**APPLICATION PORTFOLIO PREPARATION AND ASSISTANCE WITH SEARCH FOR SUITABLE PARTNERS**

Our ISBA Freiburg company-student liaison team provides advice on an individual basis and helps with your application process and partner company selection. However, your own engagement here is key, as without a workcontract, you cannot be admitted to one of our cooperative study programs. Whenever possible, it is preferable for applicants to come to the university with a potential partner company.

**INDIVIDUAL ADVICE, SAMPLE LECTURES AND INFORMATIONAL EVENTS**

We regularly host digital and when possible, in-person informational events. Look for upcoming ones on our website. Telephone consultations are possible anytime during our office hours, or make an appointment for a face-to-face advising session. The company-student liaison team is here to help:

Call +49 (0)761 791 999 - 70.

You are also welcome to attend a sample lecture. Find out more with a call to our administration at: +49 (0)761 791 999 - 70.

**FOUR STEPS TO ISBA ADMISSION**

If you are interested in applying for admission to any of our cooperative study programs at ISBA Freiburg please follow these four steps:

1. **Send the following documents to: office@isba-freiburg.de:**
   - The completed application form
   - Your motivation letter and CV
   - Copy of your secondary school (or college) diploma/certificate and transcript. (Last half-year report if you are still at school.)
   - Proof of internship participation
   
   You can also apply **online**. You will find the application forms and a template at our website: [www.isba-freiburg.de/bewerbung](http://www.isba-freiburg.de/bewerbung)

2. **After we receive and check your application, we will invite qualified applicants for their personal admission interview (digital or in-person).**

Upon acceptance, we will send you the contract for your course of studies. Please sign and return it to us and pay the 250 EUR initial registration fee within three weeks.

4. **After that, someone from the company-student liaison team will contact you and assist you with your search for a partner company upon request.**

**ISBA’S LOCATION IN FREIBURG**

Centrally located:
Facilities key to your studies are just a short walk from us (University of Freiburg Cafeteria and Library, etc.)

**ISBA – Internationale Studien- und Berufsakademie / University of Cooperative Education**
Kronenstr. 2–4 • D-79100 Freiburg
Tel. +49 (0)761 791 999 - 70
www.isba-freiburg.de • office@isba-freiburg.de

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**ALTERNATE 3 MONTHS OF THEORY IN CLASS WITH 3 MONTHS OF ON-THE-JOB PRACTICE**

3-Month Theoretical Block = Input for Practice Block

3-Month Practice Block = Input for Theoretical Block
PLUS POINTS FOR YOUR SUCCESS

FUTURE-ORIENTED STUDIES
• Small work groups
• Ongoing dialogue with lecturers
• Excursions to companies and events
• Seminars to foster soft skills and foreign language competency
• Networking events

EXPERT EDUCATORS
• Professors and lecturers are academics and practitioners with years of experience
• Numerous lectures conducted in English
• Open Door Policy: Administrators and lecturers are easily reachable and have an attentive ear for students’ concerns.

CAMPUS WITH STATE-OF-THE-ART INFRASTRUCTURE
• In the center of Freiburg
• Modernly-equipped seminar rooms
• Campus-wide WLAN
• Microsoft Office 365, storage space in Microsoft Cloud, and personal ISBA email address
• University cafeteria (Bioteria - providing meals cooked with organic ingredients)
• Student Services including help with housing, etc.

LIBRARY FACILITIES

COMPREHENSIVE QUALITY MANAGEMENT
• Evaluation of all lectures, seminars, etc.
• Continuous further-development of courses of study
• Ongoing expansion of infrastructure (library, campus, IT, etc.)
• Uniform quality standards for business processes

THE UNIVERSITY CITY FREIBURG

A FABULOUS LOCATION FOR LIVING AND STUDYING!

