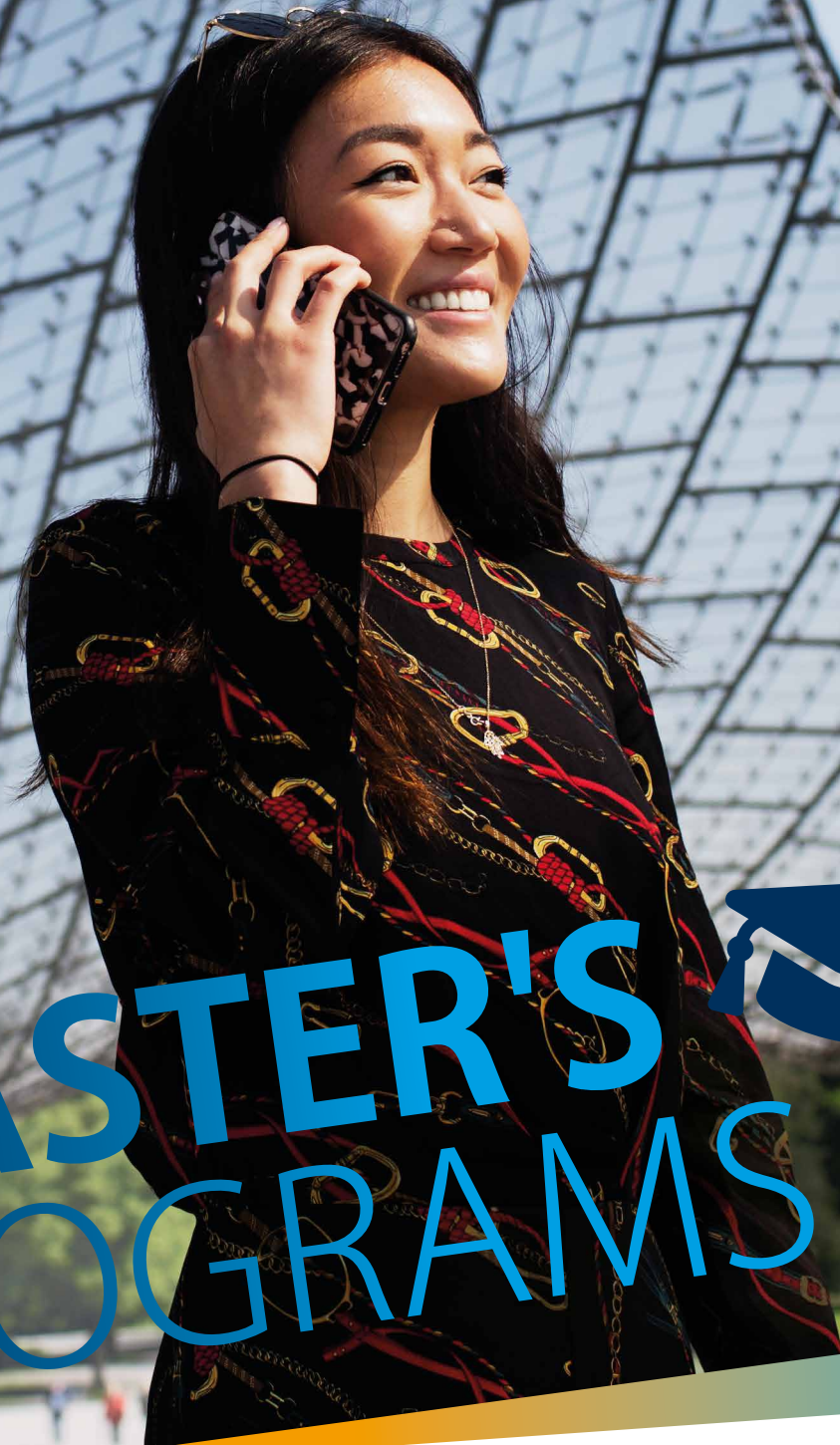




Munich Business School
University of Applied Sciences



Summer, Student Master International Business 2018



MASTER'S PROGRAMS

International Business
International Marketing and Brand Management
Innovation and Entrepreneurship
Sports Business and Communication

YOUR MASTER'S AT MBS



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Munich Business School
University of Applied Sciences



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 four innovative and challenging programs in the fields of International Business, Sports Business and Communication, 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 International Finance, Luxury Brand Management – and/or Digital Business Management. If you are passionate about sports and looking for a career in the diverse world of sport, the Master Sports Business and Communication (SBC) is just the right program for you!

