



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 3 years, along with staff & management, they have represented more than 100 nationalities.

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



ABOUT WITTENBORG

Independent & International

Currently, 80 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.

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

A personal approach, family-like environment and personal tutoring, guidance and support. Most programmes allow students to start & graduate 6 times per year.

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 SCHOOL OF BUSINESS

Bachelor of International Business Administration

- Economics & Management
- Marketing & Communication
- Logistics & International Trade
- Financial Services Management
- Real Estate Management
- Entrepreneurship & Small Business (Amsterdam - Double Degree with University of Brighton)

Master of Business Administration

- MBA in General Management
- MBA in Entrepreneurship & Innovation
- MBA in Finance
- International MBA (I-MBA)

BUSINESS

The School of Business is one of the most international faculties in the Netherlands. Its exceptional teaching and tutoring pedagogies, such as the case method of teaching, prepare students academically, personally, and professionally for successful careers as future managers, leaders and entrepreneurs. Lecturers are academics and practitioners, most being involved in business or industry.

Maïke Nuyken

Germany

"Wittenborg gave me the necessary theoretical knowledge and a more analytical way of thinking. It is small, international, in a family atmosphere, with multiple start and graduation times per year."

IBA Graduate of 2015



12 Real-Life Projects

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

Continuous Tutoring

Bachelor's students who have chosen to continue their studies in the fast-track programme (3 phases instead of 4 years) are provided with continuous tutoring for support and study advice.

3-6 Months Work Placement

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

MBA Internship

MBA students are exposed to new business like Robotics & Circular Economy through guest speakers and company visits. Students are also encouraged to take an additional internship module to link theory to practice at a higher level.

After Graduation

95% of all graduates find themselves suitable employment or continue with a further degree within 3 months of graduation.

Global Employment

Graduates are literally working across the globe; non-EU graduates are encouraged to stay in the Netherlands, Austria and other European countries to work under Highly Skilled Migrant regulations.

Event Management

Event management is a multimillion euro industry. Event managers need good public relations skills to manage clients and their needs, creativity to come up with novel ideas, patience, and an eye for detail without losing sight of the bigger goals. Event studies is a relatively young academic subject; much ongoing research reflects contemporary issues and debates in the events industry.

Hospitality Management

Business travel and renewed interest in domestic and foreign tourism is increasing the demand for hospitality managers in hotels, event spaces, and food service

companies. The current Hospitality, Tourism and Leisure sector is looking at branding and sustainability, talent management, and strengthening marketing and sales. A Wittenborg graduate specialised in Hospitality Management will understand all these issues.

Tourism Management

Business and leisure travel are both growing, and link with a multitude of other industries like transport, accommodation, restaurants, visitor attractions and investments. Technology has transformed the industry in the past few years, and many challenges and opportunities await new young professionals.

This is not a traditional hotel school, it focuses on management development in the global hospitality, tourism, events and service management industries.

The programmes offered by the school address core business & management subjects, hospitality as a global phenomenon, and how it is consumed by cultures and societies.

HOSPITALITY & TOURISM



3 COUNTRIES

3 YEARS

2 DEGREES

Bachelor of Arts & IBA in International Hospitality Management

Also called a EuroBA, this double-degree programme with the University of Brighton allows students to study in Apeldoorn (NL), Vienna (AT) and Eastbourne (UK), over a 3-year period.

Other programmes are:

Bachelor of International Business Administration

- Event Management
- Tourism Management
- Hospitality Management

Master of Science - University of Brighton

- MSc in International Event Management
- MSc in International Tourism Management
- MSc in International Hospitality Management

Master of Business Administration

- MBA in Hospitality Management

Marnix Doorman
The Netherlands

"My internship at a hotel in Apeldoorn was an eye-opening experience for me."

Graduated in 2018



PEOPLE TO MEET



Esther Bakker-Gitonga, MSc

Besides being researcher & lecturer, Esther is also Dean of the School of Hospitality & Tourism. She is currently studying for a PhD, exploring climate change adaptation options for marginalised, tourism-dependent communities in Africa.



Drs. Jan Kooijman CMA

As Senior Lecturer & MBA in Finance Programme Development, Jan blends his academia 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.



Prof. Dr Saskia Harkema, MBA

As Senior Researcher & Lecturer, Saskia is an expert in the fields of Entrepreneurship, Innovation & Change Management. She combines her academic expertise with experience in management.



Dr Rauf Abdul, MBA, MSc

Next to being Dean of School of Business, Rauf is a manager, Senior Lecturer, researcher and specialist in accreditation in the higher education industry. His main concerns are students and their educational development.



