



**WITTENBORG**  
University of Applied Sciences

# UNDERGRADUATE PROGRAMMES



SINCE 1987





# WELCOME TO WITTENBORG

Wittenborg is a “boutique university of applied sciences” where our personal attention to your education is very important. It is for this reason that we take quality seriously and are accredited by the Dutch Flemish Accreditation organisation (NVAO) and the Foundation for International Business Administration Accreditation (FIBAA). We are a unique business school where “Better Yourself, Better Our World” is our motto.

At Wittenborg our mission is:

To contribute to society in Apeldoorn & the region by promoting excellence in teaching and learning of international business and management, as well as by creating the best environment for students and staff where internationalisation, diversity and ethics set the premises for successfully applied, research-informed, global learning.

With our main campus based in Apeldoorn, we introduce students to organisations in the local area and region, enhancing the region’s economy, cultural and social climate. Our Amsterdam location enables us to support international entrepreneurs coming to the Netherlands, with a tailored, entrepreneurial bachelor’s programme.

Enter Wittenborg and you enter a highly motivated and results-driven organisation operating in a diverse and multicultural environment, in which more than 100 nationalities work, study, innovate and socialise together. At Wittenborg we believe that learning should be an enjoyable process that allows you to develop your goals and aspirations, and provides you with the constant support and the required study pressure to achieve those targets.

Wittenborg graduates are world citizens; they nurture respect and have a sense of achievement. They have developed ambition and pride themselves in excellence. They are our greatest ambassadors!

Welcome to Wittenborg!

**The Wittenborg Team**

# REASONS TO CHOOSE WITTENBORG

## Application Assistance

Wittenborg takes care of your application from start to finish, including the visa process.

## Independent & International

More than 100 nationalities work and study together in one of our locations. English is the sole language of instruction in all campuses.

## Internationally Accredited

Member of AMBA and AACSB, with all degree programmes double-accredited by NVAO and by FIBAA.

## Research Based

Interdisciplinary research aims at benefitting students and education, making an impact on society as well as in the academic field.

## Personal Approach

With a personal approach, a family-like environment and personal tutoring, guidance and support are carried out by a Process Tutor and Academic Supervisor.

## Linking Theory to Practice

Company visits, job fairs, real-life projects, internships and guest speakers bring practice to the classroom.

## Over 30 Years' Track Record

Thousands of highly employable graduates since 1987 now follow careers in the Netherlands and around the world.

## 6 Entrance Dates Per Year

All degree programmes allow students to start and graduate 6 times per year. The level of flexibility and the business-like operation is unique.

## Affordable Private Education

As a not-for-profit organisation, Wittenborg aims at providing affordable, premium education. Funds and scholarships are available.

## Accommodation Guaranteed

Various accommodation options are provided by Wittenborg and our accommodation partners.



#### NVAO

Our Bachelor of Business Administration (BBA) programmes were first accredited by NVAO in 2006 and re-accredited in 2012 & 2018. Our Master of Business Administration (MBA) programmes were accredited in 2015. Our Master of Science (MSc) programmes were accredited in 2020.



#### FIBAA

The Master of Business Administration (MBA) and Bachelor of Business Administration (BBA) programmes are accredited by the German-Swiss-Austrian accreditation agency, the Foundation for International Business Administration Accreditation (FIBAA).



#### AACSB

Wittenborg has been an AACSB member since 2017, and has embarked upon the preparations for AACSB accreditation, an institutional award which is globally recognised. The originally American AACSB and the Dutch accreditation authority NVAO have a partnership that allows for some overlap in recognition.



#### AMBA

In 2017, Wittenborg was granted membership of the Association of MBAs (AMBA) Development Network. AMBA is considered one of the world's leading authorities on postgraduate business education.



#### ECA

All of our International Business Administration programmes have received the Certificate for Quality in Internationalisation by the European Consortium for Accreditation in Higher Education (ECA).



#### BGA

We have become a member of the newly launched Business Graduates Association (BGA), an accreditation organisation that expects its members to prove their commitments to social responsibility, diversity, equality and lifelong learning.



#### ACCA

The IBA (Bachelor) in Financial Services Management has been accredited by ACCA - the Association of Chartered Certified Accountants - a global body for professional accountants.



#### CIS

In 2019, we became a member of the Council of International Schools (CIS), a membership community that shares the fundamental pillars of Wittenborg: internationalisation, diversity and ethics. Members of CIS are characterised by a pursuit of high standards in leadership, global citizenship and sustainability.



#### EFMD

As member of the European Foundation for Management Development (EFMD) - a network of business schools and corporations dedicated to enhancing excellence in management education and development globally - Wittenborg is part of around 950 institutional members from over 90 different countries in the EFMD network.



# APELDOORN & AMSTERDAM

Currently, we have two locations within our Apeldoorn campus: the Spoorstraat Building and the Brinklaan Building. The Spoorstraat Building, a unique and historic school building, is situated at the centre of the new university square to the north of the railway station. Our head office is in the Brinklaan Building, which is located right next to the city centre and within a 10-minute walking distance from our Spoorstraat Building. Our modern study location in Amsterdam, offers some of our most entrepreneurial, digital and technology-focused programmes.