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.

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. Sound interesting? Then discover all our Master's programs in detail now!

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

International students at MBS

 49%

Nationalities on campus

 65

Female students at MBS

 47%

WHY MUNICH BUSINESS SCHOOL?

Accreditations – Recognized Quality

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 offers you the opportunity 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 fourth among all German universities of applied sciences in the 2020 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.

MBS achieves top rankings in the categories "Support at the Beginning of Studies", "International Orientation" and "Labor Market and Occupational Relevance".



MASTER'S PROGRAMS AT MBS





Yufan, Mauritius, Julia, Mara, Summer and Pascal, Master's students

Hone Your Profile

For almost 30 years, Munich Business School has offered cosmopolitan, entrepreneurial-minded individuals an inspiring international academic environment to develop into the responsible leaders of tomorrow. The following pages introduce our Master's program, designed to boost your career!

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 sports business student add? You learn together, from each other, and thus develop sound knowledge.

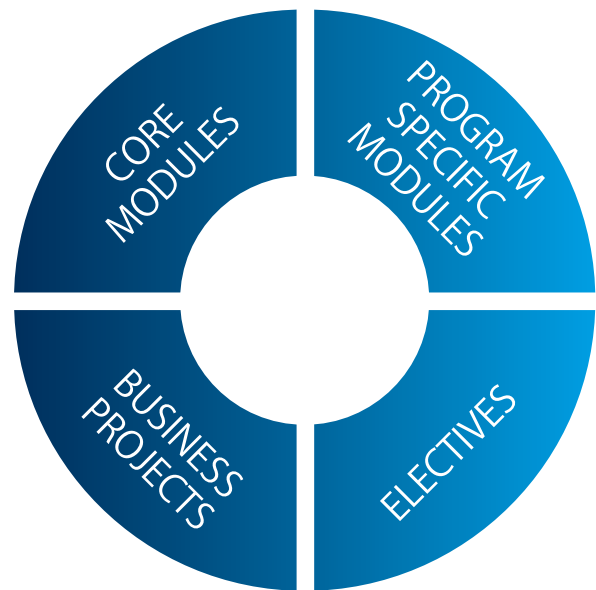
Program Specific Modules

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 seven specializations such as Digital Business Management, International Marketing, and Corporate Strategy & Innovation.

In the MA SBC, 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.



"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."

Guillermo Tamborrel Signorel,
Student Master International Marketing and Brand Management

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 five students you will also learn what it means to work in international teams.

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



Roman, Anita, Sarayu and Nasir, Master's students



Average age

Ø 24

Age range

21 - 32

Group size

15 - 30

International Master's students

57%



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.

International Finance

Possible career as:

- Financial Analyst
- Auditor
- Financial Consultant

International Marketing

Possible career as:

- Product Manager
- Marketing Manager
- Marketing Consultant

Luxury Management

Possible career as:

- Product Manager Luxury Products
- Marketing Manager
- Sales Specialist

Global Family Business and Wealth Management

Possible career as:

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

Corporate Strategy & Innovation

Possible career as:

- Project Manager
- Innovation and Change Manager
- Business Development Manager

International Entrepreneurship

Possible career as:

- Entrepreneur
- Manager in a Startup
- Management Consultant

Digital Business Management

Possible career as:

- Change Manager Digital Transformation
- Digital Operations Manager
- Process Manager

MASTER INTERNATIONAL BUSINESS (M.A.)

