



Munich Business School  
shaping tomorrow

# MBA PROGRAM

# YOUR **MBA** AT MBS

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**All study programs of Munich Business School are AACSB accredited ensuring the highest standard of quality in business education.**



## SERVUS AND WELCOME TO MUNICH BUSINESS SCHOOL

Founded in 1991, Munich Business School (MBS) can look back on 30 years of premium-quality business education. As one of the top business schools in the German-speaking area, we perceive it as our mission to provide globally minded entrepreneurial individuals with a highly inspiring academic environment and enable them to become the leaders of today's globalized business world – filling management level positions in companies around the world or starting their own innovative business.

The MBA General Management is a unique experience that will fundamentally foster a sound knowledge of business and management, support you in developing and enhancing your executive and leadership skills, and provide you with the opportunity to establish a strong professional network – but also challenge you to explore uncharted territory and discover new perspectives.

As part of our comprehensive approach, we aim to support you in your personal development towards becoming a responsible business leader in possession of essential soft skills, a broad cultural understanding, and a strong personality.

Boost your international business career with the MBA General Management program! We are looking forward to welcoming you at Munich Business School!

Prof. Dr. Stefan Baldi, Dean of Munich Business School

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**690 +**

Students at MBS

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**80 +**

Nationalities on campus

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**3,900**

Graduates since 1991

# WHY MUNICH BUSINESS SCHOOL?



## MBS IS ONE OF THE 6% OF THE WORLD'S LEADING BUSINESS SCHOOLS

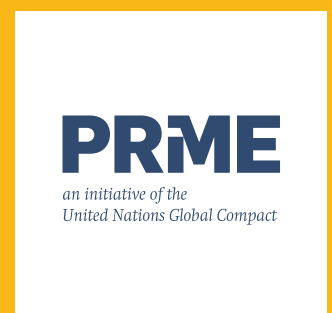
In 2025, Munich Business School earned the prestigious AACSB accreditation – a distinction held by only 6% of business schools worldwide. AACSB accreditation guarantees that MBS meets the highest standard of excellence for business programs. It ensures our students receive a future-oriented education that develops leadership skills, career readiness, and global perspectives.

Students and graduates from AACSB accredited schools ...

- enjoy higher earnings potential and greater career mobility than graduates from non-accredited schools and are sought after by top employers.
- receive the highest-quality business education with the knowledge and high-demand skills that employers and society need.
- are encouraged to explore their purpose and grow their network for a positive impact on society.

## Further Accreditations and Memberships

Since 2010, Munich Business School has enjoyed unrestricted state recognition and institutional accreditation by the German Council of Science and Humanities. All our study programs are accredited by the Foundation for International Business Administration Accreditation (FIBAA). What's more, Munich Business School is an active member of numerous national and international associations and organizations.





## Authentic

Our values of responsibility, innovation and global-mindedness are the guiding compass we are committed to living to every day.

## Personal

Munich Business School's small classes and direct contact with lecturers ensure focused support and a pleasant learning atmosphere.

## 100 % Munich

The "metropolis with a heart" unites tradition and international charm. Renowned companies based here contribute to modern business success.

## International

Our international partnerships give you the opportunity to spend part of your studies abroad. This creates a vibrant, welcoming and diverse atmosphere.

## Prepared for shaping tomorrow

Munich Business School's approach fosters critical thinking and confident decision-making to tackle "seemingly impossible" challenges.

## Engaged

We act as a hub for networking between businesses and students. Access to our network gives you a greater chance to explore your career opportunities.

## Rankings: Always Among the Best

**We are in the top tier for MBAs:**  
We rank among the top universities for an MBA worldwide and are one of only four German business schools in the tier one group of this international ranking (CEO Magazine MBA Ranking, 2024).

**We are #1 among recruiters:**  
Employers value our commitment to pragmatic and applied learning; we are repeatedly a preferred choice to recruit from (Wirtschafts Woche University Ranking, 2024).

