



Munich Business School  
shaping tomorrow

# MASTER'S PROGRAMS

# YOUR **MASTER'S** 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

We are delighted to present the Master's program of Munich Business School (MBS)! At MBS, you can study five innovative and challenging programs in the fields of International Business, Finance, Innovation and Entrepreneurship as well as International Marketing and Brand Management.

All of the programs will teach you skills and abilities to help you navigate and actively shape a disruptive, rapidly changing, and global society.

The wide-ranging **Master International Business (IB)** introduces you to various disciplines including Digital Business, Family Firms or Sustainable Business. For all those who want to pursue a career in the finance sector, the **Master in Finance (FIN)** offers the best possible foundation.

The **Master Innovation and Entrepreneurship (IE)** provides you with all the knowledge and skills you need to either start your own business or become a driver of innovation and digitization in the corporate world. If you are passionate about sports and looking for a career in the diverse world of sport, the **Master International Business | Sports Management and Media (SPO)** is just the right program for you!

Branding and brand management are important factors for any company to remain competitive. How do you position a brand in the long term? What's key when marketing your brand in a digital world? The **Master International Marketing and Brand Management (IMBM)** tackles questions like these. Sounds interesting? Then discover all our Master's programs in detail now!

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

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**56 %**

International students at MBS

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**80 +**

Nationalities on campus

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**47 %**

Female students at MBS

# WHY MUNICH BUSINESS SCHOOL?



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

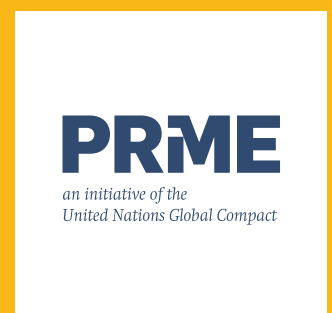
In 2025, Munich Business School earned the prestigious AACSB accreditation – a distinction held by only 6% of business schools worldwide. AACSB accreditation guarantees that MBS meets the highest standard of excellence for business programs. It ensures our students receive a future-oriented education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





## 100 % Munich

The "metropolis with a heart" unites Bavarian tradition and international charm. A number of renowned companies operate from Munich, pulling the strings of the global business world.

## 100 % International and Cosmopolitan

As a student, you will benefit from our international partnerships, which give you the opportunity to complete part of your studies abroad. MBS is also a cosmopolitan host institution for international students.

## 100 % Personal

MBS gives you individual and personal support. Small class sizes, offering direct contact with lecturers, contribute to a pleasant learning atmosphere.

## Build Your Business Network

As a student at MBS, you will benefit from a well-connected business network. This professional network offers you the opportunity to connect with national and international companies from various sectors.

## Fit for the Working World of Tomorrow

Digitalization is transforming the world of work. MBS prepares you for these new challenges with sustainable management and conveys a mindset for lifelong learning.

## Rankings: Always Among the Best

MBS is among the Global Top 25 Performers for Student Mobility and is considered one of the best performing universities worldwide in the ranking 2020.

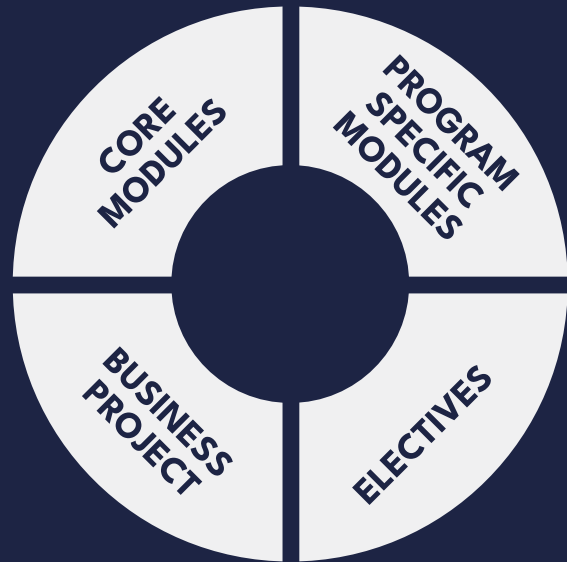
MBS is the Best Private Business School in Germany and ranks third among all German universities of applied sciences in the field of business administration in the 2024 edition of this ranking.

MBS is among the Top 3 Private Universities of Applied Sciences in seven of the eight categories in the Trendence Graduate Barometer 2020.

Students vote MBS into the top groups in all evaluation categories, especially "Support during studies", "Practical orientation of teaching" and "Career orientation offerings" (CHE University Ranking, 2023).



# MASTER'S PROGRAMS AT MBS



## FOUR PARTS MAKE UP ONE UNIQUE WHOLE

### Core Modules

Our Master's programs teach general business knowledge through the Core Modules. You will learn to understand economic contexts in an increasingly complex world, to consider social and cultural aspects in your business decisions, and to interpret them correctly. The emphasis is on promoting critical examination of a wide range of topics as well as practical application of methods and models.