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.

"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, International Finance, Conscious Business and many more forward-looking fields. We look forward to working with you to shape the future of international business."

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



MODULE OVERVIEW



Master International Business



		SEMESTER 1	ECTS	SEMESTER 2	ECTS	SEMESTER 3	ECTS
Program Specific	Inter-national Business	Business Concentra-tions (2 out of 5)	6	Business Concentra-tions (2 out of 7)	12	Semester Abroad	15
		International Finance	3				
		International Marketing	3	Electives (2 out of 5)* e.g. Int. Business Law, Process & Logistics Management, Int. Economic Relations, Communication Management, Man-agement Consulting, Consolidated Financial Statements, Research Project, Success Factor Happiness, Applied Game Theory	6		
		Business Project	3	Business Project	3		
MBS Core Modules	Inter-national Business and Manage-ment	International Business and Management	6	International Focus (1 out of 5) Business in Europe, Latin America, China, USA and Canada or Emerging Economies	3		
		International Focus (1 out of 3) Business in Germany, Latin America or China	3				
		Foreign Language (optional) Spanish, Chinese, German	(3)	Foreign Language (optional) Spanish, Chinese, German	(3)		
	Executive Skills	Communication in International Business	6	Responsible Leader-ship in a Global Context	5		
	MBS Engagement		MBS Engagement	1			
Total ECTS 90							

* Electives can vary, as they are updated each semester.



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

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 to 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 70 international partner universities or even strive for a dual degree abroad.



"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."

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

MODULE OVERVIEW



Master International Marketing and Brand Management



		SEMESTER 1	ECTS	SEMESTER 2	ECTS	SEMESTER 3	ECTS
Program Specific	International Marketing and Brand Management	International Marketing and Brand Management	6	Integrated Brand Communication in a Digitalized World	6	Semester Abroad OR Internship	15
		Customer Insights for Marketing and Brand Management	6	Marketing of Innovations	6		
		Business Project	3	Business Project	3		
				Electives (2 out of 5)* e.g. Brand Storytelling, Psychology of Marketing, Research Project, Success Factor Happiness, Technology Trends	6		
MBS Core Modules	International Business and Management	International Business and Management	6	International Focus (1 out of 5) (see p 11)	3	Master Thesis	15
		International Focus (1 out of 3) (see p 11)	3				
		Foreign Language (optional) Spanish, Chinese, German	(3)	Foreign Language (optional) Spanish, Chinese, German	(3)		
	Executive Skills	Communication in International Business	6	Responsible Leadership in a Global Context	5		
		MBS Engagement		MBS Engagement	1		
Total ECTS 90							

* Electives can vary, as they are updated each semester.

Career Options

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



Yufan and Mara, Master's students

MASTER INNOVATION AND ENTREPRENEURSHIP (M.A.)

Drive a Company Forward With Innovative Ideas

Would you like to advance forward-looking fields after your Master 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.

Startup 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.



"Not only do students learn how to evaluate business ideas, develop business plans and found and run a start-up, they also acquire comprehensive knowledge about successfully managing and implementing innovations as well as how to act on an international stage."

Prof. Dr. Anne Tryba,
Academic Director Master
Innovation and Entrepreneurship

MODULE OVERVIEW



Master Innovation and Entrepreneurship



		SEMESTER 1	ECTS	SEMESTER 2	ECTS	SEMESTER 3	ECTS
Program Specific	Innovation and Entrepreneurship	Innovation and Entrepreneurship: Strategy and Business Design	6	Innovation and Business Creation and Management	6	Semester Abroad OR Startup Project OR Internship OR Master Thesis	min. 15
		Ideation and Prototyping	6	Scaling Startups and Innovation Projects	6		
		Business Project	3	Business Project	3		
				Electives (2 out of 5)* e.g. Technology Trends, Understanding Social Startups, Research Project, Success Factor Happiness, Project Management	6		
MBS Core Modules	International Business and Management	International Business and Management	6	International Focus (1 out of 5) (see p 11)	3		15
		International Focus (1 out of 3) (see p 11)	3				
		Foreign Language (optional) Spanish, Chinese, German	(3)	Foreign Language (optional) Spanish, Chinese, German	(3)		
	Executive Skills	Communication in International Business	6	Responsible Leadership in a Global Context	5		
		MBS Engagement		MBS Engagement	1		
		Total ECTS 90					

* Electives can vary, as they are updated each semester.

