



# NEW EUROPEAN COLLEGE

WITTENBORG UNIVERSITY OF APPLIED SCIENCES MUNICH CAMPUS

INTERNATIONAL BUSINESS DEGREE PROGRAMS • PATHWAY • BACHELOR • MASTER • MBA

# JUST A THOUGHT

FROM OUR CHANCELLOR

*"Employability = Academic Knowledge + Soft Skills + Common Sense"*



The success of a business school depends on the future employability of its graduates. The traditional emphasis in employability has been to focus solely on academic achievements and technical skills, but current research shows that soft skills – communication skills, motivation, adaptability, ability to work in a team and flexibility – are as important, if not even more important, to future employers.



Sascha E. Liebhardt  
Chancellor

Through our partnership with a Dutch university of applied sciences with German state recognized university programs, New European College ensures the employability of its students by incorporating the following into all of its programs:

- An academic faculty with proven and current industry experience (Theory & Real World)
- Group Projects and Project-based case studies promoting team work (Re-creating real life situations in the classroom)
- Internships, Career Advice and Individual Coaching (Assisting students in becoming a brand)

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### ACADEMIC PARTNER

[www.new-european-college.com/academic-partner](http://www.new-european-college.com/academic-partner)

New European College is proud to have Wittenborg University of Applied Sciences (WUAS) as their degree awarding partner for all bachelor, master and MBA programs on offer. Wittenborg University of Applied Sciences' programs are fully accredited, and state recognized in Germany and the Netherlands, as well as Europe and further abroad.

Our Degree Awarding Partner

### Ensuring the Highest Academic Standards

New European College has partnered with Wittenborg University of Applied Sciences (WUAS) – a Dutch university of applied sciences located in Apeldoorn, Netherlands – due to their outstanding reputation and modern, practical approach to business education.



WUAS has been ranked the 4th 'Best Small University of Applied Sciences' in the Netherlands and has been awarded the 2nd Best Bachelor of Business Administration Program in the Netherlands. New European College's students graduate with a Dutch degree from a state-recognized and accredited university of applied science from the Netherlands in the economic hub of Germany – Munich.

### Accredited for Academic Excellence



All programs from Wittenborg University of Applied Sciences are accredited by Dutch NVAO (The Accreditation Organization of the Netherlands and Flanders) and by FIBAA (Foundation for International Business Administration Accreditation) and Wittenborg University of Applied Sciences is a member of AACSB and AMBA. Together with WUAS, New European College is able to offer a business education that encompasses classical theory and academic models, as well as one of the most modern and forward-thinking approaches to business education through their project weeks, research-based approach to education and continuous evaluation.

Our academic cooperation with Wittenborg University of Applied Sciences ensures the highest quality of our academic programs and underlines our purpose and passion, which is the employability and success of our students.



## MUNICH GERMANY

Home to renowned international companies such as BMW, Siemens, Allianz, Munich RE and FC Bayern München, Munich does not only have a reputation for steady growth, but consistently ranks as one of the world's top cities in terms of quality of life. Having one of the lowest unemployment rates in Europe, and the lowest in Germany, abundant employment opportunities allow you to establish and continue your path in business in the economic heart of Bavaria. With the support of our administration, we help you find the right place for your strengths, talents & passion to build your future.

Home of New European College

### City of Laptops & Lederhosen

Today, modern Munich is a **cosmopolitan economic hub** known not only for the famous Oktoberfest, but for its cleanliness, safety, and unique combination of technology and tradition.

As the third largest city in Germany, Munich is rich with political and cultural history, great architecture, high art, and fine music. You will find a charming view upon the Alps, the sizable Isar river flowing through town and a number of parks and gardens making Munich one of Germany's most visited cities.

Playing host to a wide-variety of trade-fairs and exhibitions and being a short stretch away from other European epicenters, you are open to explore some of the best sites and attractions Europe has to offer.

Ranked

**1st** in Germany for  
level of dynamism  
of economic development  
& prosperity

"City Rankings 2018"  
- IW Consult

Ranked

**3rd** for Quality of  
Life World-  
Wide.

"Mercer 2019 Quality  
of Living Ranking"

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# WHY NEC?

[www.new-european-college.com](http://www.new-european-college.com)

At **New European College**, you will find an educational institution that focuses on academic substance and its application in the business world. Our goal is to provide an excellent business education that balances the need for academic knowledge with the challenges of the real world. We believe our students are best served when we keep business education real.