**We are #1 among students:**  
Students vote MBS into the top groups in all evaluation categories, especially Support during studies, Practical orientation of teaching and Career orientation (CHE University Ranking, 2023).

**We are among the Global Top 25:**  
We have an exceptionally large international student body compared to other universities and offer a wide variety of opportunities for studying abroad (U-Multirank University Ranking, 2020).



# MBA PROGRAM AT MBS





## MBA Class Profile

When carefully selecting the candidates for the MBA General Management program, MBS places great emphasis on assembling a diverse yet cohesive group of students.

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**86%**

International MBA students

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**5**

Average Years of work experience

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**32**

Average age

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**48%**

Female students

# YOUR MBA JOURNEY



## The Fundamentals of Your MBA Journey

The MBA curriculum is based on three pillars: Expert Business Knowledge, MBS Flagship Courses and Electives. The program is rounded off by four special weeks: Leadership Week, Start-up Week, Business Simulation Week and the International Week.

In the second semester of your MBA, you will complement your studies with a thesis which gives you an opportunity to specialize in a field of your choice. You can also search for a student worker position to write your thesis with a company, providing you with a fantastic opportunity to secure post-graduation employment.

## A Blend to Boost Your Career

**MBS Flagship Courses** are based on Munich Business School's core values – innovation, responsibility and global-mindedness – making the MBA General Management a truly unique experience.

**Expert Business Knowledge** courses provide you with a strong foundation of expertise in core business and management areas.

**Electives** courses allow you to further deepen your knowledge in particular fields such as Supply Chain Management, Data Analytics, Business in Emerging Markets or Business in Germany.



## Learning Goals

### Practical Approach

Graduates synthesize and apply relevant knowledge both in theory and practice.

### Internationality

Graduates develop a global perspective.

### Responsibility

Graduates act responsibly by combining ethical considerations and entrepreneurial thinking in their decisions.

### Leadership

Graduates develop leadership skills to apply in different business situations.



**Prof. Dr. Michael Rüdiger**  
Program Director  
MBA General Management

"The MBA General Management at Munich Business School is a life-changing experience. You will be challenged. You will grow. You will meet great professors and students. And you will enjoy it."



## MBS FLAGSHIP COURSES

### Responsible Leadership

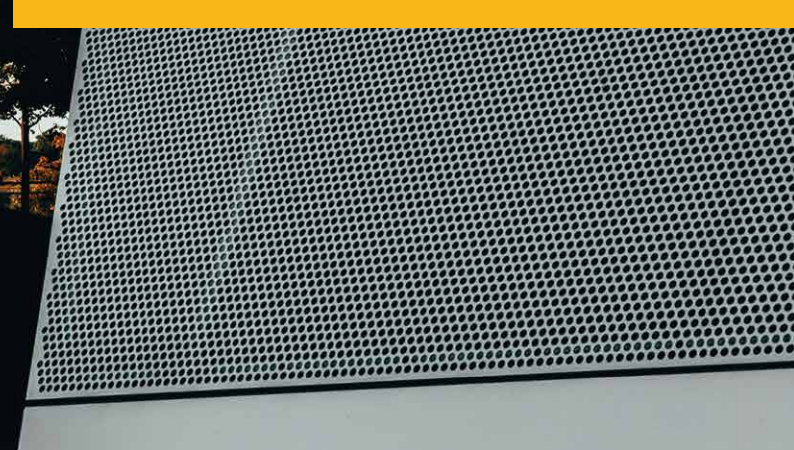
In this module, you will explore responsible leadership – a fascinating topic which, in all its incarnations, has always been of the utmost importance. Given the challenges currently facing society, and indeed the entire planet, it is vitally important that managers understand this topic in all its manifold dimensions, starting with classic leadership theories and all the way through to new dimensions of leadership, such as leading diversity and the role of ethics and values in leadership.