## Apeldoorn

Wittenborg's main campus is located in Apeldoorn, in the centre of the Netherlands. Apeldoorn is a pleasantly green, clean and safe city in which to study. Our campuses are situated close to the city centre in two buildings known as the Brinklaan Building and the Spoorstraat Building. Wittenborg students can enjoy 'the gentle lifestyle', while still being only an hour by train or car from the bustling Dutch capital, Amsterdam, or the German border to the east. Schiphol airport is also only an hour away.

## Amsterdam

Our Amsterdam study location is situated at the heart of one of Amsterdam's business districts, just 15 minutes away from the capital's tourism and cultural heritage. Amsterdam's international and entrepreneurial character matches perfectly with the needs of modern talents for global orientation, while studying in Amsterdam adds an exciting dimension to the Wittenborg experience. Students following the business and entrepreneurship programmes there often live in the city and combine their studies with business start-ups, which the city is famous for. The campus is within a business complex close to public transport and Schiphol airport.

LOCATIONS

# WHY STUDY IN HOLLAND?

With one of the strongest economies in the world, the Netherlands belongs to the top 10 of the most talent-competitive countries, making it one of the most welcoming countries of entrepreneurial talent. The quality of higher education in the Netherlands is highly-recognised. More than 85,000 international students in the Netherlands represent 170 different nationalities.

Although the Netherlands is a small country, it is home to many different nationalities. Compared to other European countries, Dutch people speak good English. Still, it is a good idea to use the opportunity as a student to learn Dutch - at Wittenborg, Dutch classes are offered to all students.

Without doubt, the Netherlands is the bicycle hub of the world. The excellent network of bicycle paths makes cycling a safe, healthy and comfortable way of getting around.

Holland is also perfectly located when it comes to travelling across Europe. Cities such as Berlin, Rome, Paris and Barcelona are all just a couple of hours away by plane from Schiphol airport. The excellent infrastructure as well as low-cost flight, train or bus tickets make travelling easy and accessible. Many international students at Wittenborg organise their studies in such a way as to allow plenty of time for travelling around Europe.

## study in NL

*Aiming to attract knowledge and retain talent, the Dutch government gives international students the opportunity to find a job within a year or start a business within three years of graduation.*



# PROGRAMMES

We offer you one of the most flexible entry date systems in the Netherlands, which gives you the possibility to start or graduate 6 times a year.

If you need additional preparation and support in English or foundation subjects to complete undergraduate study at Wittenborg, then the Pre-Bachelor Foundation programme can help you to develop the skills and knowledge to succeed in your degree.

# BACHELOR PROGRAMME PATHWAYS & PHASES

Wittenborg's Bachelor of Business Administration (BBA) programme has been sub-divided into 4 different 'Programme Pathways':

**BBA Pathway IBA** - International Business Administration  
**BBA Pathway MCI** - Marketing, Communication & Information  
**BBA Pathway HBA** - Hospitality Business Administration  
**BBA Pathway EBA** - Entrepreneurial Business Administration

During the first phase of all pathways, you are introduced to the concept of International Business Administration through introductory modules. The theory of management, as well as the concepts of starting a business, looking at the economic environment, and examining organisations from a worldwide perspective, are all part of the introduction. During phase one, all students follow six cross-disciplinary project weeks, introducing research, consultancy and intercultural and interpersonal skills.

In the second phase, you choose a specialisation from your pathway in which to graduate, and follow specialisation modules, continuing to develop research methods in your own field of interest. During this time, you also continue following the main business modules, continuing on from the first year, but now concentrating more on planning issues.

The final phase academic learning programme is completely directed towards graduation, with business and management modules focused on strategy and more depth in the specialisations. The final phase is completed with an academic graduation assignment.

The work experience you obtain in the final phase is often a wonderful opportunity for you to get up close and personal with a career option.

## Each BBA programme pathway covers a number of specialisations

### BBA Pathway IBA Specialisations

- Economics & Management
- Financial Services Management
- Logistics & International Trade
- Real Estate Management
- Facility & Property Management

### BBA Pathway MCI Specialisations

- Marketing & Communication
- Information Management
- Business Analytics
- Digital & Social Media
- Artificial Intelligence & Cyber Security

### BBA Pathway HBA Specialisations

- Hotel & Hospitality Services Management
- Hospitality Management
- Event Management
- Tourism Management
- Sports Business Management

### BBA Pathway EBA Specialisations

- Entrepreneurship & Small Business
- Entrepreneurship & Digital Marketing
- Entrepreneurship & FinTech





DAILY PAPER  
UNITY

# BBA PATHWAY IBA INTERNATIONAL BUSINESS ADMINISTRATION

Modern business is internationally orientated. Knowledge of how the economy works has become essential to businesses around the world. In today's global market, BBA graduates fill an important role, linking cultures and customs together within the organisations where they work.

Our modules are taught by well-qualified and experienced international lecturers, who are teaching after being in the industry or having their own businesses for many years.