Interdisciplinary links between the Core Modules also give you the opportunity to work on various projects together with students from other Master's programs. How does an aspiring entrepreneur see the challenges of the future, what drives marketing professionals, and what perspective can a finance student add? You learn together, from each other, and thus develop sound knowledge.

### Program Specific Modules

In Program Specific Modules you will acquire specific expertise: in the MA IE, you will deal with the latest innovation strategies, get to know procedures and methods of ideation and prototyping, and learn all about founding and scaling a business. In this way, we prepare you for a successful career as an entrepreneur or corporate innovation manager.

The general MA IB gives you the opportunity to customize your studies with six specializations such as Innovation and Digital Business, International Marketing, and Sustainable Business.

The MA FIN offers you a broad education in financial management, financial statement analysis, mergers and acquisitions, risk management, capital markets and much more.

In the MA SPO, you will get to know all facets of sports management. You will deal with sports sponsoring and communication, as well as license and rights exploitation, and thus become a sought-after specialist for sports clubs, associations and companies in the sports industry.

In the MA IMBM, you cover aspects such as developing and implementing marketing and branding strategies, and how to organize integrated marketing communication in a digital environment.

### Business Project

In the two-semester Business Project, you will work in small teams on real projects on behalf of a company. These live cases are as diverse as the businesses that present them: from start-ups that need a market entry strategy for a new target country, to hidden champions from Bavaria seeking ideas for a brand awareness campaign. It's not uncommon for Business Projects to result in concrete job opportunities for the respective group of students.

### Electives

Our Electives are another way for you to customize your Master's program further: learn a new language, take project management courses or take the "Success Factor Happiness" course. The range and topics of the electives can vary from semester to semester.



**Guillermo Tamborrel Signoret**  
Alumnus Master International  
Marketing and Brand Management

"The lecturers in the Master's program not only teach their expertise but also share their personal experiences and how it's placed into action on a business daily basis. Professors go even further, they become more like coaches and mentors."



**24**

Average age

**21 - 32**

Age range

**15 - 30**

Group size

**57%**

International Master's students

## STUDIES WITH A PRACTICAL FOCUS – FOR THE PERFECT CAREER START

Would you like to work on a specific project for a company during your studies?

Munich Business School is closely networked with the business world and enables you to implement a project in cooperation with a company over a period of two semesters. After an introduction to project management as well as coaching throughout the entire project, you will have the opportunity to immediately apply and deepen the knowledge you have acquired. In small project groups of four to six students you will also learn what it means to work in international teams.

Here is a selection of companies our students have already worked with:

KINEXON

*sport1*

amazon

FUJITSU

LinkedIn

DAIMLER

Auto Scout24

EY Building a better working world

HARMAN  
A SAMSUNG COMPANY

# MASTER INTERNATIONAL BUSINESS (M.A.)



## Specialize in Business Expertise!

During your studies, you deepen your knowledge and specialize further by choosing two out of seven **Business Concentrations**. They will equip you with cutting-edge skills and make you a desired expert. Here are some examples of possible career paths:

### Corporate Finance

- Financial Analyst
- Financial Controller
- Financial Consultant

### International Marketing

- Product Manager
- Marketing Manager
- Marketing Consultant

### International Entrepreneurship

- Entrepreneur
- Manager in a Start-up
- Management Consultant

### Innovation and Digital Business

- Digital Operations Manager
- Innovation and Change Manager
- Business Development Manager

### Global Family Business

- Family Business Owner / Company Successor
- Manager in Family Firms
- Asset Manager in Family Firms

### Sustainable Business

- CSR Manager
- Sustainability Consultant
- Sustainability Manager

### Luxury Management

- Product Manager Luxury Products
- Marketing Manager
- Sales Specialist

## A Program to Suit Your Needs

The Master International Business is an opportunity to deepen your previous knowledge of business administration. The program's international orientation, a wide range of specializations and hands-on content prepare you perfectly for specialist and managerial tasks in the international business world. You benefit from a compact yet comprehensive study program that is tailored to your personal needs.

## Business Project

In the Master International Business, the Business Project gives you the opportunity to implement a real-life business project in cooperation with a company such as Microsoft or LinkedIn. In this setting, students apply and broaden their existing business knowledge in small groups. All groups are coached by professors throughout the entire project. The projects always run from late September until early April of the following year.



**Prof. Dr. Christian Schmidkonz**  
Academic Director Master International Business

"In the Master International Business, you will be trained as a responsible specialist with outstanding personal, professional and international skills. Lecturers from academia and practice support you in discovering and broadening your interests and strengths in courses such as Innovation Management, Digital Business, Service Marketing, Entrepreneurship, Corporate Finance, Conscious Business and many more forward-looking fields. We look forward to working with you to shape the future of international business."