### Innovation and Entrepreneurship

In the highly competitive world in which we live, innovative ideas are what separates successful businesses from the rest. These ideas are often generated by individuals with the vision to turn their innovative concepts into business ventures – entrepreneurial enterprises. Creating an outstanding product, developing a strong brand and building a solid customer base all require innovation. Entrepreneurship and innovation both involve identifying high-potential commercial opportunities, gathering resources such as talent and capital, and managing rapid growth and significant risks. This course covers all of these aspects, equipping you as a manager with the skills you need to pro-actively tackle the challenges you will face as you strive to be innovative and entrepreneurial.

### Global Management

Our world is characterized by the global movement of goods and financial transactions. In this course, you will explore the key areas a modern manager has to be aware of and actively manage from a global perspective. Starting by looking at global value-creation networks, the focus then shifts to market entry modes and associated decisions in selecting a suitable country for a company's global activities. The course also discusses cultural and ethical issues as well as key components of global risk management.



# EXPERT BUSINESS KNOWLEDGE

## Accounting for Management Decisions

This course will give you an understanding of the accounting process and you will become familiar with key accounting reports. You will develop skills in financial statement analysis and profitability analysis. The course emphasizes both financial and managerial accounting, the latter covering cost-volume-profit analysis, cost allocation and activity based costing. The course consists of two components: The first is a two day accounting bootcamp where the learning is fast and intensive. You will then participate in the business simulation "C-Suite Life" taking on one of the key roles in a struggling organization tasked with returning the business to profitability and growth.

## Financial Management

It is imperative for any manager, and for senior managers in particular, to have a basic understanding of financial matters. The course is designed for non-financial executives who require a better understanding of the financial impact of business decisions. The course introduces current financial concepts and tools towards money management in organizations participating in local and especially global economies. The course also introduces the topic of sustainable finance. Knowing and understanding how sustainability criteria such as ecological and social factors can be proactively integrated in financial markets and financial decision-making is increasingly demanded by customers, society and politics.

## Strategic Marketing

Successful marketing managers understand both quantitative and qualitative aspects of customer behavior in consumer as well as business markets. The Strategic Marketing course provides you with a broad understanding of fundamental marketing concepts, theories and applications. It also emphasizes a number of highly important topics for today's managers: the role of sustainability in marketing management and modern marketing mix management and the rise of social media, digitalization and big data.

## Personal Development

This course gives you the opportunity to get clarity about yourself. Your personality traits, values, needs and beliefs – to gain a full picture of your personality. The course guides you through different aspects of your personality and helps you identify the direction you would like to give your career. For those who are already on the right personal career path, it provides tools to better understand colleagues' and employees' needs and ways of working. Through personal reflections, group discussions and peer support by the end of the course you will develop an individual development plan that will guide you towards your goal. On a voluntary level, participants have the option to work in more depth on specific topics (identified in the development plan) in three sessions with one of the MBA Coaches.





## ELECTIVES

### Business in Germany

This course is designed to help MBA candidates with an international background navigate the intricacies of working in a German setting. The course reflects on the socio-political environment in Germany and important legal aspects to consider. In addition, key success factors for doing business in Germany are discussed, as well as the significance that the EU has for Germany and for German corporations.

### Global Supply Chain Management

Value creation has changed dramatically in past decades. Companies have moved away from being the main location for corporate value creation, to a set-up where only a few core competencies remain with the company that customers generally associate with the product. In addition, supply chains have internationalized dramatically in recent years. Companies now look for suppliers and customers not only on a local or regional basis, but across the globe. The course explores the challenges and opportunities that these developments offer.

### Management in Emerging Markets

The goal of this course is to provide a solid base of knowledge in relation to some of the most vibrant and economically flourishing regions of the world. Course participants will study the economic and institutional forces that spur or hinder business activity and growth in emerging economies. The course is designed to provide both quantitative and theoretical foundations for the study of emerging markets.

### Data Analytics

In today's data-driven business landscape, the ability to effectively analyze and interpret data has become a vital skill. Data analytics empowers managers to make informed decisions, identify patterns, and uncover insights that can drive organizational growth and competitive advantage. In this introductory module, the impact of data on management decisions is investigated, going into technicalities of data collection and usage, as well as practical application of data analysis in the decision making process.