Business Administration covers all organisations and all professional fields. Business Administrators are required to have a broad knowledge base that encompasses all the domains of business. They are the key to all companies and organisations, and you will find a business administrator at the heart of any successful enterprise, keeping the business processes well-oiled and running smoothly, whilst looking around for new opportunities and solutions. Whether you want to work in the international finance industry or international imports and exports, you will find a central role as a qualified business administrator.

The broad BBA Pathway IBA specialisations allow you to experience a bachelor's degree that opens doors to businesses.

## **BBA pathway IBA Specialisations**

- Economics & Management
- Financial Services Management
- Logistics & International Trade
- Real Estate Management
- Facility & Property Management

## **Examples of Introductory Modules**

- Accounting & Bookkeeping
- Intercultural Management
- Management, Leadership & The Organisation
- European Law
- Sociology & Organisational Behaviour

## **Examples of Specialisation Modules**

### **Economics & Management**

- Sales & Export
- Business Philosophy
- Economics & Corporate Strategy
- Supply Chain Management

### **Financial Services Management**

- Money & Banking
- Sales & Export
- Business Accounting
- Pensions & Investments

### **Logistics & International Trade**

- Statistics
- Financial & Risk Management
- Enterprise Diagnostics & Evaluation
- International Marketing for SMEs



## **MEET YOUR TEACHER**

**Muhammad  
Ashfaq  
PhD, MBA  
Germany**

*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.*



## MEET YOUR CLASSMATE

**Mauro Martin  
Leon Davila**  
Australia

*"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."*



# BBA PATHWAY EBA ENTREPRENEURIAL BUSINESS ADMINISTRATION

The EBA programme is a Bachelor of International Business Administration in the pathway of Entrepreneurship with three specialisations: Small Business, Digital Marketing, and FinTech.

Are you interested in starting and running your own business? Then this programme will be the start of your entrepreneurial journey.

The EBA pathway is designed specifically to provide graduates with an extremely broad and equally balanced range of business, management and organisation knowledge, skills and competencies, whilst allowing you to specialise during the programme in the area of entrepreneurship, business start-ups, and innovation, through the development of business plans and models.

A challenging programme and fully packed with business and entrepreneurship projects that will give you the real opportunity to try out your entrepreneurial skills during your studies, and graduate to become a skilled and successful leader.

## **BBA pathway EBA Specialisations**

- Entrepreneurship & Small Business
- Entrepreneurship & Digital Marketing
- Entrepreneurship & FinTech

## **Examples of Introductory Modules**

- Accounting & Bookkeeping
- Intercultural Management
- Management, Leadership & The Organisation
- Innovation & Creative Entrepreneurship

## **Examples of Specialisation Modules**

### **Entrepreneurship & Small Business**

- Family Businesses
- Business Start-ups & Business Plans
- Entrepreneurship & Society
- Human Resource Management

### **Entrepreneurship & Digital Marketing**

- Marketing Technologies & Automation
- Procurement & Production Keep
- Digital Consumer Behaviour
- Digital Marketing Strategy

### **Entrepreneurship & FinTech**

- Introduction to Big Data
- Enterprise Technology & Innovation
- E-Payments & Crypto-currency
- Financial Technology Risk Management

## **MEET YOUR TEACHER**



**Dadi Chen**  
PhD, MA  
China

*Dadi is Associate Professor of Applied Sciences and Programme Coordinator. He is also Deputy Head of the Business School at Wittenborg's Amsterdam location. Dadi has experience in intercultural teaching and research at both Chinese and Dutch universities.*

## BBA pathway MCI Specialisations

- Marketing & Communication
- Information Management
- Business Analytics
- Digital & Social Media
- Artificial Intelligence & Cyber Security

## Examples of Introductory Modules

- Accounting & Bookkeeping
- Intercultural Management
- Management, Leadership & The Organisation
- Modern Principles of Marketing

## Examples of Specialisation Modules

### Marketing & Communication

- Public Relations & Sales
- Marketing & Communication
- Mass Communication
- International Communication
- Marketing Plan

### Information Management

- Databases & Information Retrieval
- CRM & Software Management
- Information Management
- Website Design & Benchmarking

### Business Analytics

- Introduction to Data Management & Processing
- Managing & Visualising Data
- Business Gamification & Simulation
- The Digital Economy

### Digital & Social Media

- Understanding the New Digital Platforms
- The New Media and Digital Cultures
- Internet Collaboration & Innovation
- Social Media Analytics

### Artificial Intelligence & Cyber Security

- AI & the Smart Economy
- Understanding Machine Learning in Practice
- Cyber Security Foundations

# BBA PATHWAY MCI MARKETING, COMMUNICATION & INFORMATION

As a Bachelor of International Business Administration student you will complete a series of broad modules. The MCI pathway is offered in 4 specialisations. These programmes will introduce you to the aspects that affect the success of an organisation.

The MCI pathway comprises a combination of business and digital marketing strategies, data science, branding and the way that businesses and organisations promote themselves to the outside world. It is the business of creating a constant image that will promote the company, its ideals and its products. This pathway goes further than just the production of printed or online material - it deals with the way an organisation communicates its messages, both internally and externally.

To achieve that successfully, an optimal and structured use of information technology and the management of information is a necessity. As a Business Administrator you need to understand and use technology that gathers and provides information within a local, national and global environment. The industry requires managers who are able to distil and recognise patterns in that information.