# MODULE OVERVIEW

## Master International Business

		SEMESTER 1	ECTS	SEMESTER 2	ECTS	SEMESTER 3	ECTS
Program Specific Modules	International Business	<b>Business Concentrations (2 out of 5)</b>	<b>6</b>	<b>Business Concentrations (2 out of 7)</b>	<b>12</b>	Semester Abroad  OR  Internship*	15
		<b>International Entrepreneurship:</b> Identifying and Generating a Business Idea	3	<b>Corporate Finance:</b> Company Valuation	6		
		<b>Innovation and Digital Business:</b> Innovation and Digital Business I	3	<b>International Marketing:</b> Integrated Corporate Communication and Relationship Marketing	6		
		<b>Global Family Business:</b> Understanding and Managing Family Businesses	3	<b>International Entrepreneurship:</b> Establishing a Startup and Testing the Business Idea	6		
<b>Sustainable Business:</b> Foundations of Sustainable Business	3	<b>Innovation and Digital Business:</b> Innovation and Digital Business II	6				
<b>Luxury Management:</b> Foundations of Luxury	3	<b>Global Family Business:</b> Building, Protecting and Investing Family Wealth	6				
<b>Corporate Finance</b>	<b>3</b>	<b>Sustainable Business:</b> Sustainable Business Transformation	6				
Corporate Finance		<b>Luxury Management:</b> Luxury Brand Management	6				
<b>International Marketing</b>	<b>3</b>	<b>Electives (2 out of 10)</b>	<b>6</b>				
International Service Marketing		Success Factor Happiness, Applied Game Theory, Psychology of Marketing, International Business Law, Management Consulting, Process and Logistics Management, Independent Research Project, International Economic Relations, Consolidated Financial Statements, Communication Management					
<b>Business Project</b>	<b>3</b>	<b>Business Project</b>	<b>3</b>				
MBS Core Modules	Intern. Business & Management	<b>International Business and Management</b>	<b>6</b>	<b>International Focus (1 out of 5)</b>	<b>3</b>	Master Thesis	15
		International Strategic Management Organizational Behavior Conscious Business		Business in Europe Business in Latin America Business in China Business in USA and Canada Business in Emerging Economies			
		<b>International Focus (1 out of 3)</b>	<b>3</b>				
Business in Germany Business in Latin America Business in China		<b>Foreign Language (optional)</b>	<b>(3)</b>	<b>Foreign Language (optional)</b>	<b>(3)</b>		
German, Spanish, Chinese		German, Spanish, Chinese					
Executive Skills		<b>Communication in International Business</b>	<b>6</b>	<b>Responsible Leadership in a Global Context</b>	<b>5</b>		
		Business Communication Business Ethics Negotiation Skills		Responsible Leadership Business and Society Master Thesis Preparation			
		<b>MBS Engagement</b>	<b>1</b>	<b>MBS Engagement</b>	<b>1</b>		
		<b>Total ECTS 90</b>					

\* Upon application; only for students who have already spent at least 1 year studying or working abroad)

# MASTER IN FINANCE (M.A.)



## Unlocking the Power of Business and Finance

This challenging Master's program brings together the core competencies required in the worlds of business and finance. You will acquire a wide range of skills related to strategy and management along with others focused on the field of finance. You will gain sound, specialist knowledge of corporate valuation, corporate finance and international finance whilst also developing the key skills required to undertake crucial management duties. After completing the Master in Finance program, you will be an expert in areas such as financial management, annual accounts analysis, mergers and acquisitions, risk management and capital markets.

## Study Abroad or Internship

In your 3rd semester you will leave MBS and spend a semester abroad at one of MBS's numerous international partner universities. This will allow you to further solidify your financial expertise. If you have already studied or worked in a non-German speaking country for at least one year at a time, you can skip the semester abroad and do a finance related internship in a German-speaking country instead.

## Career Options

- Corporate Financial Manager
- Investment Banker
- Financial Consultant
- Financial Analyst
- Financial Controller
- Portfolio Manager
- Treasury Manager
- Risk Manager



**Prof. Dr. Johannes Hofinger**  
Professor for Finance and Accounting

"A good Master's degree in finance prepares you for a job in finance. An excellent Master's degree – like ours at Munich Business School – further enables you to build a successful and long-lasting career in this field!"