### Pragmatic Approach

## Immerse Yourself in Business

Entrepreneurship & ethical leadership are core to our principal teachings. We believe in business learning and creation through the interaction of passionate and dedicated individuals. By limiting our class-sizes (max. 25 people in each group), integrating group activities inside and outside of the classroom and ensuring frequent interaction amongst students and lecturers, we create the ideal environment for students to develop into future business leaders.

### Mandatory Internship

## Beyond the Classroom

With project weeks and our mandatory internships, you enter the world of business and witness real-world managerial challenges. You have the opportunity to experience what you have learned in class and implement solutions within real organizations and on real challenges.

Upon successful completion of the internship, it is not uncommon for students to receive full-time position offers within the companies they have worked for.

### Secure Your Stay

## 18-Month Job-Seeker Visa

Our career services enable students to gain awareness and develop their personal career paths. It provides support throughout all phases of the students' career and equips students with the necessary understanding and tools to engage in professional opportunities. Our graduates are eligible to receive an 18-Month Job-Seeker Visa allowing them to launch or progress their careers in Germany.



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### A Global Perspective

#### 43+ Nationalities

Our extensive business network encourages you to design your career path internationally. With our student body consisting of more than 43 nationalities, students find an abundance of global perspectives on issues and discussions throughout their studies and experiences.

### Germany's Economic Heart

#### Experience a Rich Culture

The vibrant and culturally rich city of Munich offers a combination of high-tech and traditional environments. Home to renowned corporations such as BMW, Siemens, Allianz and many more, Munich plays host to a wide-variety of international events and festivals

Being a short reach away from other European epicenters, you are open to explore some of the best sites and attractions Europe has to offer.

### Built for Success

#### A Foundation for Your Future

Having one of the lowest unemployment rates in Europe and the lowest in Germany, abundant employment opportunities allow you to establish and continue your path in business in the economic heart of Bavaria. With the support of our administration & career service center, we help you find the right place for your strengths, talents & passion to build your future.

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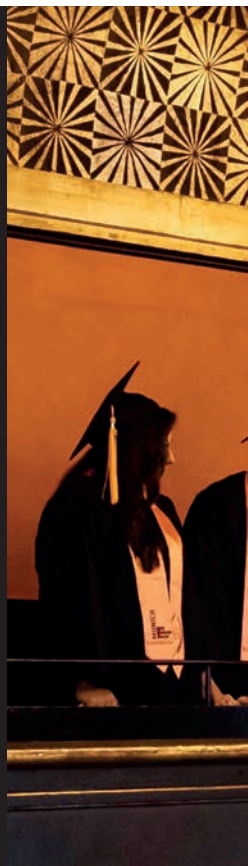
# PROGRAM PORTFOLIO

[www.new-european-college.com/nec-business-programs](http://www.new-european-college.com/nec-business-programs)

New European College curricula are aimed at interconnecting the essential aspects of business theory and practice. Undergoing our extensive programs will equip you with the necessary tools and skill-sets required to succeed in today's professional environments.

Small groups ensure frequent interaction between our students and lecturers and Project Weeks, complete with real-life business cases, assignments, simulations and presentations develop students' communication skills in the vernacular of business principles and practices.

Complementary courses are designed to evoke critical thinking. Our well-rounded approach to business education ensures, in an ever-shifting business environment, that you are well-prepared for complex and international challenges upon your graduation.



### Preparatory Programs

#### Business Preparation

This supplementary program is designed to introduce you to the world of studying at university level in English. Focused on international applicants, the successful completion of this program guarantees your placement into our Bachelor or Master programs.

Students who do not meet the English entry requirement of 6.0 IELTS (or equivalent) for the Bachelor program and 6.5 IELTS (or equivalent) for the Master programs are eligible for the Business & English Preparation Program. A successful completion guarantees progression into our academic programs.

#### Pre-Master

Students applying to the Master of Business Management (MBM) program who did not first complete a bachelor degree in a business-related field can be eligible for a one-semester Pre-Master program which provides students with the basis, knowledge and skills to be successful in the Master in Business Management Program.



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### Undergraduate Program

#### Bachelor

##### Bachelor of Business Administration (BBA)

The BBA program provides its graduates with the skills and credentials they need to start their careers in business or continue their educational path by applying for the master degree course.