Following one of the MCI pathway programmes, you will be equipped with the necessary knowledge about an area that is vital to the successful operation of companies and organisations. The field of Marketing, Communication and Information is the key to success in many companies around the world.

## MEET YOUR TEACHER

**Yasmina Poggi**  
PhD, MA  
France

*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.*



# BBA PATHWAY HBA HOSPITALITY BUSINESS ADMINISTRATION

Travel & tourism, food & beverages, accommodation & lodging and recreation are all part of the broad hospitality industry, which is the world's fastest growing industry, undergoing constant development, driven by shifting customer demands and fast developing countries around the world.

The HBA pathway offers specialisations focused on management development in the global hospitality, tourism, events and service management industries. This pathway also offers a specialisation of Sports Business Management.

The courses address core business and management subjects, and hospitality as a global phenomenon and how it is consumed by cultures and societies. With a combination of theoretical and practical modules, the HBA pathway programmes will equip you with the knowledge and skills needed to manage a variety of sectors professionally.

Students are taught by lecturers from a wide range of countries and professional backgrounds, many of whom are also researchers in the field of hospitality, tourism and events.

We work closely with our hospitality and tourism education partners through our participation in EuroChrie - a European Federation that brings together educators from hospitality, tourism & event management schools and universities into a global network in close co-operation with industry representatives.

## **BBA pathway HBA Specialisations**

- Hotel & Hospitality Services Management
- Event Management
- Tourism Management
- Hospitality Management
- Sports Business Management

## **Examples of Introductory Modules**

- Accounting & Bookkeeping
- Intercultural Management
- International Hospitality Business
- Principles of Events Management

## **Examples of Specialisation Modules Hotel & Hospitality Services Management**

- Food and Beverage Operations
- Hotel Management
- Hospitality Design and the Environment
- Food & Beverage Management

## **Event Management**

- Events Marketing & Fundraising
- Business Accounting
- Event Experience Design
- Enterprise Technology & Innovation

## **Tourism Management**

- Databases & Information Retrieval
- Economics & Tourism
- Information Management
- Destination Management

## **Sports Business Management**

- Understanding & Managing People in Sports Business
- Law & Regulation of Sport
- Global Sports Industry & Media
- International Marketing for SMEs

## **MEET YOUR TEACHER**

**Vanessa de Oliveira  
Menezes PhD**  
*Brazil*



*Vanessa, who has a PhD in Business Management, is an Associate Professor of Applied Sciences with more than two decades of experience in both hospitality and academia worldwide. She is also a member of the Editorial Board of the 'Journal of Tourism - Studies and Research in Tourism'.*

# POSTGRADUATE PROGRAMMES



## MEET OUR GRADUATE

**Ashen Balasinghe**  
Sri Lanka

*"Wittenborg's education system gives each of us a chance to build analytical skills and to attain in-depth knowledge in business management applicable to the modern world. It is very practical! One of the methods in MBM is that we not only study cases in relevant times, but we also research the constraints and possibilities of an issue."*

# POSTGRADUATE PROGRAMMES

What to do after finishing the undergraduate programme? It's never too early to start thinking about the next step. Next to our undergraduate programmes, we also offer full-time and part-time master's degree programmes, lasting between 18 and 24 months.

## **MBA - Master of Business Administration**

The MBA degree is primarily aimed at students with a non-business administration bachelor's degree, who have had 3 years of experience working in companies and organisations in a role that manages people or processes, or both. Candidates for the MBA need to speak good English and have worked in an international environment.

## **MSc - Master of Business Management**

The Master of Science in Business Management (MBM) programmes are adapted and focused on bachelor's graduates within the domain of economics. MBM programmes do not require work experience, in contrast to the 'classic' MBA programmes that require 3 years of work experience.

## **Pre-Master**

This programme is perfect for you if you wish to study one of our Master of Business Management programmes, and require or would like to study a half-year master's preparation course that will fully prepare you for your chosen programme. With the main elements of business and management covered within the first semester, you will enter the MBM programme of your choice very well prepared.

## POSTGRADUATE DEGREES

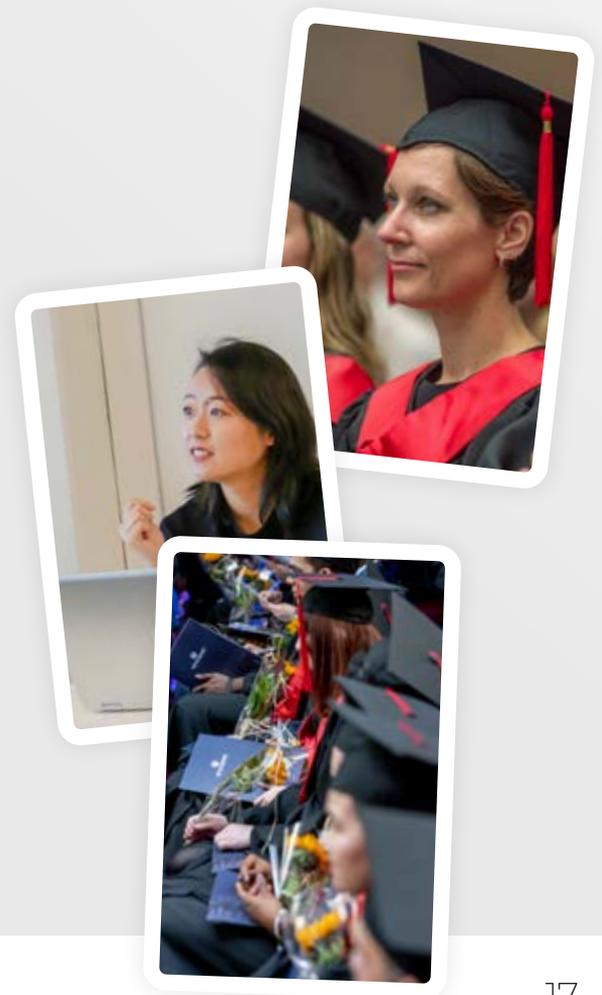
### **Master of Business Administration (MBA)**