# MODULE OVERVIEW

## Master in Finance

		SEMESTER 1	ECTS	SEMESTER 2	ECTS	SEMESTER 3	ECTS		
Program Specific Modules	Finance	<b>Foundation Courses:</b> <b>Corporate Financial Management and Reporting</b> Corporate Finance and Governance Financial Statement Analysis	6	<b>Advanced Courses:</b> <b>Global Finance and Risk Strategies</b> International Finance and Regulation/Ethics Risk Management and Derivatives	6	Semester Abroad  OR  Internship*	15		
		<b>Foundation Courses:</b> <b>Valuation and Investment Strategies</b> Investment and Portfolio Analysis Valuation and Investment Strategies	6	<b>Innovative Courses:</b> <b>Sustainability and Technology</b> Sustainable Finance and Impact Investing Decentralized Finance and AI in Finance	6				
				<b>Electives (2 out of 5)</b> Bank Management Quantitative Business Methods for Finance Private Equity and Venture Capital Consolidated Financial Statements Independent Research Project	6				
		<b>Business Project</b>	3	<b>Business Project</b>	3				
MBS Core Modules	Intern. Business & Management	<b>International Business and Management</b> International Strategic Management Organizational Behavior Conscious Business	6	<b>International Focus (1 out of 5)</b> Business in Europe Business in Latin America Business in China Business in USA and Canada Business in Emerging Economies	3			Master Thesis	15
		<b>International Focus (1 out of 3)</b> Business in Germany Business in Latin America Business in China	3						
		<b>Foreign Language (optional)</b> German, Spanish, Chinese	(3)	<b>Foreign Language (optional)</b> German, Spanish, Chinese	(3)				
Executive Skills		<b>Communication in International Business</b> Business Communication Business Ethics Negotiation Skills	6	<b>Responsible Leadership in a Global Context</b> Responsible Leadership Business and Society Master Thesis Preparation	5				
		<b>MBS Engagement</b>		<b>MBS Engagement</b>	1				
<b>Total ECTS 90</b>									

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# MASTER INTERNATIONAL MARKETING AND BRAND MANAGEMENT (M.A.)



## Career Options

- Sales Specialist
- Consultant
- Consultant Brand Communications
- (Digital) Brand Manager
- (Online) Marketing Manager
- Marketing Consultant
- Product Manager
- Market Researcher



**Prof. Dr. Sophie Hieke**  
Academic Director Master International  
Marketing and Brand Management

"This program offers a highly relevant specialization for modern students. In interactive, practice-oriented courses, we build a comprehensive understanding of international marketing and brand management – with many top-class guest lectures, workshops, excursions and exciting projects. Our behavioral marketing approach uses the latest findings from research and business to educate our students as the marketing professionals of tomorrow."

## More Than Just Marketing

The Master International Marketing and Brand Management provides you with in-depth knowledge in the areas of International Marketing, Brand Management and Customer Insights, equipping you with the most important skills and tools to successfully put your innovative marketing strategies into practice. How do brands work in the digital age? What roles can innovative approaches like Brand Storytelling play? How can the latest insights from (brand) psychology help us better understand consumer behavior and decisions – so that we can better target marketing activities? You will ask yourself these and similar questions during your studies and will be perfectly prepared for the global working world thanks to the unique format and the course's holistic, interdisciplinary approach.

## Business Project

During your Business Project, you will learn right from the first semester how to solve a business problem. In cooperation with your fellow students you will show that you can develop a marketing and branding concept or design a brand awareness campaign for a real company. This will prepare you perfectly for a career as an innovative, responsible and cosmopolitan marketing and brand manager.

## Semester Abroad or Internship

If you have already studied or worked abroad in a non-German-speaking country, you will have the option to do an internship at a company in a German-speaking country. Otherwise you'll spend a semester abroad at one of our international partner universities or even strive for a dual degree abroad.

# MODULE OVERVIEW

## Master International Marketing and Brand Management

		SEMESTER 1	ECTS	SEMESTER 2	ECTS	SEMESTER 3	ECTS		
Program Specific Modules	International Marketing and Brand Management	<b>International Marketing and Brand Management</b>	6	<b>Integrated Brand Communication in a Digitalized World</b>	6	Semester Abroad  OR  Internship*	15		
		<b>Global Market Strategy:</b> Strategic Marketing from the Boardroom  <b>Brand Management:</b> The Basics, The Frameworks and The Masterminds		<b>(Digital) Brand Communication:</b> Customer Journeys, User Experience and Analytics  <b>(Digital) Advertising:</b> Programmatic Advertising, Zero Friction and More  <b>Social Media:</b> The Purpose, The Impact and The Use for Businesses					
		<b>Customer Insights for Marketing and Brand Management</b>	6	<b>Marketing of Innovations</b>	6				
		<b>Fundamentals of Consumer Behavior</b>  <b>Behavioral Economics:</b> From Heuristics to Nudging  <b>Empirical Research:</b> Introduction to Quantitative and Qualitative Methods		<b>The Basics of Innovation:</b> Models, Context, Diffusion and Adoption  <b>How to Market Innovations:</b> Analysis, Segmentation, Targeting, Positioning and The Right Marketing Mix					
<b>Business Project</b>	3	<b>Electives (2 out of 5)</b>	6	<b>Business Project</b>	3				
		Brand Storytelling, Psychology of Marketing, Independent Research Project, Success Factor Happiness, Technology Trends							
MBS Core Modules	Intern. Business & Management	<b>International Business and Management</b>	6	<b>International Focus (1 out of 5)</b>	3			Master Thesis	15
		International Strategic Management Organizational Behavior Conscious Business		Business in Europe Business in Latin America Business in China Business in USA and Canada Business in Emerging Economies					
		<b>International Focus (1 out of 3)</b>	3	<b>Foreign Language (optional)</b>	(3)				
		Business in Germany Business in Latin America Business in China		German, Spanish, Chinese					
Executive Skills		<b>Communication in International Business</b>	6	<b>Responsible Leadership in a Global Context</b>	5				
		Business Communication Business Ethics Negotiation Skills		Responsible Leadership Business and Society Master Thesis Preparation					
		<b>MBS Engagement</b>		<b>MBS Engagement</b>	1				
<b>Total ECTS 90</b>									

\* Upon application; only for students who have already spent at least 1 year studying or working abroad)

# MASTER INNOVATION AND ENTREPRENEURSHIP (M.A.)

**TOP 5**  
**STARTUP-UNI**  
Entrepreneurship ranking  
**2025**  
**TUM**

In relation to the number of students, MBS is the best university in Bavaria for start-up foundations and ranks third in Germany.



