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upGrad GSP
Germany Agent Toolkit

For Recruitment Partners

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Why Germany

Germany delivers the strongest return on investment (ROI) in Europe
Competitive total cost of study across English-taught pathways

Exceptional career outcomes and post-study opportunities
Practice-oriented degrees with clear post-study options

Direct access to Europe's largest economy and job market
Study inside Europe's largest economy across major German cities

Germany has a massive demand for skilled talent
Strong employer demand across business, tech, and applied fields

Germany is a core European destination for recruitment partners who need English-taught, career-oriented pathways beyond the UK. upGrad GSP's Germany portfolio is built around universities of applied sciences and international business schools across multiple cities, giving agencies in every source market real choice on programme, campus, and intake.

This is not a free public university promise. It is a practical portfolio for students who want recognised German applied and business education in English, with clearer industry orientation and multi-city flexibility.

Process discipline matters. Depending on nationality, applicants may need APS certification and careful finance documentation. Several partners use interviews, portfolios, reservation fees, or security deposits. Brief students early and submit through upGrad GSP for compliance review.

Post-study note for counsellors only: graduates of recognised German institutions may be eligible to apply for an 18-month job-seeker residence permit under current rules. Always confirm live immigration guidance. Do not sell jobs, PR, or migration outcomes.

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APS and process callout (recommended full-width band)

APS certificate
Required for many student visa applications to Germany from specific nationalities.
Start early where it applies.
Do not treat APS as universal for every source market.

dMAT (India, Master's)
The Academic Evaluation Center (APS) has introduced the digital Master Test (dMAT) for selected Master's applicants in India. The dMAT is a standardized academic aptitude test and will become part of the APS documentation process for applications related to the Summer Semester 2027 intake and subsequent intakes.

Deposits and reservation fees
Partner-specific. Only quote IP-verified amounts.

Interviews and portfolios
Common at Fresenius (mandatory interview) and design pathways (portfolio).

Submit via upGrad GSP
Document audit before institution submission.



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University of Europe for Applied Sciences

University of Europe for Applied Sciences (UE)

A multi-campus German university of applied sciences spanning design, business, and technology pathways.

Multi-campus	€3,000	Sep + Mar	Applied focus
Berlin, Hamburg, Iserlohn, Potsdam	Reservation fee (Bachelor's and Master's)	Main intake pattern in draft notes	Art, design, business, tech pathways

Four German campus locations for city and programme matching across source markets.

€3,000 reservation fee (Bachelor's and Master's).

September and March intakes support two main counselling windows.

Portfolio pathways for Art and Design; entrance test possible where diploma does not qualify.

Key programs

Art and Design, Business, Technology and related applied programmes. Confirm live catalogue including portfolio routes.



University of Europe for Applied Sciences (UE)
Entry Requirements

Entry requirements

Class 12 ~50-60%. PG bachelor's; GPA/percentage sources inconsistent (2.5/4.0 vs 60%).

English language

Undergraduate IELTS 5.5-6.0 / TOEFL 80.
Postgraduate IELTS 6.0-6.5 / TOEFL 80-90.

Intakes

September and March

Deposit/fees

€3,000 reservation fee for Bachelor's and Master's

Additional counselling notes

- Portfolio required for Art and Design.
- 2 LORs for some Master's.
- APS may apply for German visa from relevant source markets.



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BSBI
School of Business and Innovation

Berlin School of Business and Innovation (BSBI)

A Berlin business school with multi-intake calendars, fast decision cycles, and practical cost/time savers for English-medium graduates.

Berlin campus	€2,000	MOI waiver	~10 days
Capital-city business school location	Deposit within 4 weeks of offer	MOI letter accepted as IELTS waiver	Decision turnaround

Berlin location for students targeting Germany's capital business and startup ecosystem.

Multi-intake pattern (January/February, May, September/October)

MOI accepted as IELTS waiver for English-medium graduates where still valid for the applicant's pathway.

€2,000 deposit due within 4 weeks of offer, counted toward first-year tuition

Key programs

Business, management, innovation, and related postgraduate and undergraduate pathways.



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BSBI
School of Business and Innovation

Berlin School of Business and Innovation (BSBI)
Entry Requirements

Entry requirements

Undergraduate high school/IB min GPA ~2.25 (~73-76%).
MSc bachelor's ~50% or CGPA 5.0/10;
MBA ~60% or GPA 2.25/4.0.

English language

Undergraduate IELTS 5.0-6.0.
Postgraduate IELTS 6.0 overall, no band below 5.5.
MOI waiver may apply.

Intakes

January/February, May, September/October

Deposit/fees

€2,000 within 4 weeks of offer, counted toward first-year tuition

Additional counselling notes

- APS certificate often mandatory for German visa from applicable markets.
- GUS parent group with GISMA.
- Fast ~10 working day decisions cited in draft notes.



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Gisma University of Applied Sciences

GISMA University for Applied Sciences

A multi-city German university of applied sciences for international business and career-focused pathways.