- Entrepreneurship & Innovation
- International Management
- Finance
- Hospitality Management
- Health & Social Care
- Sports Business Management
- Education
- Clean Technology Management
- Data Analytics
- Digital Transformation
- Smart Industry
- Cyber Security
- Applied Artificial Intelligence

### **Master of Business Management (MBM)**

- Digital Marketing & Communication
- Logistics & Trade
- Human Resource Management
- Entrepreneurship & Innovation
- Hospitality
- Tourism & Travel
- Events
- Sports Business
- Finance
- Cyber Security
- Applied Artificial Intelligence

### **Pre-Master Programme**





At Wittenborg, we aim to raise our societal impact in the region by increasing collaboration and partnerships with local schools, industry, government and NGOs. We strive to bring expertise, knowledge and diversity to the local region in which we operate, thereby enhancing the economy, culture and social environment.

The Wittenborg Knowledge Hub seeks to promote business and management theory, practice, and/or instruction in business, hospitality, tourism, sport, health and education, focusing on sustainability and innovation. The organisational ideals of International Orientation, Diversity and Ethics of Wittenborg are ingrained in all knowledge-based activities.

# WITTENBORG'S RESEARCH CENTRE A KNOWLEDGE HUB

We are convinced that students, professionals, businesses and society as a whole can benefit from the insights of excellent applied research. We promote the development and dissemination of knowledge that evolves out of applied research for the benefit of the business community and society.

Wittenborg's Research Centre operates as a knowledge hub. The Wittenborg knowledge hub is a dynamic environment where international lecturers, researchers and students share their knowledge, experience and skills in a multi-cultural environment and gain new knowledge, skills and understanding. The Research Centre is open for all types of organisations, whether they are businesses, non-profit organisations or governmental institutes, to discuss and develop state-of-the-art management knowledge with the researchers of Wittenborg.

Since Wittenborg is a University of Applied Sciences, we aim to look at the direct applications our research has in practice and how it can inform decision-making in real-world business settings. This may involve collaborating with industry partners and stakeholders, conducting case studies, or engaging in action research that addresses practical problems faced by businesses and provides actionable insights. By involving all stakeholders and combining different experiences and disciplines, we develop creative and practical solutions for organisations that strengthen the economy and society.

At Wittenborg, we believe in continuous development. Our staff members are encouraged to keep learning & developing, for instance, by pursuing a PhD at one of our partner universities.

In the context of Wittenborg's motto, "Better Yourself, Better Our World", the knowledge hub will benefit individuals and organisations, as well as society at large.





# LIFE AT WITTENBORG

Life at Wittenborg as a student is not just about attending classes, writing assignments and cramming for exams. Our students are regularly encouraged to socialise and make the best out of their study experience outside the classroom.

## **Student representatives**

We believe in allowing students to be involved in continuously shaping our academic institution. Our Student Reps meet with the Management Team 6 times a year to communicate their thoughts, opinions and suggestions as a working unit. Student Reps are the voice of the students.

## **Student ambassadors**

The Student Ambassadors are a group of enthusiastic students who are ready to share their first-hand experiences with prospective students on what it is like to study in the Netherlands and to be a student at Wittenborg. Student ambassadors can provide great insights and remove many doubts you may have. It may even be a perfect way to make new friends before arriving at Wittenborg!

## **SWIFT**

SWIFT is a group of creative students who work closely with our Events Team to organise various interesting and fun activities for students to meet and mingle. Some of the memorable social events SWIFT has successfully managed are karaoke nights, on-campus BBQs, Halloween parties and Hawaiian luau. Their goal is to enhance the student experience in general and to help internationals make new friends.

## **Student associations**

Student-led associations such as the Entrepreneurial Club and SWIFT are run by students for students. The Entrepreneurial Club consists of passionate students who are currently business owners and those who are interested in starting their own business. Club members meet 3 times each block to discuss, brainstorm and support each other in their entrepreneurial journey.





From meetings and seminars to karaoke nights and social mixers, you will have plenty of opportunities to expand your network and create meaningful memories as well as friendships. We are committed to providing you with a wholesome student experience to unleash your potential and prepare you for the future.