## Drive a Company Forward With Innovative Ideas

Would you like to advance forward-looking fields after your Master's degree and be a driving force for innovation as well as entrepreneurial thinking and action? Or are you thinking about starting your own business or have you already founded one in the past? Then the Master Innovation and Entrepreneurship is ideal for you! This program imparts forward-looking business knowledge and enables you to develop your entrepreneurial mindset. You will be equipped with the most important skills and tools to successfully put your innovative ideas into practice. The three-semester course will deliver answers to the central questions: How do you create a business plan? How do you build and test a prototype? And how do you convince stakeholders of your idea?

In the further course of your studies, we will prepare you to launch your profitable company on the market or to successfully implement innovation projects. You will deal with aspects such as product marketing, managing the growth phase, and personnel management.

## Start-up Project, Semester Abroad or Internship

As a Master Innovation and Entrepreneurship student, you have the opportunity to spend your 3rd semester abroad at one of MBS's numerous international partner universities. Alternatively, you can stay in Munich to further develop your start-up concept and even launch your own business before graduating. You have already studied or worked in a non-German speaking country for at least one year at a time? Then you'll also have the option to do an internship at a company in a German-speaking country.

## Career Options

- Management Consultant
- Family Business Owner
- Innovation Manager
- Change Manager
- Manager in Family Firms
- Manager in a Start-up
- Project Manager
- Entrepreneur
- Asset Manager
- Business Development Manager
- Chief Executive Officer



**Prof. Dr. Nadine Chochoiek**  
Academic Director Master  
Innovation and Entrepreneurship

"With a focus on real-world problem-solving and hands-on learning experiences, this program prepares students to become leaders in the creation and development of new ideas and businesses. Join us on a journey to unleash your creativity and entrepreneurial spirit."

# MODULE OVERVIEW

## Master Innovation and Entrepreneurship

		SEMESTER 1	ECTS	SEMESTER 2	ECTS	SEMESTER 3	ECTS
Program Specific Modules	Innovation and Entrepreneurship	<b>Innovation and Entrepreneurship: Strategy and Business Design</b>	6	<b>Innovation and Business Creation and Management</b>	6	<b>Semester Abroad</b>  OR <b>Internship*</b> min. 15  OR <b>Start-up Project</b>	
		Entrepreneurial Mindset and Business Design Innovation Strategy		Strategic Resource Acquisition Market Strategy and Brand Growth Venture Design and Business Planning			
		<b>Ideation and Prototyping</b>	6	<b>Sustainable Growth and Venture Scaling</b>	6		
Ideation, Design Thinking and Prototyping I Lean Start-up, Usability Testing and Prototyping II		Open and Sustainable Innovation Advanced Innovation Management Scaling Strategies					
<b>Electives (2 out of 4)</b>	6	<b>Electives (2 out of 4)</b>	6				
Technology Trends, Understanding Social Start-ups, Independent Research Project, Success Factor Happiness		Technology Trends, Understanding Social Start-ups, Independent Research Project, Success Factor Happiness					
		<b>Business Project</b>	3	<b>Business Project</b>	3		
MBS Core Modules	Intern. Business & Management	<b>International Business and Management</b>	6	<b>International Focus (1 out of 5)</b>	3	<b>Master Thesis</b>	15
		International Strategic Management Organizational Behavior Conscious Business		Business in Europe Business in Latin America Business in China Business in USA and Canada Business in Emerging Economies			
		<b>International Focus (1 out of 3)</b>	3				
Business in Germany Business in Latin America Business in China							
<b>Foreign Language (optional)</b>	(3)	<b>Foreign Language (optional)</b>	(3)				
German, Spanish, Chinese		German, Spanish, Chinese					
Executive Skills		<b>Communication in International Business</b>	6	<b>Responsible Leadership in a Global Context</b>	5		
		Business Communication Business Ethics Negotiation Skills		Responsible Leadership Business and Society Master Thesis Preparation			
		<b>MBS Engagement</b>		<b>MBS Engagement</b>	1		
<b>Total ECTS 90</b>							

\* Upon application; only for students who have already spent at least 1 year studying or working abroad)

# MASTER INTERNATIONAL BUSINESS | SPORTS MANAGEMENT AND MEDIA (M.A.)



## Studies With a Competitive Nature

With a worldwide turnover of over 80 billion euro, the sports business offers a secure and continuously growing field of work. After completing the studies, you will have access to numerous attractive career opportunities in this area of work and beyond which will enable you to turn your passion into your career.