##### Specializations:

Marketing & Communication  
Financial Services Management  
Economics & Management

### Graduate Programs

#### Master

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

Our Master program aims at expanding student's knowledge in specific business areas whilst providing complementary courses to round up the program. After successful completion of the 2 year program, graduates have the option of pursuing a doctoral degree or starting their management career in global firms.

##### Specializations:

Digital Marketing & Communication  
Entrepreneurship & Innovation

#### MBA

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

Experienced individuals from diverse backgrounds pursue the MBA. Entrepreneurs & business professionals looking to achieve higher roles & responsibilities within the organization look to enrich and sharpen their business knowledge, leadership, management & networking skills through the MBA Program.

##### Specializations:

International Management  
Finance  
Entrepreneurship & Innovation

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# Preparatory Program

[www.new-european-college.com/foundation](http://www.new-european-college.com/foundation)



Undergraduate & Graduate Preparatory Program

## Business English Preparation

The Business English Preparation program is designed to introduce you to the world of studying business at a German college level in English.

Students who do not meet the English entry requirement of 6.0 IELTS (or equivalent) for the Bachelor program and 6.5 IELTS (or equivalent) for the Master programs are eligible for the Business English Preparation Program. A successful completion guarantees progression into our academic programs.

This supplementary program is designed to introduce you to the world of studying at university level in English. Focused on international applicants, the successful completion of this program guarantees your placement into our Bachelor or Master programs and gives you the opportunity to get acquainted with student life in the beautiful city of Munich.

### Program Overview

Language of Instruction

**English**

Intakes

**September/October/December/February/April/May**

Core Courses

- Introduction to Business
- Calculus for Economics
- English

Extra-Curricular

Corporate Visits, Guest Speaker events,  
Business Seminars & Workshops

Who is it suitable for?

Students who do not have a minimum Academic IELTS score of 6.0 (Bachelor) or 6.5 (Master) but fulfill all other requirements for the Bachelor and Master programs can participate in this program.



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### Entry Requirements

1. Completion of Secondary School:
  - High School Degree
  - Transcripts
2. Completion of Bachelor Degree
  - Bachelor Diploma
  - Transcripts
3. Proof of English language proficiency:
  - IELTS min. 5.0 or equivalent
4. Assessment Interview
5. Academic IELTS (min 6.0) exam to enter BA program and Academic IELTS (min 6.5) exam to enter Master/MBA programs

*A successful completion guarantees progression into the next intake for the Bachelor, Master and MBA programs*





# UNDERGRADUATE PROGRAM

[www.new-european-college.com/bachelor](http://www.new-european-college.com/bachelor)



## Undergraduate Program

### Bachelor of Business Administration (BBA)

The bachelor degree program is designed to equip you with the knowledge & understanding of the essential aspects of business theory and practice. Through our courses, students are immersed in a wide-range of topics, such as Marketing, Finance, Economics, Entrepreneurship and Communication. Case-studies, project work, corporate visits, guest speakers and networking events are integrated in the courses, along with project weeks, allowing you to test and continually apply what you've learned in the real world with companies and industry professionals.

To further refine the skill-set needed to be a successful manager, foreign language courses and a mandatory internship, together with additional communication workshops and management seminars accompany your studies.

Whether global corporations, small & medium size, or family businesses – all companies are your potential employers after the successful completion of our bachelor degree program.

#### Who is it suitable for?

Individuals looking to start a career in business and management to gain the necessary skills and qualifications

#### Program Overview

Degree Awarded

**Bachelor of Business Administration (BBA)**

Duration

**6/8 Semesters (3-4 Years)**

Credit Points

**240 ECTS**

Language of Instruction

**English**

Internship

**3 Months - Mandatory**

Intakes

**September/October/December/  
February/April/May**

## Bachelor Program Structure

Students may choose to complete the Bachelor in 3 or 4 years. The structure illustrated below reflects a typical 3-year program. Please contact our Admissions Team for more information about completing your Bachelor in 4 years.