Multi-city	GUS group	English-taught	Career focus
Berlin/Potsdam, Hannover, Hamburg	Same parent group as BSBI	International business and applied pathways	Applied sciences model

Multi-campus German footprint supporting counselling choice by city and programme.

Part of Global University Systems (GUS), the same parent group as BSBI, useful for group-level RP conversations.

English-taught international programmes positioned for global student cohorts.

Bachelor's, Master's, and MBA pathways in business-focused applied sciences, giving counsellors a route for different student profiles.

Key programs

Business, management, and related applied postgraduate and undergraduate offerings.



GISMA University for Applied Sciences Entry Requirements

Entry requirements

UG:A-level equivalent grades
PG: Bachelor's degree with min. 70%

English language

Undergraduate IELTS 5.5-6.0 overall
Postgraduate IELTS 6.0 overall; Global MBA requires IELTS 6.5 + 3 yrs work experience

Intakes

4 intakes/year. Primarily Sep

Deposit/fees

€2,000 within 4 weeks of offer, counted toward first-year tuition

Additional counselling notes

- Financial support statement (bank statement + sponsor letter) explicitly required in draft notes.
- Portfolio for some programmes.
- APS may apply depending on nationality.



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HOCHSCHULE FRESENIUS
UNIVERSITY OF APPLIED SCIENCES

Hochschule Fresenius University of Applied Sciences

A multi-city German university of applied sciences with structured admissions interviews and clearer published deposit rules.

Multi-campus	€3,000	Sep + Mar	Applied focus
7+ German campus cities in draft notes	Security deposit non-EU	Mandatory admission interview for all applicants	Highest draft data confidence among Germany set

Broad German campus network for city matching (Cologne, Hamburg, Munich, Düsseldorf, Frankfurt, Berlin, Idstein).

€3,000 security deposit for non-EU students plus €595 registration fee at semester start.

Mandatory admission interview for all applicants (not only a knowledge test).

Key programs

Business, media, health, chemistry/pharmacy-related, and other applied sciences pathways.



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HOCHSCHULE FRESENIUS
UNIVERSITY OF APPLIED SCIENCES

Hochschule Fresenius University of Applied Sciences Entry Requirements

Entry requirements

Undergraduate 13 years formal education (Class 12 + 1 yr Bachelor's) with min 60% aggregate.
Postrgraduate bachelor's min 60%.

English language

Undergraduate and Postgraduate IELTS 6.0 overall, no band below 5.5.

Intakes

September/October and March

Deposit/fees

€3,000 security deposit (non-EU) + €595 registration fee at semester start

Additional counselling notes

- Entrance exam available (free) if no qualifying diploma.
- APS may apply for German visa from relevant markets.



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srh

SRH University

A large German university with 18 campus locations, practical small-group teaching, and flexible study on campus, online, or from abroad.

18	200	140	Interview
Campus locations across Germany	Study programmes	Countries of origin among students	Personal admission interview in the application process

18 campus locations across Germany, from Berlin to Heidelberg and Hamburg to Cologne, for city and programme matching.

About 200 study programmes across business, technology, psychology, health, media, design, and more.

CORE Principle (Competence Oriented Research and Education): hands-on learning in small groups, with one manageable topic at a time.

Flexible study: on campus, online, from abroad, or a mix.

Key programs
Business and Law, Computer and Data Science, Engineering, Sustainability and Architecture, Communication, Media and Marketing, Health, Sport, Education and Social Work, Psychology and Therapy, Arts, Design and Music, Hospitality, Supply Chain Management

Intake: September



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Full Partner Network

We partner with German universities of applied sciences and international business schools across multiple cities, giving your students English-taught pathways in business, tech, media, design, and other applied fields.

Institution	Focus	Typical intakes
University of Europe for Applied Sciences (UE)	Multi-city UAS · design, business, tech	Sep, Mar
IU International University of Applied Sciences	Large English-taught applied portfolio	Sep
Berlin School of Business and Innovation (BSBI)	Berlin business · GUS · multi-intake	Jan/Feb, May, Sep/Oct TBC
GISMA University of Applied Sciences	Multi-city business / applied · GUS	Sep
Hochschule Fresenius University of Applied Sciences	Multi-city applied · interview-led	Sep/Oct, Mar
Macromedia University of Applied Sciences	Media, design, management focus	Sep
Media Design Hochschule	Media and design specialist	Sep
Media University of Applied Sciences	Media-focused applied sciences	Sep
SEA Institute	Practical media and creative education	Sep



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Ready to place students in Germany?

upGrad GSP partners with recruitment agencies across our global source markets to connect students with leading German applied sciences and business school pathways.

As an upGrad GSP recruitment partner, you get: access to:

- German institution partners through a single platform
- Regional support across the student journey
- Compliance-first application handling
- Dedicated marketing support including destination toolkits
- Commission tracking and transparent payment terms.

Becoming a partner is free.

Visit upgradgsp.com to register, or contact your upGrad GSP regional representative to get started.

Built for recruitment partners. Trusted by institutions. Powered by results.