## Your Access to the Sports Business

Renowned experts in the fields of sports marketing, sports management and sports media hold their lectures at MBS. They provide an extensive network into the sports world of Munich with SAP Arena and FC Bayern, big players in Bavaria like Bavarian Yacht Club, Adidas and Puma as well as multi-nationals like Red Bull, Nike, ESPN and Sky Sports.

Already during your studies, you can establish contact with companies in the sports business. One particular highlight of the Master SPO is the Mentoring Program, thanks to which you as a mentee can benefit from the expertise and the network of your personal MBS mentor. We will match you with experienced alumni who will support you in word and deed in the hot phase of your studies, help you to achieve your career goals and ease your entry into working life thanks to their network.

### Career Options

- (Sports) Marketing Manager
- Manager Sports Licenses
- PR / Social Media Manager
- Manager Sports Rights Marketing
- Spokesperson in a Sports Company
- Sponsoring Manager
- Sports Manager
- Sports Reporter / Editor

## Always Close to Business

Realistic tasks from companies in the field of sports characterize your study life. Developing business plans, presentations, case studies, projects and excursions are crucial elements of the Master's program Sports Management and Media. The practice project is a real highlight: In the course of this project, together with your fellow students, you will work on behalf of a company for two semesters to solve a real current problem.

- In the practice project, you will work on tasks for companies like Audi or adidas and associations like the DFB (German Football Association) or the DOSB (German Olympic Sports Confederation).
- Excursions, for example to adidas, Sky or FC Bayern München offer exciting first-hand impressions.
- Up to date on trends: Visiting the sports fair ISPO is an integral part of the program as well as access to relevant media of this field, e.g. SPONSORS.



**Prof. Dr. Heiko Seif**  
Track Director Master IB |  
Sports Management and Media

"Managers in the sports business need a special qualification to operate the interface of sports, media/communication and economy. In the Master SPO, specialists from the sports business give you the necessary tools and offer you a valuable network for a successful entry into working life."

# MODULE OVERVIEW

## Master IB | Sports Management and Media

		SEMESTER 1	ECTS	SEMESTER 2	ECTS	SEMESTER 3	ECTS
Program Specific Modules	Sports Management and Media	<b>Sports Communication and Media</b>	<b>3</b>	<b>Sports Marketing and Sponsoring</b>	<b>6</b>	Semester Abroad  OR  Internship*	15
		Corporate Communication and Public Relations Foundations of Communication Studies and Media Markets		Sports Marketing Sports Sponsoring			
		<b>International Sports Business</b>	<b>3</b>	<b>Digital Sports Management</b>	<b>6</b>		
		Introduction to Sports Business Innovative Leadership in Sports Management		Online Marketing Digital Sports Social Media Management			
		<b>Corporate Finance</b>	<b>3</b>	<b>Electives (2 out of 5)</b>	<b>6</b>		
International Finance Management		Sports Rights and Licenses, Sports Event Management, Brand Storytelling, Psychology of Marketing, Success Factor Happiness					
		<b>International Marketing</b>	<b>3</b>	<b>Business Project</b>	<b>3</b>		
		International Service Marketing					
		<b>Business Project</b>	<b>3</b>				
MBS Core Modules	Intern. Business & Management	<b>International Business and Management</b>	<b>6</b>	<b>International Focus (1 out of 5)</b>	<b>3</b>	Master Thesis	15
		International Strategic Management Organizational Behavior Conscious Business		Business in Europe Business in Latin America Business in China Business in USA and Canada Business in Emerging Economies			
		<b>International Focus (1 out of 3)</b>	<b>3</b>				
		Business in Germany Business in Latin America Business in China					
		<b>Foreign Language (optional)</b>	<b>(3)</b>	<b>Foreign Language (optional)</b>	<b>(3)</b>		
		German, Spanish, Chinese		German, Spanish, Chinese			
Executive Skills		<b>Communication in International Business</b>	<b>6</b>	<b>Responsible Leadership in a Global Context</b>	<b>5</b>		
		Business Communication Business Ethics Negotiation Skills		Responsible Leadership Business and Society Master Thesis Preparation			
		<b>MBS Engagement</b>		<b>MBS Engagement</b>	<b>1</b>		
<b>Total ECTS 90</b>							

\* Upon application; only for students who have already spent at least 1 year studying or working abroad)

# PRE- MASTER



## YOUR FIRST STEP INTO THE BUSINESS WORLD

Are you interested in one of the MBS Master's programs, but you do not have a business-related degree? Then the Pre-Master is ideal for you: a compact preparatory program that enables you to qualify for the Munich Business School Master's programs in three months. You will learn the basics of management, finance, marketing and communication, and after successfully completing the Pre-Master you will be directly admitted to the Master International Business, Master in Finance, Master Innovation and Entrepreneurship, Master International Marketing and Brand Management or Master IB | Sports Management and Media.