Career Options

- Entrepreneur
- Management Consultant
- Family Business Owner
- Project Manager
- Manager in Family Firms
- Manager in a Startup
- Innovation and Change Manager
- Asset Manager
- Business Development Manager



MASTER SPORTS BUSINESS AND COMMUNICATION (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 stars in the fields of sports marketing, sports management and sports media lecture in the Master Sports Business and Communication at MBS: Julia Scharf, sports journalist and TV-moderator (ARD/BR), Jörg Kottmeier, Head of Sports Communication (BMW-Group), Oliver Brüggem, Senior Director, PR Central Europe (adidas AG) or Markus Breglec, Director Marketing & Media, Liverpool Football Club.

Already during your studies, you can establish contact with companies in the sports business. With regular events like the annual "Hoamcoming" at MBS and a local "Stammtisch", the SBC Alumni Club connects alumni from various fields and companies and thus offers you a chance to exchange ideas and to network. One particular highlight of the Master SBC 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 study, help you to achieve your career goals and ease your entry into working life thanks to their network.

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 Business and Communication. 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 the 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.



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

Prof. Dr. Heiko Seif, Academic Director Master Sports Business and Communication
(starting fall 2021)

MODULE OVERVIEW



Master Sports Business and Communication



		SEMESTER 1	ECTS	SEMESTER 2	ECTS	SEMESTER 3	ECTS
Program Specific	Sports Business and Communication	Sports Communication and Media	6	Sports Marketing and Sponsoring	6	Semester Abroad OR Internship	min. 15
		Sports Business and Leadership	6	Digital Sports Management	6		
				Sports Rights and Licenses	3		
				Sports Event Management	3		
		Business Project	3	Business Project	3		
MBS Core Modules	International Business and Management	International Business and Management	6	International Focus (1 out of 5) (see p 11)	3	Master Thesis	15
		International Focus (1 out of 3) (see p 11)	3				
		Foreign Language (optional) Spanish, German, Chinese	(3)	Foreign Language (optional) Spanish, German, Chinese	(3)		
	Executive Skills	Communication in International Business	6	Responsible Leadership in a Global Context	5		
	MBS Engagement		MBS Engagement	1			
Total ECTS 90							

Career Options

- Sponsoring Manager
- Spokesperson in a Sports Company
- (Sports) Marketing Manager
- Social Media Manager
- Sports Manager
- PR Consultant
- Manager Sports Licenses
- Manager Sports Rights Marketing
- Sales and Acquisition Manager



Minh and Timothy, MBS students

PRE-MASTER – YOUR FIRST STEP INTO THE BUSINESS WORLD

Are you interested in one of the MBS Master 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 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 Innovation and Entrepreneurship, Master International Marketing and Brand Management, or Master Sports Business and Communication.





