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)

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.

Maike 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

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.
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

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.

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.

Marnix Doorman
The Netherlands
“My internship at a hotel in Apeldoorn was an eye-opening experience for me.”
Graduated in 2018

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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.

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.
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.

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.

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.
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.

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

Master of Science - University of Brighton
- MA in Education

Master of Business Administration
- MBA in Education Management
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.
 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.