The Pre-Master program will be conducted online and consists of a series of live digital sessions, all taught in English. You will join a diverse cohort of students from various educational backgrounds, countries, and ages. This environment will prepare you for your on-campus experience at MBS and enable you to make new friends even before starting your Master's studies in Munich.

Management of Organizations

Financial Management

Strategic Marketing

Business Communication

Managerial Economics

Financial and Managerial Accounting

German as a Foreign Language (optional)

### Master's programs:

- International Business
- Master in Finance
- International Marketing and Brand Management
- Innovation and Entrepreneurship
- IB | Sports Management and Media

Pre-Master (30 – 33 ECTS) | Mid May – August

Master | Start September

# MASTER'S ALUMNI

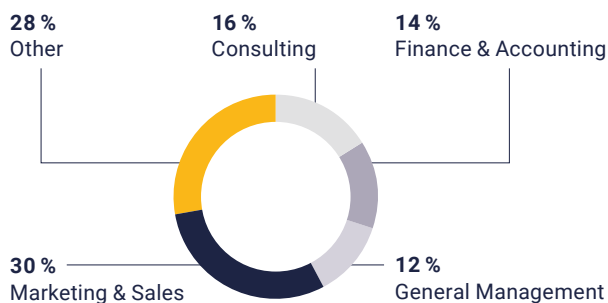


## PART OF THE MBS FAMILY FOREVER

Once MBS, always MBS: for us at Munich Business School, it is important that we 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! On numerous occasions, such as public lectures, business projects, or the mentoring program, we regularly provide you with opportunities to meet after graduation, exchange ideas, and make new contacts with fellow alumni and students.

As an MBS alumnus, you'll gain access to an exclusive LinkedIn network, connecting you with a global community of fellow graduates. This network provides valuable opportunities for career advancement, professional collaborations, and knowledge sharing. Additionally, you'll receive regular newsletters to ensure you remain engaged with the MBS community and stay abreast of new initiatives, helping you to continuously grow both personally and professionally.

**70 % of the Master's alumni have found a job within three months after graduation (MBS Alumni Survey 2020):**



Departments MA IB alumni work in



**Alexandra von Gronau**  
Product Marketing Manager at Estée Lauder,  
Alumna Master International Business

"Practical relevance, teamwork and a large network play a crucial role at Munich Business School. MBS prepared me perfectly for my professional career."



# STUDY ABROAD

## YOUR SEMESTER ABROAD – AN INTERNATIONAL HIGHLIGHT

The semester abroad at one of MBS's over 70 partner universities worldwide will pose an unforgettable experience for you. By spending a semester at an international university, you will expand your intercultural competencies and foreign language proficiency, and find friends for life. Learn more about our students' experience abroad: [munich-business-school.de/en/study-abroad-blog](https://munich-business-school.de/en/study-abroad-blog)





**Anna Julia Hummel**  
Alumna Master International Business

"The MBS International Center team supported me brilliantly in planning my stay abroad. This meant I was able to quickly find a partner university in the US that perfectly matched my specialization and offered me the opportunity to earn two Master's degrees. With my dual degree, I had no problems finding my dream job in the US."



## Dual Degree Options

The cooperation between Munich Business School and renowned international universities provides you with the opportunity to earn two different Master's degrees within two years. The general structure of the Dual Degree program is two semesters at MBS plus two semesters at the partner institution, followed by your Master's thesis.

Currently, selected partner universities of MBS offer **over 20 different degrees** that can be acquired as a specialized Dual Degree.



A complete overview of all Dual Degree options can be found online at: [munich-business-school.de/dualdegree](https://munich-business-school.de/dualdegree)



# MBS CAREER CENTER

## WE'LL MAKE YOU FIT FOR THE FUTURE

We support you in achieving your professional goals beyond the classroom. The MBS Career Center connects students with companies, addressing career needs and helping businesses recruit top talent. Companies are thus omnipresent at Munich Business School. All students receive comprehensive support in realizing their professional goals, including finding internships in Germany or abroad, making initial company contacts, and receiving guidance through later career phases and graduation.

### Individual Career Coaching

In order to find your way in an increasingly dynamic business world, it is important to know your own strengths and to build on them. Our Career Center supports you in actively shaping your career and personal development in order to determine an individual and successful career path for you.

### International Network

MBS is proudly international! Over 50 % of the students are international, hailing from 80 different countries. You can further expand your own global network during your semester abroad at one of more than 70 international partner universities.

### Personal Career Development

Various career and networking events at MBS offer students exciting behind-the-scenes insights into a wide variety of businesses, letting you make your first contacts and thus prepare yourself perfectly for entering the job market.



## Business Cooperations, Company Visits and Recruiting Events

The MBS Career Center cooperates with well-known companies and hosts events that give you important input for your career planning: guest lectures, company visits and recruiting events. **To the right you will find some examples of companies from the MBS Career Center's network.**



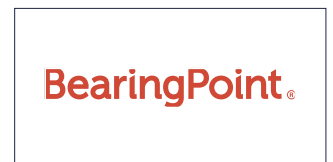
**Béatrice Mellinshoff**  
Career Center Manager and  
Certified Business Trainer, Coach

"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."