Alexander, Master's alumnus

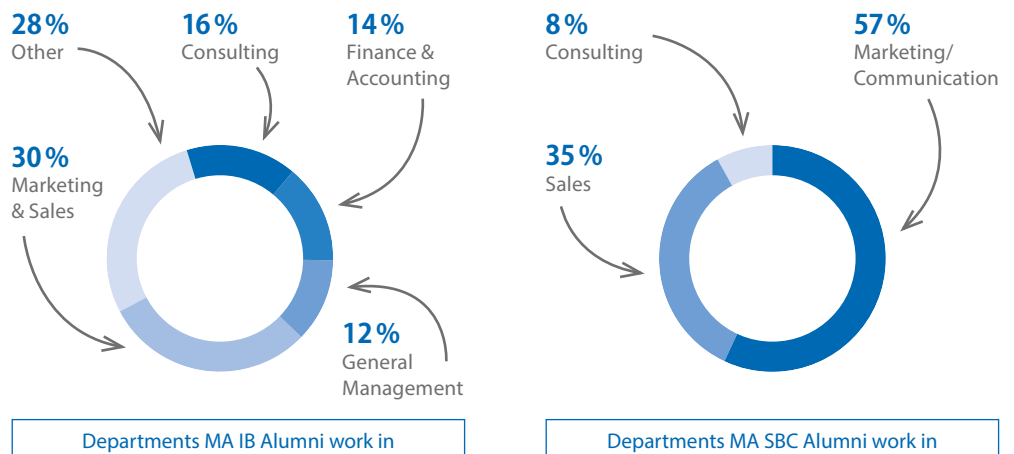
MASTER'S ALUMNI



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! 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.

70% of the Master's Alumni have found a job within 3 months after graduation (MBS Alumni Survey 2020):



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

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

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

A Selection of Partner Universities From Each Continent:

Robert and Alexander @ Boston University, Massachusetts, US



Lena @ Regent's University, London, UK



Xenia @ Skema Business School, Paris, France



Sophie @ Tongji University, Shanghai, China



Tobias @ Texas A&M University, College Station, USA



Thomas @ Instituto Tecnológico de Monterrey, Mexico



Florens @ University of Cape Town, Cape Town, South Africa



Maria @ Koc University, Istanbul, Turkey



Vanessa @ NTSU, Taipei, Taiwan



Alessandra @ Bond University, Gold Coast, Australia

"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."

Anna Julia Hummel, Alumna Master International Business



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.

BOSTON
UNIVERSITY

 **BOND**
UNIVERSITY
BRINGING AMBITION TO LIFE

FTU | FLORIDA
INTERNATIONAL
UNIVERSITY

 國立臺灣師範大學
National Taiwan Normal University

skema
BUSINESS SCHOOL

 **REGENT'S**
UNIVERSITY LONDON

 國立體育大學
National Taiwan Sport University

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

MBS CAREER CENTER



“In a constantly changing business world, it is important to know and constantly improve your own abilities. My goal is to actively support you and work with you to advance your career and personal development.”

Stephanie Raschen,
Career Center Manager
and certified Business Coach

WE'LL MAKE YOU FIT FOR THE FUTURE

We also support you in achieving your professional goals outside of the classroom. The MBS Career Center is the interface between Munich Business School students and companies. It takes care of our students' career needs, establishing connections to the business world to help companies recruit the very best talent. Companies are thus omnipresent at Munich Business School. All MBS students receive comprehensive support in planning and realizing their professional goals. This begins with the search for internships in Germany and abroad, includes help with making initial contact with companies, and extends to guidance services in later career phases and when graduating.

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! Some 50 percent of students are international, hailing from 65 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.



Everest and Tebogo, MBS students



“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.”

Iuliia Tretiak,
Junior Content Operations Manager at epay,
Alumna Master International Business

Business Cooperations, Company Visits and Recruiting Events

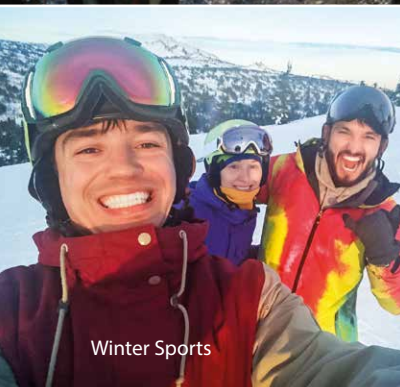
The MBS Career Center cooperates with well-known companies and hosts events that give you important input for your career planning: guest lectures, company visits and recruiting events.

Companies from MBS Career Center's network include:





Eisbach Surfers



Winter Sports

WHY MUNICH?