Samia Geldner, MBA, MA

Samia is Senior Lecturer in Academic English and Business. She is also Process Tutor and member of the Graduation and Examination Board. She particularly enjoys the interaction with students that is possible in Wittenborg's small classes.



Myra Qiu, MSc

Myra is the Head of Process Tutors, and also coordinates collaborative bachelor's and master's programmes with the University of Brighton. She also works on the China Desk building up and sustaining partnerships with Chinese universities and institutions.



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 20 countries.



ARTS & TECHNOLOGY

Bachelor of International Business Administration

- Information Management
- Technology Management

Master of Business Administration

- MBA in Clean Technology Management
- MBA in Smart Industry

Meet Demand for New Industries

School of Arts & Technology aims at linking technical expertise to the increasing demand for growing (new) industries: Green Energy, Clean Technology, Smart Industry, Internet-of-Things, to name a few.

Energy & Clean Technology

EU research project GREAT (2014-2015) has resulted in MBA in Clean Technology Management, as well as the development of the IBA in Technology Management. Apeldoorn is located in the heart of the CleanTech

region that works towards an energy-neutral, waste-free and sustainable economy and society. Future-proof professionals are needed during and after the transition.

Smart Industry & Robotics

The Netherlands has a world-class industrial base where a transition is happening now. Smart Industry is about smart products, processes and services, with ICT at its heart. In 2018, MBA in Smart Industry will be ready to introduce talents to meet the requirements of the new industry.

AMSTERDAM

PROGRAMMES

In September 2015, Wittenborg opened its second campus in the heart of Amsterdam, focusing on Entrepreneurship & Small Business. The international and entrepreneurial character of the city of Amsterdam matches perfectly with the needs of modern talents for global orientation.

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
- International MBA (I-MBA)

VIENNA

PROGRAMMES

Wittenborg's first international branch campus in Vienna, Austria, opened in September 2017. Students will be guaranteed a truly international experience by following ¼ of the study programme in the Netherlands as part of the curriculum design.

Bachelor's Degrees in International Business Administration

- IBA in Economics & Management
- IBA in Marketing & Communication
- IBA in Financial Services Management
- IBA in Event Management
- IBA in Tourism Management

Double Bachelor's Degree in Hospitality Management

IBA & BA (Hons) Bachelor Hospitality Management (Double Degree)

- IBA in Hospitality Management (Wittenborg)
- BA (Hons) International Hospitality Management (University of Brighton)

Master's Degrees in Business Administration

- MBA in Finance
- MBA in Entrepreneurship & Innovation
- International MBA (I-MBA)

From February 2019, top-up IBA students at Wittenborg will have the additional option to spend part of their studies in the UK - right in the heart of London's financial district.

SPORT & HEALTH



Sport Business Management is for students who are passionate about sport and want to gain management and leadership skills in this expanding and exciting industry.

This study focuses on business principles in the field of sport, an area that is growing in its importance and impact nationally and globally. The sports industry employs hundreds of thousands of people worldwide, providing graduate career opportunities in a wide range of sports-related businesses and organisations.

Bachelor of International Business Administration (BBA Hons)

- Sport Business Management

Master of Science - University of Brighton

- MSc in Sport Business Management

Master of Business Administration

- MBA in Sport Business Management
- MBA in Healthcare Management

An MBA in Education Management will enable graduates to develop their careers, making possible both horizontal and vertical career moves into areas of organisation administration that require a broad understanding of business processes within the education sector.



EDUCATION

Master of Science - University of Brighton

- MA in Education

Master of Business Administration

- MBA in Education Management

APPLIED RESEARCH

www.wittenborg.eu/research

Wittenborg Research Centre

- A platform for researchers to interact academically
- Provides research consultancy services to organisations
- Allows students & researchers to be involved in research projects and real-life academic work

Research-Based Education

With knowledge as the key concept, Wittenborg

focuses on a research-based education approach. A research environment is further established in which students, junior and senior researchers are involved in real-life research projects.

PhD Doctoral College

Wittenborg offers 3- to 4-year PhD research degrees together with its UK partner, the University of Brighton. Students study at Wittenborg in Apeldoorn under two

supervisors: one from the University of Brighton and one from Wittenborg. The PhD degree is awarded by the University of Brighton.

Wittenborg University Press (WUP)

WUP aims to strengthen Wittenborg's education, research and social responsibility by publishing news articles, academic papers and reports, as well as academic and non-academic books.



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 email to admissions@wittenborg.eu for more information.

STUDY IN APELDOORN, AMSTERDAM OR VIENNA?



Apeldoorn

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FIBAA



University of Brighton

Prices, terms and conditions, and content of programmes are subject to change. Current details of programmes and enrolment are always published on the website www.wittenborg.eu and the Education & Examination Guide of the relevant programme.