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| Top Business School Launches Unique Master’s Program for Students Without  a Bachelor Degree in Business  **The new „Master in International Business“ of the German *WHU – Otto Beisheim School of Management* now offers the school’s high-ranked education in international management to candidates without pure business-school backgrounds.** | **Bernadette Wagener** Associate Director  Public Relations  Campus Vallendar,  Burgpl. 2  56179 Vallendar, Germany  Campus Düsseldorf,  Erkrather Str. 224a  40233 Düsseldorf, Germany  Tel. +49 261 6509-540  [presse@whu.edu](mailto:presse@whu.edu)  [www.whu.edu](http://www.whu.edu) |

January 22, 2021

Vallendar/Germany. “With this new Master in International Business, WHU is responding to an increasing demand, which we have unfortunately not been able to meet so far," explains Dr. Steffen Löv, Associate Dean and Program Director of the bachelor and master’s programs at the renowned German business school. "It ocurred quite often that we had applications from very talented students with a bachelor degree in fields like business psychology, information systems, business law, or sports management who would have liked to further develop their management skills at a top business school like WHU. Until recently, we were not able to accept them only because these studies have a different focus and, when it comes to management basics, do not prepare candidates sufficiently for WHU's regular master's programs." The new master of science program is designed to close this gap, thereby also meeting a growing demand in the business world. After all, highly qualified managers with broader backgrounds are extremely sought after.

The 21-months program for candidates with a maximum of two years working experience will start in the next winter semester in September 2021. Participants will not only receive a comprehensive theoretical foundation in the field of general management, they will also get to know a large variety of business methodologies and enjoy innovative learning formats and practice-oriented trainings. The courses, which will be held in English and include a semester abroad at one of WHU's renowned partner universities, are designed to prepare future leaders for their work in international teams. In order to further develop their individual skills, students are free to choose from three additional modules to complement the nine core modules.

Having the name WHU on their resume is usually an excellent way for prospective managers to jump-start their careers. This is because two of WHU's existing master's programs, the Master in Management and the Master in Finance, are ranked number 1 in Germany according to the renowned international Financial Times Ranking. Employers are also well aware of this and often cooperate closely with the school’s dedicated Career Center, which actively supports students in their search for internships and future employers. The relatively new Master in Entrepreneurship, on the other hand, reflects WHU's major focus on start-ups and entrepreneurship.

Please find further information on the program here <https://www.whu.edu/de/programme/master-of-science-programme/master-in-international-business/>. Applications must be submitted until May 31, 2021.

WHU – Otto Beisheim School of Management:

WHU - Otto Beisheim School of Management is an internationally oriented, privately financed business school with university status, located in Vallendar and Düsseldorf. At WHU, more than 50 faculty members research and teach in the fields of management, finance and accounting, economics, entrepreneurship and innovation, marketing and sales, and supply chain management. WHU's high level of research competence is the result of a focus on three fundamental research principles: quality, internationality, and relevance for teaching and practice.

WHU's strategy is based on four core values: excellence, entrepreneurship, strong cohesion, and a cosmopolitan culture. An atmosphere characterized by openness, curiosity, diversity, and equal opportunities is of utmost importance to WHU.

Further information is available at <https://www.whu.edu/>