# CAREER MENTORING

that you realize that only dreams were troubling you, view this 'reality' as you view your dreams. Accept whatever comes to you, woven in the pattern of your destiny, for what could more aptly fit your need. *The break your heart, men will* You always own the optic have vision. There is never an to pick up or to trouble you control. These ed by you and b wh

Throughout the programme, you are offered a range of guest lectures, workshops and seminars provided by experienced people from business and government.

## MEET YOUR POTENTIAL EMPLOYER

Erwin Bodewits, Site Procurement Lead at Philips, where one Wittenborg student completed her internship.

*"Kavinga's accuracy and fact/data-driven approach surprised me in a positive way, as well as finding her way in the organisation and the outside world to explore her thesis topic. The skills and knowledge are on a high level with a pragmatic flavour. I'm satisfied with the level of knowledge, and with the behaviour fitting well within the team."*

# CAREER SERVICES & ALUMNI NETWORK

Study is not merely about learning from textbooks and getting a degree. Preparing yourself for your future career and maintaining a successful career is an essential part of education. Preparing yourself for your career means upgrading your skills, building your network, knowing the needs of the industries and being fully equipped to meet those needs.

Our Careers Department will guide you and hand you the tools to connect with Wittenborg alumni and the industry. The department will also help you find companies for work placement or in-company trainings, and support you by organising individual coaching sessions, career development sessions and career and networking events where you can meet employers around the world.

You will be guided through the recruitment process until final evaluation of the actual job experience. Whether it's writing or updating your CV, connecting with employers, or helping out to understand the Dutch labour law - this department does everything possible to prepare you for your career!

## MEET THE CAREER DEPARTMENT



**Sophia Faraji, Msc**  
External Relations  
Manager  
Iran

*Devoted to taking Wittenborg's alumni & career network to the next level, Sophia provides advice to international students on matters such as navigating the Dutch labour market, and the necessary soft skills needed, whether in terms of internships or finding a job after graduation. To boost their networking skills, she also creates opportunities for students to attend networking events.*



# ENTRY REQUIREMENTS

## Bachelor's Degree

High School Diploma or Final Certificate equivalent to:

- MBO-4, HAVO, VWO Diploma
- IB Diploma
- UK AS & A Levels
- BTEC level 3 Extended Diploma

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## English Language Requirements Bachelor's Degree

- IELTS 6 or TOEFL Equivalent

*Students who have studied their complete previous education in English, and it can be verified, may be exempted from the English Language Requirements. Please contact the Admissions Team for more information.*

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## 6 Starting Dates Per Year

August, October, November, February, March, May

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## Application Deadline

In contrast to many other Dutch universities of applied sciences, there is no May 1st deadline for applications at Wittenborg.

International students who do not live in the European Union (EU) should apply 8 weeks before the entry date of choice.

Students living in the EU should apply 2-4 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 you desire otherwise.



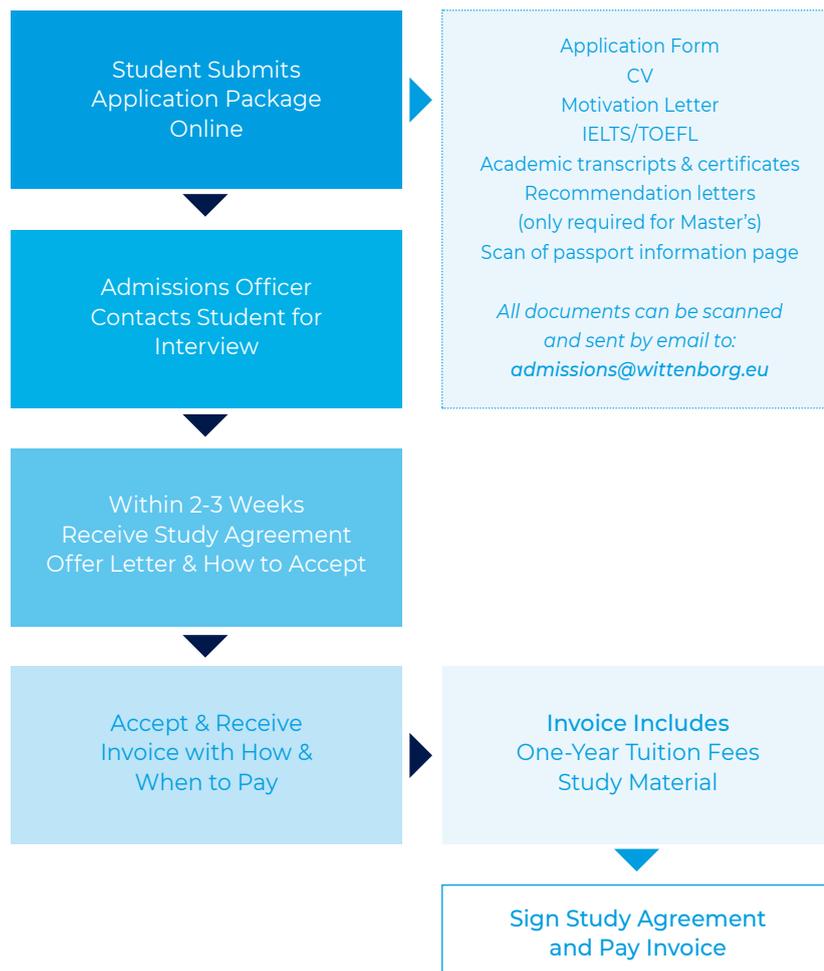
*Additional entry requirements may apply. If you have any questions on eligibility, please contact [admissions@wittenborg.eu](mailto:admissions@wittenborg.eu).*

*The examination and graduation board will decide on entry based on credit transcripts and qualifications presented.*

# APPLICATION PROCESS

Our experienced Admissions Team prides itself on delivering a highly personalised and efficient communication with students.