### Phase 1

- Accounting & Bookkeeping
- Intercultural Management
- Small Business Environment
- Introduction to Statistics
- Modern Principles of Marketing
- Management, Leadership, & The Organization
- Introduction to Finance
- European Law
- Training in Interpersonal Skills
- Business Communication
- Sociology & Organizational Behavior
- Marketing Mix
- Organizational Theory
- New Business Environment
- Project Management Basics
- Foreign Language
- International Law
- Personal Development Plan
- 6 Project Weeks

### Phase 2

- Marketing Research
- Sales & Export
- Statistics & Quantitative Data
- Business Philosophy
- Business Accounting
- Enterprise Technology & Innovation
- Marketing Plan
- Managing Organizations
- Introduction to Entrepreneurship
- Enterprise Diagnostics & Evaluation
- Personal Development Plan
- 6 Project Weeks

Starting in Phase 2, students will begin taking courses within their specialization in addition to the courses above. Please see pages 18-19 for more information.

### Phase 3

- Advanced Corporate Strategy
- Business Plan
- Research Methodology & Quantitative Methods
- Strategic Marketing
- International Marketing for SMEs
- Personal Development Plan
- Work Placement Module
- Work Experience Preparation

In Phase 3, students will continue taking courses within their specialization in addition to the courses listed here. Please see pages 18-19 for more information.

## Bachelor Specializations

Marketing & Communication  
Financial Services Management  
Economics & Management

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# GRADUATE PROGRAMS

[www.new-european-college.com/master](http://www.new-european-college.com/master)

### Graduate Program

## Pre-Master Program for Non-Business Graduates

Outstanding students who want to pursue their graduate studies at New European College who have not completed any previous studies in the fields of Management, Business or Economics are eligible to apply for our **Pre-Master** program.

Our Academic Partner's research has shown that success in academic studies and in the German economy depends highly upon communication skills, successful study habits and personal networks. This is trained intensively in the preparation program in order to give you the best possible start into your global career.

Students who did not first complete a bachelor in a business-related field but fulfill all other requirements for the Master in Business Management program can participate in this program. All students must have a minimum of Academic IELTS 6.0 (or equivalent) to enter into this mandatory preparation program. Please check our entry requirements for details.

## Program Structure

### Preparatory Semester

International Labour Relations  
Advanced Corporate Strategy  
Research Methodology & Quantitative Methods  
Strategic Marketing  
Introduction to Macro & Microeconomics  
Research Methods & Business Ethics

Upon successful completion of the preparatory semester, students enter the regular master program.



## Graduate Program

## Master of Business Management (MBM)

The Master in Business Management is a 3 semester program designed to build upon your existing undergraduate studies enabling you to pursue a broader range of careers in business. Consisting of courses in finance, international marketing, management accounting, operations, ethics, organizational behavior and human resources, the program prepares you to excel in an ever evolving and international workplace.

All courses are taught in English, with a range of teaching methodologies which are reminiscent of undergraduate teaching such as presentations and group projects coupled with real world examples and case studies. The program provides a scope for greater specialization, with a precise academic and theoretical framework designed to help you become an expert in international management.

**Who is it suitable for?**

Applicants who have attained a bachelor's degree from a recognized institution in the field of business and management, looking to advance their knowledge in specific fields of business should apply.

**Program Overview**

Degree Awarded

**Master of Business Management (MBM)**

Duration

**3 Semesters**

Credit Points

**90 ECTS (One year on campus)**

Language of Instruction

**English**

Intakes

**September/October/December/  
February/April/May**

## Master Program Structure

1<sup>st</sup> Semester

- Marketing Management
- Globalization, Society & Culture
- Research Methods Introduction (Final Project)
- Microeconomics - Global Perspectives
- Professional Inquiry

2<sup>nd</sup> Semester

- Research Methods (Final Project)
- The World Economy
- Financial Strategic Management
- Project Module (3 Project Weeks linked to Final Project)

3<sup>rd</sup> Semester

- Professional Based Learning
- Final Project

In addition to the courses listed above, Master of Business Management students also take courses from within their specialization. Please see page 20 for details.

## Master Specializations

Digital Marketing & Communication  
Entrepreneurship & Innovation

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## GRADUATE PROGRAMS

[www.new-european-college.com/mba](http://www.new-european-college.com/mba)



Graduate Program

### Master of Business Administration (MBA)

Experienced individuals from diverse backgrounds pursue an MBA. Entrepreneurs & business professionals looking to achieve higher roles & responsibilities within global organization will enrich and sharpen their business knowledge, leadership, management & networking skills through our MBA Program.

#### Who is it suitable for?

Applicants who have attained a bachelor's degree from a recognized institution and have gained previous work-experience.

