



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



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Bachelor's degree



BSc in Business Administration – Digital Management & Innovation

Kühne Logistics University • Hamburg



Overview

Degree	BSc in Business Administration
Teaching language	<ul style="list-style-type: none">English
Languages	The courses are held in English only.
Full-time / part-time	<ul style="list-style-type: none">full-time
Programme duration	6 semesters
Beginning	Winter semester
Application deadline	<ul style="list-style-type: none">Start of application period: 1 NovemberRecommended application deadline, non-EU applicants: 31 MarchApplication deadline: 15 July <p>We recommend that you submit your application as early as possible. For fully completed applications received by 15 January, you will be granted a 10% early-bird discount on the overall tuition upon enrolment. To be entitled to receive the discount, you need to fully complete the online application form and submit it together with your transcript of records.</p> <p>Non-EU applicants please note: The visa process takes up to 12 weeks, starting on the date of acceptance by KLU. Please keep in mind that there are a lot of other organisational matters to deal with when planning your study abroad. We recommend that non-EU applicants apply before 31 March.</p>
Tuition fees per semester in EUR	6,390 EUR
Additional information on tuition fees	BSc in Business Administration <ul style="list-style-type: none">Standard track with 180 ECTS: 6,390 EUR per semesterIntensive track with 210 ECTS: 7,090 EUR per semester
Joint degree / double degree programme	No

Description/content

As a student in our Bachelor of Science in Business Administration degree programme at [Kühne Logistics University \(KLU\)](#), you will choose one of four profiles: International Management, Sustainable Management, Supply Chain Management or **Digital Management & Innovation**. Each with its own unique focus and career path, these profiles provide you with a customised learning experience and allow you to focus on your chosen area, helping prepare you for your future career goals. In addition to classroom work, you will also study abroad for one semester and participate in at least one internship to round off your learning experience.

Digital Management & Innovation

Help shaping the digitalisation of processes. New technologies, digital platforms and programmes are changing business. Data has become the world's newest natural resource and knowing how to use it can be a game changer. Companies that quickly derive insights from data and infuse analytics into everything they do can gain a competitive advantage. But who designs and supports the digital transformation of companies? Who coordinates the necessary steps and ensures cooperation between people, systems, and data? Experts in the field of management information systems (MIS) provide the link between economic performances and intelligent IT infrastructures.

Most students choose the standard track with 180 ECTS, but we also offer an intensive track with 210 ECTS. The intensive track can also be completed within six semesters. In the intensive track, you will have more in-depth exposure to the coursework and complete a second internship. With the extra credits, you will have even more options when choosing a Master's degree – including shorter programmes that will allow you to start your career earlier.

The BSc programme is rounded off by valuable experience outside the classroom: a mandatory three-month internship, an integrated semester abroad, and other extracurricular activities.

Course Details

International elements

- Integrated study abroad unit(s)
- Language training provided
- Training in intercultural skills

Integrated study abroad unit(s)

Your semester abroad

Explore the world with KLU! You will spend your fourth semester at one of our partner universities in Europe, Asia, Africa, or the Americas. We have established a network based on exchange agreements with more than 50 partner institutions around the world. Enrolled as a full-time student at the host university, you will acquire first-hand insight into new cultures and countries and have a unique personal experience.

Whether you want to practice your Spanish, go surfing on weekends, immerse yourself in a new culture, or learn from an institution's specialisation, the outcome of the study abroad is yours to decide. With our extensive network of partner universities, you can customise your international experience.

Our International Office will support you in planning and organising your semester abroad. They are in a close contact network with all our partner universities and provide support for everybody who is seeking further information.

Integrated internships

The programme includes a mandatory three-month internship. It provides students with hands-on experience at putting into practice the concepts and methods they have learned and enables them to gain an initial insight into relevant business topics. Students in the intensive track have to complete two mandatory internships.