Once you are ready to apply, one of our team members will gladly assist you every step of the way.



## MEET THE ADMISSIONS TEAM



**Florian Oosterberg, MA**  
Student Registrar  
The Netherlands



**Sinan Colasan, MSc, MA**  
Deputy Student Registrar  
Turkey



**Iryna Bernatska, MSc, MA**  
Corporate Relations Manager  
Ukraine



**Mykhailo Huba, MSc**  
Admissions Manager  
Ukraine



**Ahlam Garni**  
Registry & Immigration Administrator  
Morocco



# TUITION & FEES

## Pre-Bachelor Preparation Programmes

- 6 months € 4,900
- 12 months € 9,800

## Undergraduate Programmes *(per year)*

- BBA pathway IBA € 9,800
- BBA pathway MCI € 9,800
- BBA pathway HBA € 9,800
- BBA pathway EBA € 9,800

## Postgraduate Programmes

- Master of Business Administration (MBA) € 18,300
- Master of Business Management (MSc) € 18,300
- Pre-Master + Master of Business Management (MBM) € 22,300

## Other Fees *(per year)*

- ICT Resources, Study Materials & Library Usage € 600
- AON International Student Insurance € 720
- Visa & Administration Cost (whole programme) € 650
- Student Accommodation (package fee for new students) € 2,200

## Funds *(fee reduction)*

- Wittenborg Platinum Award € 5,000
- Wittenborg the Netherlands Scholarship € 5,000
- Wittenborg MBA Scholarship € 5,000
- Wittenborg MBA Women in Tech Scholarship € 5,000
- Wittenborg EU Scholarship (EU/EEA/UK/Ukraine) € 5,000
- Wittenborg New Programme Launch Scholarship € 5,000

*Fees listed are subject to change. Please visit our website for current fees, funds & scholarships. Tuition fees are exclusive of all external examination fees.*

# ACCOMMODATION

A new study programme, a new place of study, a new country - a new beginning! We realise that it can be challenging to study and live abroad for the first time, and that is why at Wittenborg we are dedicated to helping this new adventure go as smoothly as possible for you. We are pleased to assist our students in finding suitable, local housing, either through accommodation partners or managed by Wittenborg.

Finding a place to live in a new country might sound a little overwhelming at times. However, the pleasant, green, clean and safe city of Apeldoorn in the centre of the Netherlands, and home to Wittenborg's main campus, has plenty of rooms to provide. We offer different types of furnished, student accommodation in a number of different places in Apeldoorn, all relatively close to our campuses.

Besides Wittenborg Accommodation in Apeldoorn, students can also find housing through our partners who specifically cater towards university/college students looking for affordable student housing in Apeldoorn and Amsterdam.

Whichever type of accommodation you are looking for, our Housing Department team is always ready to provide you with all the information you need to make your search easier.





## MEET YOUR CLASSMATE



**Brisi Dimova**  
Bulgaria

*"I chose Wittenborg because it offers a full package: great locations, new and challenging study programmes, and small study groups. Studying at Wittenborg made me realise that taking initiative and leadership are of the utmost importance."*

# OUR KEY VALUES

INTERNATIONALISATION

DIVERSITY

ETHICS

## We embrace **internationalisation** as a key value

Wittenborg sees its role as the educator and trainer of highly qualified, internationally minded, socially responsible and intercultural, critical and independently thinking graduates, who engage in innovative and creative business in companies and organisations around the world.