#### Excel in your Career with our MBA:

Collaboration and learning with and from ambitious, like-minded people from diverse business & non-business backgrounds.

A chance to build lifelong relationships with peers who are set to accomplish great things throughout their careers.

Small class-sizes enable you to challenge yourself through your interaction with the group and lecturers.

Mastering communication skills is crucial for the impact each manager has on their environment. Seminars & workshops aimed at developing these soft-skills round up the program.

A culturally rich academic environment allows you to gain a global perspective on issues and topics undertaken in classes & hands-on projects.

Opportunities to gain insight from accomplished executives through guest speaker events - Discover how they tackle challenges and pursue success in their industries.



## MBA Program Structure

1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	3 <sup>rd</sup> Semester
<ul style="list-style-type: none"> <li>Management Accounting &amp; Finance</li> <li>Marketing Management</li> <li>Research Methods Introduction (Final Project)</li> <li>Human Resources Management</li> <li>Operations Management</li> <li>International Management</li> <li>Information Management</li> </ul>	<ul style="list-style-type: none"> <li>Research Methods (Final Project)</li> <li>Business Statistics</li> <li>Strategic Management</li> <li>Project Module (3 Project Weeks linked to Final Project)</li> </ul>	<ul style="list-style-type: none"> <li>Final Project</li> </ul> <p>In addition to the courses listed above, Master of Business Administration students also take courses from within their specialization. Please see page 21 for details.</p>

## MBA Specializations

International Management  
Finance  
Entrepreneurship & Innovation

### Program Overview

Degree Awarded  
**Master of Business Administration**  
Duration  
**3 Semesters / One year on campus**  
Credit Points  
**90 ECTS**

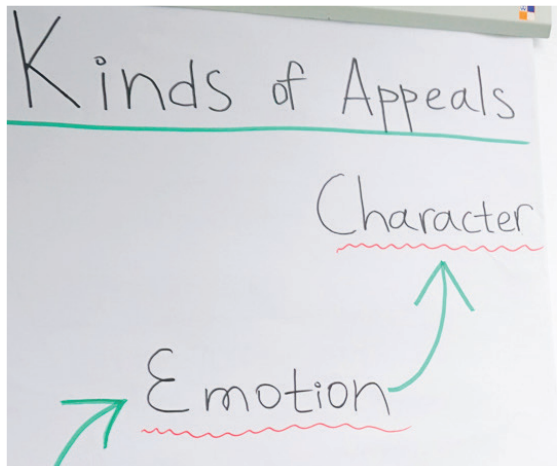
Language of Instruction  
**English**  
Intakes  
**September/October/December/  
February/April/May**



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## PROGRAM SPECIALIZATIONS

[www.new-european-college.com/nec-business-programs](http://www.new-european-college.com/nec-business-programs)

### Bachelor Specialization

## Economics & Management

The Business Administration specialization of Economics & Management is the broadest of the selection of the Bachelor specializations, enabling students to understand management from an international and organizational, economy based perspective.

Knowledge of how the economy works has become essential to businesses around the world. The idea that the way companies and organizations, consumers and governments make decisions that will affect the operation, performance and eventual success of a firm has been embedded within business administration, which makes the program Economics & Management the broadest business degree on offer.

### Bachelor Specialization in Economics & Management

#### Sample Contributing Courses:

- Supply Chain Management
- Logistics
- Quality Management

### Specializing in Economics & Management allows you to:

- analyze business, government, policy-making laws and restrictions and the enormous changes taking place within Europe, America, Asia, Africa and the rest of the world
- understand the skills and competencies required to effectively manage a company or organization within the economy
- look at the way managers function, lead and make decisions and consider a manager's decision making role and its effect on the organizations operations.

## Bachelor Specialization

**Marketing & Communication**

Students who choose the specialization Marketing and Communication are introduced to the aspects of companies and organizations that affect the success or the organization.

Marketing & Communication comprises a combination of business marketing strategies, branding and the way that businesses and organizations 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. Marketing & Communication penetrates deeper than just the production of printed or online material to deal with the way an organization communicates its messages, both internally and externally.