## MBA HIGHLIGHT WEEKS

### International Week (EMBA)

A special highlight of the MBA General Management program at MBS is the International EMBA Week. As part of the flagship course in Global Management you will have the opportunity to spend one week at one of our nine international partner business schools from the EMBA Consortium, for example in Italy, USA, Japan, UK or Brazil. The International week aims to enrich the educational experience of MBA students, offering a global portfolio of geographically focused programs. Each MBA student is free to choose the university that appeals to their own interests and immerse themselves in a new culture and an international study group.

Participation in the International Week will enable you to meet and learn more about global market leaders in industries and sectors including technology, automotive, luxury management or consulting. You will be exposed to decision-making processes within the global context and get your very own opportunity to network with business leaders who face such challenges on daily basis. Through the course of your International Week, you will develop a better understanding of the impact that culture has on business, and how cultural heritage transcends borders affecting operations of global industry leaders.

### Start-up Week

The Start-up Week is part of the Innovation & Entrepreneurship flagship course and gives you the opportunity to work on your entrepreneurial skills. You will learn about modern problem-solving approaches, meet with entrepreneurs and eventually develop your own business idea, which you will present to an expert audience.

### Business Simulation Week

During your Business Simulation Week, together with your classmates you will take part in a three-day round-the-clock simulation of crisis situation you could face as a business executive, you and your team will have to deal with a whole range of issues that managers of today's business world face to turn around a struggling business.





# MBS CAREER CENTER

## YOUR SUCCESS IS OUR PRIORITY

The world of work is constantly changing. Technology will make many jobs obsolete but also create and develop new ones we can't yet imagine. It is, therefore, crucial that you prepare yourself for the future. Whether you aim to advance in your current field, change your job or industry, or become a successful entrepreneur, we offer individual and tailor-made support to help you succeed.

### Individual Career Coaching

In a dynamic business world, knowing your values, interests, personality, and skills is crucial. We offer personalized, one-on-one career coaching from certified professionals to identify your strengths and deficiencies, assess your career goals, and design your employment strategy.

### Career Workshops

With the support of internal and external facilitators, speakers and online tools, we help you to pursue your career goals and achieve professional success. The workshops we offer with the help of these partners enable you to position yourself as a brand, find suitable jobs efficiently, impress with your CV and ace the interview.

### Start Your Career in Germany

Germany is the economic powerhouse of the EU and Munich is at the forefront of demand for highly qualified professionals with global outlook and drive to succeed. After graduation, you can stay in Germany for 18 months to find a job. After two years of work, you can obtain permanent residency and continue your career in Germany.



## Networking with companies

MBS has a vast network with well-known companies across various industries. Career and networking events throughout the year offer behind-the-scenes insights and networking opportunities. Representatives visit campus to share information, insights, and industry trends. We also organize company visits to experience corporate culture, ask questions, and network with professionals.

On the right, you will find examples of companies from the MBS Career Center's network.



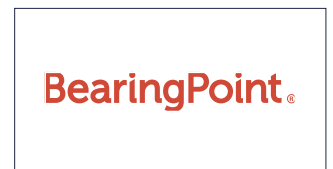
**Béatrice Mellinshoff**  
Career Center Manager and  
Certified Business Trainer, Coach

"Whether you want to kick-start your career or implement a career shift, my aim and dedication are to support you in your orientation and in achieving your career goals through coaching, training and a variety of events."



**Min Gündermann**  
MBA Alumna, Senior Technical  
Recruiter, Huawei Technologies

"The MBS Career Center supported me in planning my career. The staff was always approachable and detailed, especially in structuring my résumé. They also helped me prepare for interviews, highlighting my achievements and improving my self-expression. This support was crucial in understanding the German labor market and alleviating my fears."





