



DEVELOPING COMPETENCIES FOR YOUR SUCCESS BACHELOR'S LEARNING GOALS

The Bachelor's goals are derived from the MBS mission and refer to the knowledge and skills that Bachelor's students will acquire during their studies.



International Business Knowledge

Learning Goal 1

Graduates demonstrate fundamental international business theories and processes.



Intercultural Awareness and Ethical Thinking

Learning Goal 2

Graduates demonstrate intercultural awareness and ethical thinking.



Entrepreneurial Thinking

Learning Goal 4

Graduates practice fundamental entrepreneurial thinking.



Effective Communication

Learning Goal 3

Graduates communicate effectively both in writing and orally.



MBS Mission

Munich Business School contributes to the economy and society by creating an inspiring academic environment in Munich that enables individuals to strive for **entrepreneurial success** while treating the people around them as well as our natural resources in a respectful and responsible manner.

In a holistic approach, we encourage people to fully understand and appreciate their role in and impact on society as well as to **competently apply and continuously advance their business knowledge**. We provide students from all over the world with an academic and professional perspective in Germany and beyond. In collaboration with our international partner universities, **we enable them to gain advanced insights into the global economy and diverse cultures**.

Together with our company and academic partners, **we create a platform for motivated and curious individuals with an entrepreneurial spirit to connect, exchange views and learn from each other**.

In all of our activities, we pursue practical relevance and high quality.



Goal 1: International Business Knowledge

Graduates demonstrate knowledge of fundamental international business theories and processes.



Goal 2: Intercultural Awareness and Ethical Thinking

Graduates demonstrate intercultural awareness and ethical thinking.



Goal 3: Effective Communication

Graduates communicate effectively both in writing and orally.



Goal 4: Entrepreneurial Thinking

Graduates practice fundamental entrepreneurial thinking.

Objective 1:

Graduates apply international business theories to real world business cases.

Objective 2:

Graduates analyze international business processes.

Objective 1:

Graduates demonstrate intercultural awareness.

Objective 2:

Graduates employ critical thinking skills in business ethics.

Objective 1:

Graduates make effective oral presentations in a professional manner.

Objective 2:

Graduates write effective and well organized (business) papers.

Objective 1:

Graduates provide comprehensive market analysis.

Objective 2:

Graduates creatively design and evaluate innovative ideas on a fundamental level.