**Iuliia Tretiak**  
Junior Content Operations Manager at  
epay and Alumna Master

"It is not easy for international students to find internships or jobs in Germany, for example due to language barriers. At MBS recruiting events, you can introduce yourself to companies in person – a major advantage. After I met 'my' company there, applying was a piece of cake. Having worked for them as a student and written my thesis with them, they even gave me a full-time job."





# WHY MUNICH?

**Laptops and lederhosen:** Few other cities embody the fusion of tradition and modernity quite as vividly as Munich. First celebrated in 1810, Oktoberfest is just as much a part of the city's image as the innovative architecture of the Siemens and Microsoft buildings.

**Munich is international:** People from around 180 different countries call the Bavarian state capital their home. The city is a magnet to people from around the world, particularly young people, which has led Munich to rival Berlin for the title of "Germany's multicultural capital".

**Munich is Germany's #1 business hotspot:** Numerous companies have put down roots in Munich, from innovative start-ups to medium-sized hidden champions and DAX-listed companies with global operations.

**Munich is one of Germany's most livable cities:** Munich offers outstanding quality of life and also ranks highly in international comparisons.

**You'll never be bored in Munich:** Whether it's stylish clubs, outstanding shopping experiences, prestigious events or the countless green spaces for outdoor activities, there's no shortage of things to see, do and discover in and around Munich.



# CAMPUS LIFE

## GET INVOLVED

In addition to the regular curriculum, you can also get involved in a variety of student associations. These initiatives not only enrich local campus life at Munich Business School, but also promote the development of soft skills such as communication, teamwork and project management. As well as events, parties and excursions, there's also an impressive range of sports on offer.

The student associations play an important role in Munich Business School's commitment to training the business leaders of tomorrow to be responsible, successful and economically minded.

### Student Associations

- MBS Entrepreneurship Club
- MBS get2gether
- MBS International Club
- MBS Chess Club
- MBS E-Sports Club
- MBS Football Club
- and more



# KEY FACTS

## How to Apply

### 1. Prepare to apply

An overview of the admission requirements can be found online: [munchibusinessschool.de/en/ma-admission](https://munchibusinessschool.de/en/ma-admission)

### 2. Online application

You will need the following documents to apply:

- CV/Résumé
- Certified copy of your graduation certificate or current university transcripts
- Letter of motivation
- Reference letters (optional)

### 3. Participate in a personal interview

with a Master's professor at MBS in Munich or via video conference (can include working on a case study).

### 4. Done!

Congratulations and welcome to Munich Business School!

## Key Facts

### Study Start

- **Pre-Master:** May (online)
- **Master's programs:** September, February (MA IB only)

### Study Options

- **Single Degree:** 18 months (3 semesters) + Master's thesis, incl. one semester abroad and (optional) internship, Degree: Master of Arts
- **Dual Degree:** 24 months (4 semesters) + Master's thesis, incl. two semesters abroad and (optional) internship, Degree: Master of Arts + Master of Science or MBA

## Study Fees

- **Enrollment EU/EFTA students:** EUR 690
- **Enrollment international students:** EUR 1,490
- **Pre-Master (optional):** EUR 6,500
- **Master's programs:**
  - overall tuition: EUR 25,740
  - tuition per semester: EUR 8,580
  - tuition per month: EUR 1,430
- **Dual Degree:** fees upon request

Study fees payable in 3 equal installments.

## Discover the Program!

We offer a variety of opportunities to get to know our university and the Master's programs:

- **Master's Info Session (online)**
- **Individual consultation (online / on campus)**
- **University fairs in Germany and abroad**

For the exact dates, please visit our website: [munchibusinessschool.de/ma-dates](https://munchibusinessschool.de/ma-dates)

## Are you looking for more information? Your Contact



### Uttamdeep Kaur

Study Advisor

+49 89 547678-227

master@munchibusinessschool.de

Munich Business School  
Elsenheimerstr. 61 · 80687 Munich · Germany

[munchibusinessschool.de/masters](https://munchibusinessschool.de/masters)

# 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.

## Scholarships

In addition to various financing options, Munich Business School offers a limited number of partial scholarships to outstanding candidates. In order to apply for one of these scholarships, you usually have to include a personal statement and other supporting documents when applying to the program. Detailed information about all scholarships can be found on our website:

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

- **MBS Explorer Scholarship:** The MBS Explorer Scholarship is aimed at committed future students and those who do not have the financial means to afford private studies. The scholarships amount up to EUR 4,000 of the overall tuition fee.
- **MBS Best Scholarship:** The MBS Best Scholarship is aimed at particularly high-performing and committed future students. The scholarships amount up to EUR 4,000 of the overall tuition fee.

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





**Munich Business School**  
university of applied sciences

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