# MBA ALUMNI

€ 42,169

Average German post-BA salary

€ 80,923

Average MBS post-MBA salary

91%

Salary increase

70%

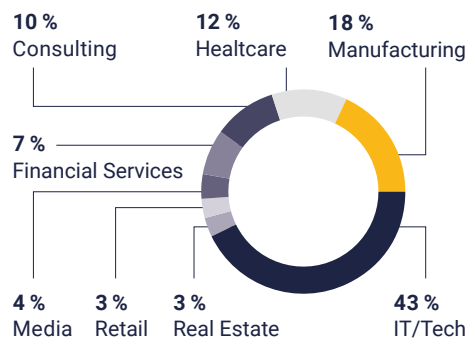
MBS students secure a job prior to their graduation

90%

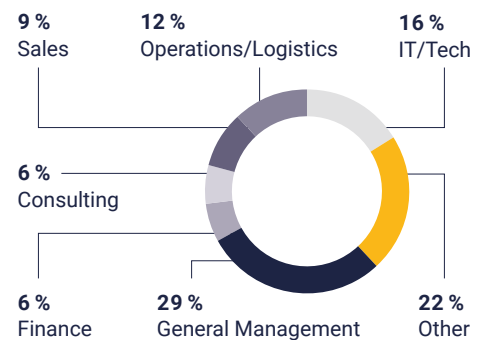
MBS students receive a promotion within one year after graduation

## ALUMNI – PART OF THE MBS FAMILY FOREVER

At Munich Business School, we believe it is important to stay in touch even after you have successfully completed your studies. Benefit from our international career network, as MBS alumni are at home not just in Bavaria, but all over the world! Through numerous events, such as the Alumni Reunion or our mentoring programs, we provide regular opportunities for you to meet up after graduating, exchange ideas, and make new contacts with fellow alumni and students. Our **MBS Connect** platform ensures that you can access the exclusive MBS network from anywhere, supporting and promoting each other in your careers. In the spirit of lifelong learning, we offer a variety of continuing education programs to keep you up to date with the latest knowledge even after graduation – so that you are always one step ahead.



Industries MBA alumni work in



Departments MBA alumni work in



**Michalis Makromichalakis**  
VP Partnerships & Services,  
CAMM Solutions, Überlingen

"The MBA program at MBS has profoundly shaped my professional and personal growth. The global network established with fellow students and alumni opened up international perspectives. The diversity of industries and experiences among participants provided a deep insight into the business world. The discussions on current challenges during and after lectures were particularly inspiring. As an participant at the first EMBA Consortium I contributed to making MBS a full member of this exclusive circle. The hands-on workshops intensified my management understanding as a mechanical engineer, enabling a new professional positioning and fostering personal growth. The MBS MBA is a transformative journey that I recommend to everyone."



**Dr. Sarah Homberg**  
Senior Consultant,  
Deloitte, Munich

"I am thrilled to share my impactful MBA experience at MBS. The program enriched my understanding of the global business landscape, culminating in a master thesis collaboration with Microsoft on sustainability in healthcare. MBS facilitated invaluable connections with industry leaders and peers worldwide, leading to my current role in IT Consulting at Deloitte. Personally, the journey enhanced my self-awareness, soft skills, and professional visibility. In summary, MBS has been a catalyst for my academic, professional, and personal growth. I am grateful for the experience and excited about the opportunities it has unlocked."



**Ximena Loayza**  
Corporate Communications & Brand  
Strategy, WTS Global, Munich

"My MBA journey has been transformative, marked by international experiences, meaningful interactions with experienced professionals, and a profound personal development journey. The international component of the program has truly broadened my horizons, exposing me to business practices, cultural nuances, and global perspectives. Engaging in discussions, case studies, and collaborative projects with classmates, and professors, who have diverse industry backgrounds has provided me with invaluable insights and practical knowledge that goes beyond the confines of textbooks. The program has pushed me to grow both personally and professionally through experiential learning opportunities, mentorship programs, and self-reflection exercises."