**Bachelor Specialization**

in Marketing & Communication

**Sample Contributing Courses:**

- Mass Communication
- Public Relations
- Trademarks & Branding

**Specializing in Marketing & Communication allows you to:**

- develop the skills and competencies that a modern Marketing and Public Relations Manager requires
- learn how to take a product or service and associate that product or service with a brand name, a house style and a philosophy.
- design a company communication or marketing strategy in your final year as part of a business plan.

## Bachelor Specialization

**Financial Services Management**

Bachelor students pursuing the Financial Services Management specialization will look at the different branches of banking: Insurance, Financial Advice and Investment and learn about mortgages, loans, insurance, pensions, investments and the stock market. Financial systems and regulations imposed by different countries are illustrated, analysed and compared.

In addition to the base modules, the program focuses on various industry specific areas such as pensions and investment, the legal environment of financial services, financial tax regulations, mortgages and real estate. The fundamentals of the banking world and international finance are also studied.

**Bachelor Specialization**

in Financial Services Management

**Sample Contributing Courses:**

- Money & Banking
- International Mortgages & Loans
- Personal Insurance

**Specializing in Financial Services Management allows you to:**

- combine theoretical perspectives with case studies from practice,
- develop a critical and contextualised understanding of the issues, problems and solutions faced by and offered to financial service institutions worldwide.
- learn to understand the functions of financial services within a wider economic context, also from the perspective of developing countries.

## Master of Business Management (MBM)

### Digital Marketing & Communication

The Digital Marketing & Communication specialization challenges students to study at a high academic standard, combining case studies and research. However the degree program also has a practical approach in its design – through project weeks, professional enquiry and a module of professional based learning in which students complete a short work placement often linked directly to their final project.

The Digital Marketing & Communication specialization looks at the impact of the fast changing 'connected' world of internet use, smart phones, apps and social media and how companies are changing their approach to advertising and adapting their marketing strategies in this age of digital communication.

#### MBM Specialization

in Digital Marketing & Communication

#### Sample Contributing Courses:

- Marketing Management
- New Media, Marketing & Analytics
- Business Intelligence & Data Mining

#### Specializing in Digital Marketing & Communication allows you to:

- understand new media, big-data strategies and the combination of online marketing and communication with the precise measurement of results that enable strategic actions to be taken.
- continue your studies at the PhD level and/or move directly into business.
- understand the challenges of managing large budgets and use the correct tools to effectively manage online advertising and social media campaigns.
- enjoy a diverse and global selection of career prospects, from NGOs and governmental agencies to corporations and startups.

## Master of Business Management (MBM)

## Master of Business Administration (MBA)

### Entrepreneurship & Innovation

The Master of Business Management specialization in Entrepreneurship & Innovation challenges students to study at a high academic standard, combining case studies and research. However, the degree program also has a practical approach in its design – through project weeks, professional enquiry and a module of professional based learning in which students complete a short work placement often linked directly to their final project.

The program offers a combination master of business administration subjects and broader modules in economics and management. Through modules looking at global economics and strategic management, globalisation, society & culture, the program enables students to further develop their deeper knowledge of business management and administration.

#### MBM or MBA Specialization

in Entrepreneurship & Innovation

#### Sample Contributing Courses:

- Venture Capital & Private Equity
- International Corporate Sustainability
- Innovation, Creativity & Entrepreneurship

#### Specializing in Entrepreneurship allows you to:

- follow balanced modules focused on entrepreneurship & innovation which enable a critical view of the role that entrepreneurs have within society and the economy.
- continue your studies at the PhD level and/or move directly into business.
- understand complex situations that require strategic decisions and simultaneously work on a multitude of business ideas and projects.
- develop the ability to determine and understand important details, pinpoint alternatives and continuously evaluate and review business processes.



## Master of Business Administration (MBA)

### International Management

The Master of Business Administration (MBA) in International Management is taught by an international team of lecturers and researchers from academia and industry.

The MBA in International Management degree program is aimed at students with business and non-business administration Bachelor degree backgrounds. Candidates will have had at least 3 years of experience working in companies and organizations in a role that manages people, processes or both.

#### MBA Specialization in International Management

##### Sample Contributing Courses:

- Human Resource Management
- Operations Management
- Information Management

#### Specializing in International Management allows you to:

- gain a cross-functional orientation, stimulated through cases and discussions about how a module's subject-matter can contribute to the overall performance of the company.
- observe the links between a company's functional areas and activities and how they can elicit an interdisciplinary outlook.
- develop a vision that exposes departmental thinking and embraces interdisciplinary ideas.