Munich is Germany's business hotspot #1 – and Germany is the economic and technological powerhouse of the European Union.

“Made in Germany” as a seal of quality – A German university degree is highly respected by employers worldwide.

Stay in Germany – As a non-EU citizen, you can stay in Germany for another 18 months after graduation to find a job. After just two years of working, you can get a permanent residency permit.

Germany is a safe country, and Munich is its safest city – You can move freely day or night without having to take any special precautions.

Munich is one of the most liveable cities in Germany – with diverse activities for your leisure time and plenty to experience and discover.



Oktoberfest



Allianz-Arena (FC Bayern München)



Olympic Park



Neuschwanstein Castle



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 skills. In addition to 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 Helps
- MBS get2gether
- MBS Film Club
- MBS Debate Club
- and more

CAMPUS LIFE

Summer: Pascal and Julia, Master's students



Getting involved in our Buddy Program is another option waiting for you: If you are interested in meeting exchange students, supporting them during their stay in Munich and exchanging ideas, the Buddy Program is just right for you. Participating in it gives you the opportunity to make international friends during your time at MBS, act as a mentor and refresh your language skills.



KEY FACTS



How to Apply

Prepare to apply

An overview of the admission requirements can be found online: munich-business-school.de/en/ma-admission

Online application

You will need the following documents to apply:

- **CV/Résumé**
- **Certified copy of your graduation certificate or current university transcripts**
- **Proof of English language skills**
- **Reference letters** (optional)

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).

Done!

Congratulations and welcome to Munich Business School!

Key Facts

Study Start

- **Pre-Master:** May
- **Master's programs:** September

Study Options

- **Single Degree:** ca. 18 months (3 semesters) + Master's thesis, incl. one semester abroad and (optional) internship, Degree: Master of Arts
- **Dual Degree:** ca. 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 fee:** EUR 690 (EU/EFTA), (for international students EUR 1,490)
- **Pre-Master:** EUR 6,500
- **Master's programs:** EUR 24,000, payable in 3 equal installments;
- **Dual Degree:** fees upon request.

Discover the Program!

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

- **Master's Info Session**
Info session with Q&A session
- **Trial Lectures**
Lectures with the Academic Directors via video conference
- **Individual consultation**
with your program advisor at MBS or via phone/video conference
- **University fairs in Germany and abroad**
- **Student for a day**
Visit MBS as a student for a day and attend lectures in the current semester for a live experience.

For the exact dates, please visit our website: munich-business-school.de/ma-dates



Your Contact

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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. Your study advisor can also advise you on other funding opportunities, such as German BAföG, student loans, and education funds.

Just get in touch!

Scholarships

In addition to various financing options, Munich Business School offers partial scholarships to outstanding candidates. In order to apply for one of these limited 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

- **MBS Bavarian Scholarship:** The MBS Bavarian Scholarship supports talented and committed future students who complete the Master International Business Bilingual Track. The scholarships are worth a maximum of EUR 4,000 (10–50% off the semester 1 and 2).
- **MBS Explorer Scholarship:** The MBS Explorer Scholarship is aimed at future students who do not have the financial means to afford private studies. The scholarships are worth a maximum of EUR 4,000 (10–50% off the semester 1 and 2).
- **MBS Best Scholarship:** The MBS Best Scholarship is aimed at particularly high-performing and committed future students. The scholarships are worth a maximum of EUR 4,000 (10–50% off the semester 1 and 2).
- **MBS Sports Scholarship:** The MBS Sports Scholarship supports talented and committed future students who complete the Master Sports Business and Communication. The scholarships are worth a maximum of EUR 4,000 (10–50% off the semester 1 and 2).





Munich Business School

University of Applied Sciences

Bachelor

International Business  

Master

International Business  

International Marketing and Brand Management 

Innovation and Entrepreneurship 

Sports Business and Communication 

MBA

General Management (Full-time) 

General Management (Part-time) 

DBA

with Sheffield Hallam University (UK) 

Executive Education



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