.wittenborg.eu/amsterdam)



### Apeldoorn

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### Vienna

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