## Master of Business Administration (MBA)

### Finance

If you are looking to advance your career in financial management, or pursue a career in the finance sector or department of a company, then the MBA in Finance will enable you to make the leap into management roles from an existing position, or prepare you to enter a new role at a management level.

An international team of lecturers and business leaders have designed this MBA for those ready to make the climb into management roles, either from an existing job or graduates with work experience who are aspiring to become managers. 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.

#### MBA Specialization in Finance

##### Sample Contributing Courses:

- Corporate Finance
- Management Accounting & Finance
- Financial & Monetary Economics

#### Specializing in Finance allows you to:

- bring your current skills and experience to a managerial level and extend your interest in financial decision making.
- develop into a professional who is able to organize and develop products, services and policies, instigate and execute policies, perform under stress.
- understand control processes, analyse organization traits, utilise human resources and plan their management, motivate staff and personnel, manage financial information, use information effectively and plan and organize campaigns.

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### Our Support

## Moving to Germany, Where? What? How?

**Let us help you.**

At New European College we make sure you feel comfortable in your new home and campus. We want our students to live in an inclusive environment, with regular interaction with other students, our faculty and administration. It is of utmost importance that our students feel welcome and safe, and have an abundance of opportunities to build strong, genuine relationships. Having stronger bonds within the community allows you to align your academic and professional progress with your personal qualities and ambitions to ensure future success.

Regardless if it is advice on your courses, on searching for jobs, or just wanting to know where to get the best pizza in town, we are always ready to lend you a hand.

## Visa & Housing

Located in Germany's most prosperous city (Munich), New European College wants to ensure that each student arrives well-prepared to enjoy what the city and its surroundings have to offer. As the new home for many students, we want to ensure that they feel comfortable and welcomed throughout their stay. Our orientation days and student guidance services introduce all the things you need to know about living in Munich.

Partnered with local housing agencies and student dorms, we will support you throughout the process of searching and renting a room in Munich.

For more information regarding housing, please contact us under [accommodation@new-european-college.com](mailto:accommodation@new-european-college.com)

## Registration

Applicants requiring further assistance with their move to Munich can reach out to us for any help with the processing of all legal & formal requirements needed to secure their residency in Munich.

The processes of **opening your blocked account, registering at the Munich Immigration Office and applying / prolonging your visa** are areas in which we provide continual support before and after your arrival in Germany.

## Living Expenses

Average total rent includes base rent, electricity, water & general building maintenance expenses, which ranges from € 700 to € 950 per month for a single apartment (with bathroom, shower, kitchen, basement compartment). Considering that Munich is one of the most expensive and attractive cities in Europe, prices for living are reasonably high. Students should calculate a budget of at least €1000-€1200 per month, the biggest part of which is usually allocated to accommodation costs.

## International Payments

New European College has partnered with Flywire to streamline the international payment process. Flywire allows you to pay securely from any country and any bank, typically in your home currency. By making your payment with Flywire you can:

- Track your payments from start to finish
- Save on bank fees and exchange rates
- Contact their multilingual customer support team with any questions, day or night

To get started, visit the NEC website to begin the payment process.

## Student Life

NEC students have a unique opportunity to experience a college lifestyle in the vibrant city of Munich. There is plenty of choice on how students can spend their free time, whether it be a concert of your favorite band, grilling and swimming at the Isar River, or even surfing in the middle of the city. Bavaria offers many locations rich with history and culture easily accessible from Munich.

## Career Services

Throughout your studies, our Career Services will be the place for you to receive support in connecting not only to future potential employers but also to discovering and shaping your own professional path.

Through practical and interactive workshops, career seminars, career fairs and one-on-one counseling sessions, we equip you with the necessary tools and knowledge to sharpen your professional brand to pursue a global career.

Our Career Services embrace the importance of the development of students' talents. As representatives of NEC, our students are taught the approaches and techniques of engaging in career & business opportunities. This includes building and refining your awareness and ability to develop professional relationships through business & networking events.