Course-specific, integrated German language courses

Yes

Course-specific, integrated
English language courses

Yes

Costs / Funding

Tuition fees per semester in
EUR

6,390 EUR

Additional information on
tuition fees

BSc in Business Administration

- Standard track with 180 ECTS: 6,390 EUR per semester
- Intensive track with 210 ECTS: 7,090 EUR per semester

Semester contribution

Included in tuition fees

Funding opportunities
within the university

Yes

Description of the above-
mentioned funding
opportunities within the
university

KLU offers a limited number of [merit-based scholarships](#) for exceptional applicants for our BSc and MSc programmes. Please check our website for details.

Requirements / Registration

Academic admission
requirements

- High school diploma / school leaving certificate (qualifying for entrance to German universities)*
- Interview with programme management and faculty members
- Additional requirements may apply for applicants from certain countries. Please inquire.

Do you not yet have your school leaving certificate? Just provide a transcript of records including all grades given to date and you can hand in your school leaving certificate at a later stage.

*If you do not satisfy the requirements for studying at a university in Germany, you might be eligible to enrol in the [preparation programme](#).

Language requirements

Proof of English language proficiency: please have a look at our different options [here](#).

Application deadline

- Start of application period: 1 November
- Recommended application deadline, non-EU applicants: 31 March
- Application deadline: 15 July

We recommend that you submit your application as early as possible. For fully completed applications received by 15 January, you will be granted a 10% early-bird discount on the overall tuition upon enrolment. To be entitled to receive the discount, you need to fully complete the online application form and submit it together with your transcript of records.

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March.

Submit application to

Please apply via our [online application tool](#).

Services

Accommodation

KLU does not have on-campus accommodation. Therefore, it is recommended that you start looking for accommodation as soon as possible. Our [student services office](#) will be happy to assist you in finding suitable accommodation.

Career advisory service

The KLU Career Development Office offers a [unique programme](#) that targets your personal development and your contacts with future employers.



©Christin Schwarzer

Laura Guaglini
Student BSc Management,
Class of 2022

My experience with KLU started with the preparation programme and continued as a Bachelor's student, and it has been amazing so far. KLU has provided me with so many skills, opportunities, and insights. KLU has added value to both my personal life and professional career thanks to their outstanding environment. For me, KLU isn't a traditional university; rather, it's a place to develop and grow while receiving the best quality education. It allows you to become part of a close-knit community.

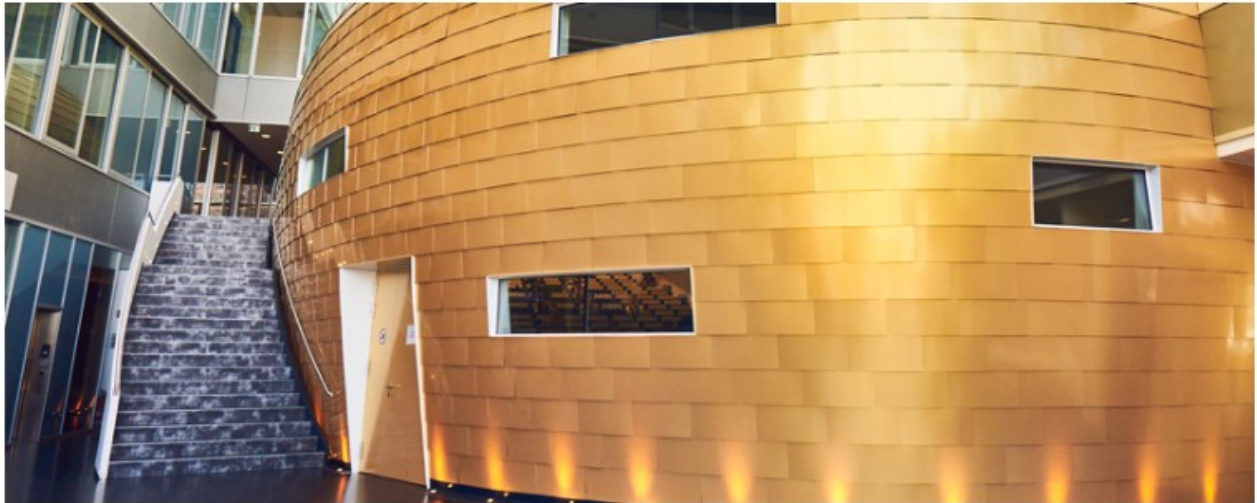


73 questions with a KLU student

This video features 73 questions with KLU student Minsang from South Korea, BSc Business Administration, class of 2022.