**Kevin Weigand**  
Managing Director,  
Collins Aerospace, Nördlingen

"Embarking on my MBA journey at Munich Business School has significantly enhanced my career. The vibrant exchange with international peers and professors, coupled with a focus on practical insights over theory, provided a refreshing approach to learning. As a business lawyer, the MBA elevated me beyond functional expertise, offering financial and leadership insights that significantly improved my decision-making. This shift resulted in three promotions, ultimately leading to my role as a Managing Director. Juggling a part-time MBA with a full-time job not only revealed my limits but also empowered me to surpass them. This resilience not only garnered promotions but also equipped me for added responsibilities. Munich Business School has been the catalyst for my professional growth, offering a dynamic and practical approach to education. For those seeking an MBA that transcends theories and propels real-world application, Munich Business School is the key to success."



# KEY FACTS

## How to Apply

### 1. Prepare to apply

An overview of the admission requirements can be found online: [munich-business-school.de/mba-admission](https://munich-business-school.de/mba-admission)

### 2. Online application

You will need the following documents to apply:

- CV/Résumé
- Letter of motivation (1-2 pages)
- Copy of academic degree certificates and transcripts
- Two references from your current or previous employers
- Proof of English language proficiency
- Recent photo and copy of passport details page

### 3. Participate in a personal interview

with the MBA Program Director

### 4. Done!

Congratulations and welcome to Munich Business School!

## Key Facts

### Study Start

- March
- September

### Study Options

- 12 months full-time

### Study Fees

- Enrollment fee: EUR 690 (EU/EFTA), (for international students EUR 1,490)
- MBA program: EUR 32,000

## Discover the Program!

We offer a variety of opportunities to get to know our university and the MBA program:

### ■ MBA Info Session

Presentation and Q&A session at MBS or via video conference

### ■ Individual consultation

with your program advisor on campus, via phone or videocall

### ■ University fairs in Germany and abroad

For opportunities to learn more about our MBA program, please visit our website: [munich-business-school.de/en/mba](https://munich-business-school.de/en/mba)

## Are you looking for more information? Your Contact



### Maciej Kaproń, MSc

MBA Program Manager and Study Advisor

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✉️ [mba@munich-business-school.de](mailto:mba@munich-business-school.de)

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[munich-business-school.de/mba-gm](https://munich-business-school.de/mba-gm)

# SUPPORT FOR YOUR STUDIES

## Financing

Munich Business School offers various models for payment in installments – making it easier for you to invest in your professional future. We offer a 100 % financing option for tuition fees with our partner Brain Capital. You can find detailed information online:

[munich-business-school.de/braincapital](https://munich-business-school.de/braincapital)

The logo for Brain Capital, featuring the word "brain" in a light blue font above the word "capital" in a darker blue font. The letter "i" in "capital" is replaced by a blue exclamation mark.

## MBA Scholarships

In addition to various financing options, Munich Business School offers partial scholarships to outstanding candidates. The number of partial scholarships is limited. Applicants who demonstrate their aptitude and meet our suitability criteria could receive a grant of up to EUR 4,000 to put towards their tuition fees. To apply for one of our MBA scholarships, please answer the corresponding question in a personal statement and upload the document within your initial online application (Full-time, Part-time) for a study place. We are not able to consider any grant applications submitted after your study application.

### ■ MBA Global Thinker Scholarship

Are you globally minded with a cultural awareness to act consciously in an international environment? Please explain what global-mindedness means to you and how it has shaped your professional life.

### ■ MBA Responsible Leader Scholarship

Do you act responsibly by incorporating ethical and sustainable considerations into your decisions? Please describe which activities from your personal and professional life are related to responsibility or responsible actions.

### ■ MBA Smart Entrepreneur Scholarship

Do you have an entrepreneurial mindset and the ability to create innovative and creative solutions? Please describe how entrepreneurship and innovation plays a role in your professional life and tell us more about your personal entrepreneurial skills.

Munich Business School GmbH · All information is subject to change without notice · April 2025





**Munich Business School**  
university of applied sciences

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