## Entry Requirements

### Undergraduate Program

#### Bachelor in International Business Administration

1. Completion of Secondary School:
  - High School Degree
  - Transcripts
2. Proof of English language proficiency\*:
  - Academic IELTS with min. 6.0 or equivalent
3. Assessment Interview

*For more information on the Business English Preparation program entry requirements please refer to page 11*

### Graduate Program

#### Master in Business Management

1. Bachelor degree or equivalent in a business-related field\*\*:
  - Diploma
  - Transcripts
  - 2 reference letters (at least one from previous educational institute)
2. Proof of English language proficiency\*:
  - Academic IELTS with min. 6.5, or equivalent
3. Assessment Interview

*For more information on the Pre-Master entry requirements, please refer to page 14*

### Graduate Program

#### Master of Business Administration

1. Bachelor degree or equivalent:
  - Diploma
  - Transcripts
  - 2 reference letters (at least one from current/previous employer)
2. Proof of English language proficiency\*:
  - Academic IELTS with min. 6.5, or equivalent
3. Assessment Interview
4. Min. 3 years of work experience after completion of undergraduate studies
5. Assessment Interview

*\* Students who do not meet the English entry requirement of 6.0 IELTS (or equivalent) for the Bachelor program and 6.5 IELTS (or equivalent) for the Master programs are eligible for the Business & English Preparation Program. A successful completion guarantees progression into our academic programs.*

*\*\* Students who did not first complete a bachelor in a business-related field but fulfill all other requirements for the Master in Business Management program can participate in this program. All students must have a minimum of Academic IELTS 6.0 (or equivalent) to enter into this mandatory preparation program.*



Join us today

## Take the Next Step

New European College seeks spirited and internationally oriented individuals from across the world who strive to learn and create change not only in business, but also in the world we live in.

Through our careful selection processes we admit only the most qualified and motivated applicants who shed a positive light on our network and community.

We value academic strengths and qualities needed to fulfill the demanding challenges of college; the drive of playing an active role in contributing to the school's success.

### Admissions Office

Contact our Admissions Office for any inquiries you have about our college and program.

Our admissions team will be happy to assist you.

**Email:**

admissions@new-european-college.com

**Telephone:**

+49 (0) 89 8130 2018

## Application Process

1. Applicants must fill out and submit the NEC online application form and all required supporting documents. An application fee of € 50 must be transferred to the below stated account for us to begin processing the application:

New European College GmbH  
Deutsche Bank AG  
IBAN DE29 7007 0024 0144 0502 00  
BIC DEUTDE33MUC

2. The necessary entrance interview will be scheduled after verification of the application.
3. If all requirements are met, you will receive a soft copy of the provisional acceptance letter. You must then transfer the advanced tuition payment of € 3,000 as well as the enrollment fee of € 650.
4. Upon receipt of the above-mentioned payments, the educational contract and the offer letter, which enables the student to apply for the German student visa, will be issued. The invoice for the first tuition fees will be included in the package. A soft copy of the signed educational contract needs to be sent to the admissions representative.
5. After payment of the first semester tuition fee the student will receive the matriculation document given upon arrival of the student on campus.

## 01 NEC

Welcome to NEC  
Academic Partner  
Munich, Germany  
Why NEC?

## 02 Programs

Program Portfolio

## 03 Preparatory Programs

Business English Preparation  
Pre-Master

### NEC Management



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*Please Note:*

*Prices, terms and conditions, and content of programs are subject to change. Current details of programs and enrollment are always published on the NEC website [www.new-european-college.com](http://www.new-european-college.com) and in the Education & Examination Guide of the relevant program.*



## 04 Undergraduate

Bachelor

## 05 Graduate

Master  
MBA

## 06 Specializations

Bachelor  
Master  
MBA

## 07 Student Services

Visa + Accommodation  
Student Life  
Entry Requirements  
Admissions  
NEC Management  
Campus & Classroom



New European College is located in the southern part of Munich on the west bank of the river Isar. It is easily accessible by public transportation (with a bus stop directly in front of the campus and 10 min walking distance to two private and fully furnished dormitories). The campus is spacious and has a beautiful garden, where students can relax during breaks between the lectures. NEC Library offers a wide selection E-Library that is accessible 24 hours / 7 days a week (5,000 E-Books and 10,000 E-Magazines).

## New European College GmbH

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# The Dutch Difference

## 10 Reasons to Choose Wittenborg:

Independent & International

Top-Ranked Programs

Affordable Private Education

Personal Approach

Research Based

Internationally Accredited

Over 30 Years of Experience

6 Entrance Dates per Year

Linking Theory to Practice

Accommodation Support



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Wittenborg University of Applied Sciences Campuses

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