» more:
<https://youtu.be/wLE3rGRUZ6I>

Kühne Logistics University



Our big auditorium ("The golden egg")

Kühne Logistics University – Wissenschaftliche Hochschule für Logistik und Unternehmensführung (KLU) – is a private, state-accredited university located on Hamburg's harbour. Sponsored by the non-profit Kühne Stiftung (Kühne Foundation), KLU offers a broad spectrum of courses and research in logistics and supply chain and business management.

Our [BSc, MSc, and PhD degree programmes](#) feature an international student body, an outstanding faculty, an intimate learning environment, and extensive corporate ties. Our [part-time MBA programme, open enrolment, and customised executive education programmes](#) provide excellent opportunities for professionals to expand their expertise.

KLU is unique for its [international faculty](#), known for research excellence in logistics, transportation, supply chain management, and related aspects of business.

The private university in Hamburg is one of the top universities with various prestigious awards:

- Kühne Logistics University won the Global Student Satisfaction Award 2021 in the category "Overall Satisfaction".
- In the Wirtschaftswoche ranking 2021, Kühne Logistics University was among the strongest research universities for Business Administration in the DACH region.
- The CHE University Ranking 2020 rated Kühne Logistics University among the best German universities.
- and many more...



University location

Hamburg is a popular city among German students. Its cultural spectrum rivals that of Berlin. Students can experience the diverse nightlife offered at the Reeperbahn, enjoy great music at the Elbjazz and Dockville festivals, relax in the cafés and trendy bars in the St Georg and Schanze districts, and watch the Hamburg sunset at the city's popular harbour beach clubs.

With over four million inhabitants, the Hamburg metropolitan area is among the biggest winners to profit from the opening up of Eastern Europe and worldwide globalisation. This metropolis on the water is the most easterly of the northern seaports, making it the ideal port for Eastern Europe. As a global hub serving overseas countries, Central and Eastern Europe, and the Baltic area, Hamburg benefits from its central position at the confluence of the global trade handled by European logistics.

Hamburg is also considered to be one of the most beautiful cities in the world. Its extensive stretches of water and green parks and the historic residential areas are renowned. There are many attractive possibilities for leisure activities. These special qualities, together with the maritime atmosphere and its proximity to the North Sea and the Baltic Sea, make Hamburg a jewel among international cities.

The historic core of Hamburg's port is the "Speicherstadt," the former warehouse area, where the world's most beautiful warehouse complex was built at the end of the 19th century. Against this background, the new HafenCity is being constructed on the former harbour area, and it is right here – in the centre of Hamburg and right on the waterfront – where Kühne Logistics University is located. Students find everything they need in order to study and feel comfortable. This includes superbly equipped interactive teaching and study rooms, state-of-the-art facilities, broadband wireless access, a well-stocked library, and access to relevant online databases for research.

Contact

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Management

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🌐 Course website: https://www.klu.org/degree-programs/choose-your-program/bachelor-in-business-administration/digital-management-innovation/?mtm_campaign=DAAD_bscbba&mtm_source=DAAD&mtm_medium=portal

📘 <https://www.facebook.com/kuehnelogisticsuniversity/>

🐦 https://twitter.com/the_klu?lang=de

🌐 <https://www.linkedin.com/school/kuehne-logistics-university/>

📷 <https://www.instagram.com/explore/locations/254742294/kuhne-logistics-university-klu/>

📺 <https://www.youtube.com/user/KLUHamburg>

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International Programmes in Germany - Database

www.daad.de/international-programmes
www.daad.de/sommerkurse

Editor

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Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

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