## We embrace **diversity** as a key value

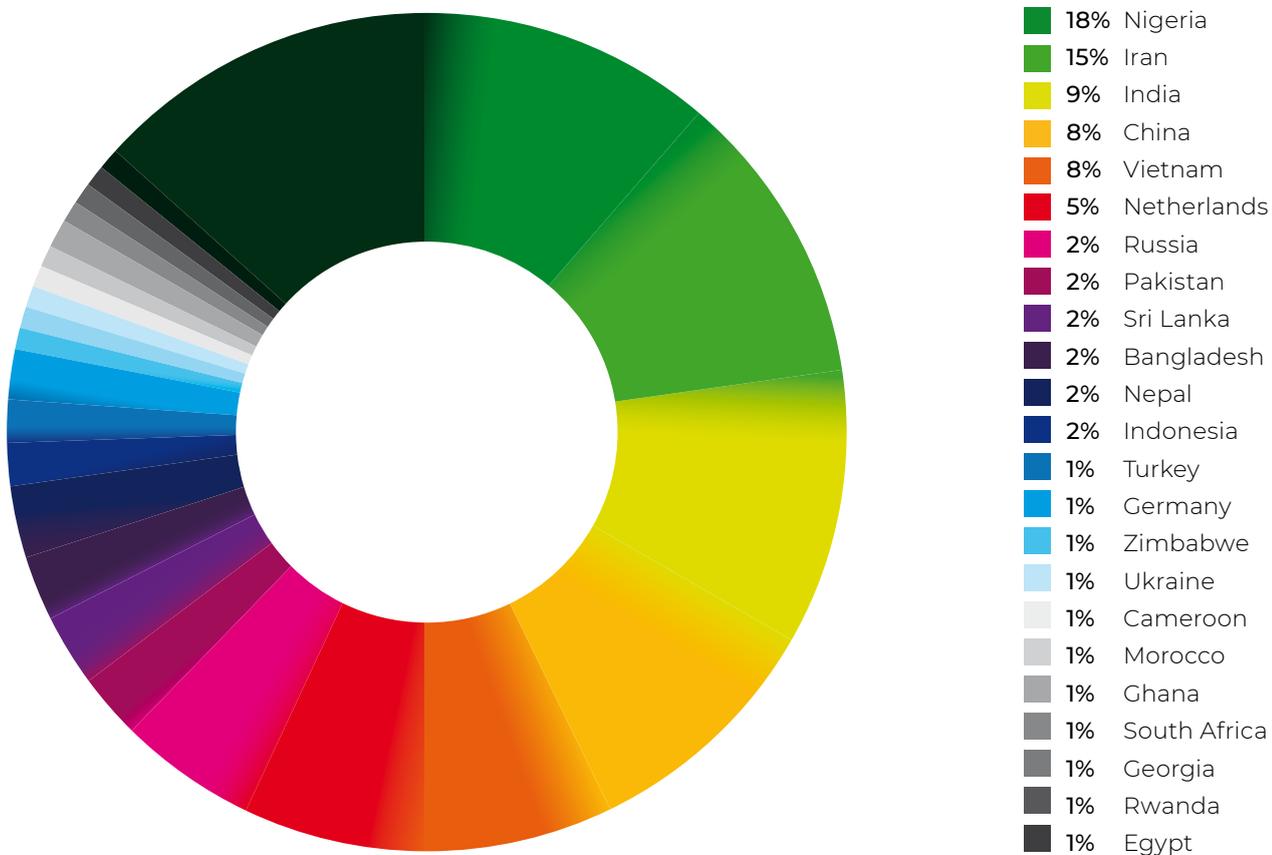
Next to promoting total equality of students and staff, of cultures, gender, and people with disabilities within the institute, we also stand for a working environment that is fair, emphasising respect between and within our student and staff body.

## We embrace **ethics** as a key value

Our motto expresses the commitment to offer higher education where students and staff understand that ethics play a central role in their every decision. Guided by well-established ethical and moral standards, such as honesty and integrity, unified we strive for a better tomorrow: *Better Yourself -Better Our World.*



# OVER 100 NATIONALITIES STUDY AT WITTENBORG



## 14% Other

- |              |            |                |             |                     |
|--------------|------------|----------------|-------------|---------------------|
| Syria        | Poland     | Croatia        | Iraq        | Eritrea             |
| USA          | Congo      | St. Maarten    | Ecuador     | Trinidad and Tobago |
| Spain        | Belarus    | Venezuela      | Yemen       | Ireland             |
| Brazil       | Colombia   | Azerbaijan     | Cyprus      | Gabon               |
| Italy        | Jordan     | Philippines    | Jamaica     | Bolivia             |
| Turkmenistan | Tanzania   | United Kingdom | Angola      | Argentina           |
| Austria      | Romania    | Portugal       | Aruba       | Sudan               |
| South Korea  | Lebanon    | Saudi Arabia   | Mauritius   | Hong Kong           |
| Thailand     | UAE        | Israel         | Maldives    | Sweden              |
| Kazakhstan   | Greece     | Cuba           | Iceland     | Qatar               |
| Uganda       | Libya      | Macedonia      | Togo        | Switzerland         |
| Uzbekistan   | Norway     | El Salvador    | Kosovo      | Denmark             |
| Mexico       | Australia  | Sierra Leone   | Guyana      | Burkina Faso        |
| Albania      | Luxembourg | Liberia        | Algeria     | Malta               |
| France       | Ethiopia   | Gambia         | Malaysia    | Taiwan              |
| Japan        | Mozambique | Bulgaria       | Kyrgyzstan  | Peru                |
| Afghanistan  | Tunisia    | Malawi         | Guatemala   | Latvia              |
| Canada       | Chile      | Finland        | South Sudan |                     |
| Kenya        | Serbia     | Belgium        | Oman        |                     |

BETTER YOURSELF  
BETTER OUR WORLD



## Apeldoorn

Brinklaan 268 *(Head Office)*  
7311 JD Apeldoorn  
The Netherlands

Spoorstraat 23  
7311 PE Apeldoorn  
The Netherlands

## Amsterdam

Herikerbergweg 260  
1101 CT Amsterdam  
The Netherlands

+31 (0)88 6672 688  
admissions@wittenborg.eu  
www.wittenborg.eu