Freiburg enjoys practically a Mediterranean climate and with its over 30,000 students, is one of Germany’s most attractive university cities. Its highlights include a rich cultural scene, abundant opportunities for sports and outdoor activities and a cityscape filled with charming street cafés. Freiburg is a wonderful place to live and study. Its ideal location at the border triangle of Germany, France and Switzerland provides a wealth of cultural and leisure-time offerings, like mountain-biking or hiking in the nearby Black Forest.

THEORY AND PRACTICE ADMINISTRATION

„The combination of sound business knowledge, specialty-specific know-how, linking theory and practice provides our students and graduates with outstanding chances for employment and successful careers.‘’

PROF. DR. REGINA SCHWAB, Academic Director; Head of Event and Hotel programs; Head of General Business Administration; Director of Examinations

„Nowadays, knowledge becomes out-of-date faster than ever before. Motivated by their own practical experiences, cooperative education instructors effectively convey key competences like networking and independent, problem-solving oriented thinking. This prepares our students optimally for the constantly evolving world-of-work.‘’

PROF. DR. JÖRG SCHODER, Head of Real Estate and Sports programs

In the areas of Hotel Management and Event Management, the professors are supported by 2 Executive Coordinators: Arne Kuder (M.A.) for the former program and Yvonne Schönauer (M.A.) for the latter. Dr. Micheline Jõemets is responsible for the business languages and Dr. Helmut Niesner for Economics. Numerous external lecturers coming from a professional work environment complete the team.
# COURSE PROGRAM

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## Business Languages

- English (Intermediate + Advanced) + French (Beginner / Advanced) or Spanish (Beginner / Advanced)

### Specialism-Specific Modules

Modules from the chosen specialism area: Event Management, Hotel Management, Real Estate Management, Marketing, Sports Management

### Practice

- **Practice Transfer I**
  - Academic Research Project
- **Practice Transfer II**
  - Academic Research Project
- **Practice Transfer III**
  - Oral Examination
  - Bachelor's Thesis

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## THE CORE SPECIALISMS

### EVENT MANAGEMENT

**INFORMATION MEETS EMOTION:** The opportunities for working abroad, interacting with people from diverse cultures and backgrounds and promising chances for advancement make the event sector an attractive and popular career choice. Employment opportunities abound in this sector. They range from classic event agencies to incentive companies or stage builders up to trade fairs, conventions or hotels. Studying at ISBA in Freiburg in a cooperative educational framework is the perfect introduction into this varied and exciting field.

### HOTEL MANAGEMENT

**FOR SERVICE-ORIENTED ALL-ROUNDERS:** Every day in the hotel sector brings new experiences, challenges and tasks. The cooperative study program in Hotel Management turns you into an all-rounder able to use your skills in varied hotel types: international chains, private boutique hotels, convention or spa hotels and ones in the city or countryside. Positions in this sector include Front Office Manager, Event Manager, Guest Relations Manager, Assistant Managing Director and all the way up to Hotel Director.

### REAL ESTATE MANAGEMENT

**BUILD A SOLID FOUNDATION IN THIS BOOMING SECTOR:** The real estate industry is extremely vast and varied and includes sectors such as commercial, residential and government owned and run properties. The cooperative educational framework in Real Estate Management at ISBA in Freiburg gets you ready for multiple career opportunities in the areas of project development, marketing or property / estate administration.

### MARKETING

**NOT ADVERTISING TO SAVE MONEY IS LIKE STOPPING A CLOCK TO SAVE TIME:** This description from Henry Ford illustrates perfectly the importance of marketing. Learn all about how to do it with us! The cooperative study program in Marketing prepares you for careers throughout this sector in areas like: International Marketing, Customer and Service Management, Consulting, Market Research and Sales.

### SPORTS MANAGEMENT

**TEAM PLAYERS ARE WELCOME!** Whether you are active in sports marketing, the fitness sector or in a sports association, you need specialist know-how to succeed in a related career. This begins with a solid foundation in business management, as the sector is becoming more and more professionalized. Our cooperative Sports Management program at ISBA in Freiburg puts you in top condition for a world of career opportunities in this field.