



**Munich Business School**

University of Applied Sciences



**MBA  
PROGRAM**

**General Management**  
Full-time and Part-time

# YOUR MBA AT MBS



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## 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

Students at MBS

 **650+**

Nationalities on campus

 **65**

Graduates since 1991

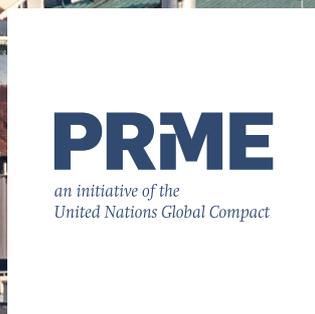
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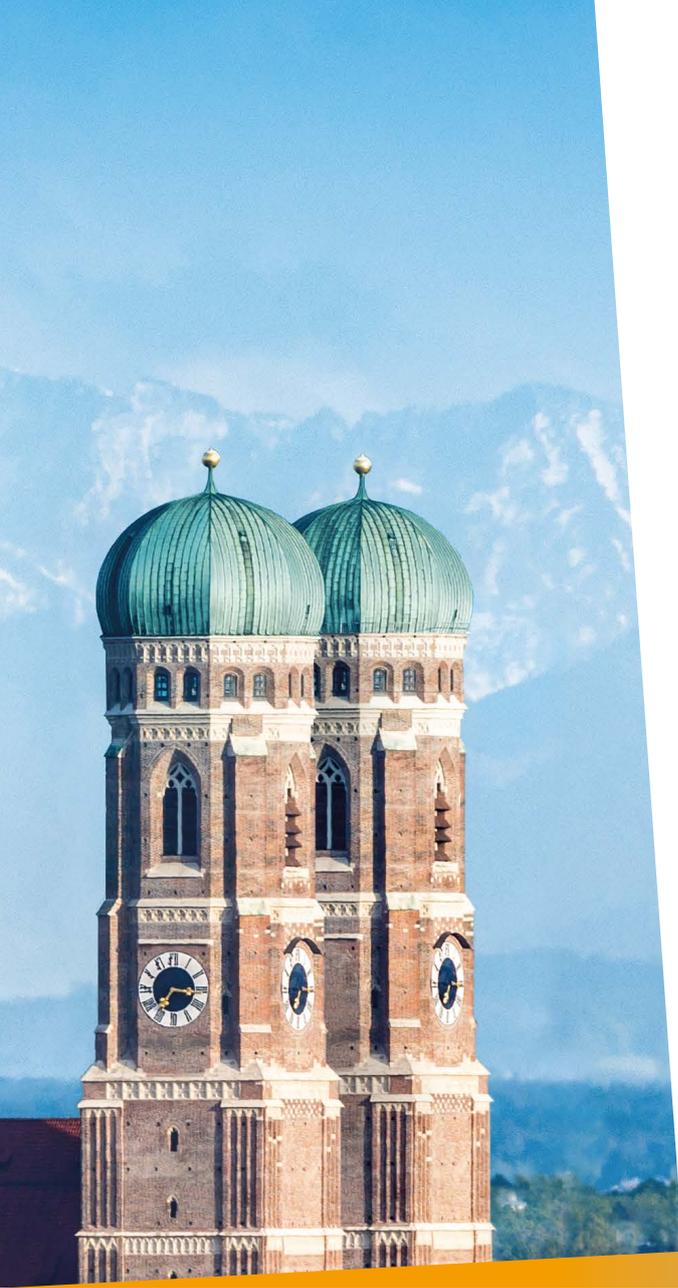
# WHY MUNICH BUSINESS SCHOOL?

## Accreditations – Recognized Quality

As one of Germany's leading business schools, we are reviewed by internal and external panels to ensure high quality:

- MBS enjoys unrestricted state accreditation and meets the stringent requirements and specifications of the German Council of Science and Humanities (Wissenschaftsrat).
- All programs offered by MBS are FIBAA-accredited. FIBAA (Foundation for International Business Administration Accreditation) is one of the six most important international quality and accreditation agencies. Its quality seal of approval certifies the professional relevancy and quality of the courses of study.
- We are a member of the Association to Advance Collegiate Schools of Business (AACSB).





## 100% Authenticity

Our three values of responsibility, innovation and global-mindedness serve as our guiding compass. We are committed to living our values every day.



## 100% Personal

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



## 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. MBS has strong connections with many of these companies, which gives you the chance to network and explore your career opportunities!



## 100% International

As a student, you will benefit from our international partnerships, which give you the opportunity to complete part of your studies abroad. This also creates a vibrant and diverse atmosphere.

## Rankings – Always Among the Best

### We are #1 among recruiters:

Employers value our commitment to pragmatic and applied learning: we are repeatedly a preferred choice to recruit from among all private universities of applied sciences in Germany (Wirtschafts Woche University Ranking, 2021).

### We are #1 among students:

Our students rate their lecturers' sound professional knowledge, motivation and helpfulness as the highest among all private universities of applied sciences in Germany (Trendence Graduate Barometer, 2020).

### We are #1 among students:

MBS also sits at the top of the rankings when it comes to the rankings when it comes to students' ratings of the support they received at the start of their studies (CHE University Ranking, 2020).

### We are among the Global Top 25:

When it comes to student mobility, we also have an exceptionally large international student body compared to other universities and also offer a wide variety of opportunities for students to complete part of their studies 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.

	International MBA students 	Years of work experience 	Average age 
Full-time	<b>93 %</b>	<b>5.5</b>	<b>29</b>
Part-time	<b>51 %</b>	<b>7</b>	<b>32</b>



# MBA GENERAL MANAGEMENT

You can complete the MBA General Management either full-time or part-time. MBA students from both groups will take classes together, which gives you the opportunity to study in an even more diverse environment and enables you to expand your business and career network.

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: the Welcome Week, the Start-Up Week, the Business Simulation Week and the International Week. At the end of the program, you will complete your MBA General Management with a thesis, which you can do in one of three formats with different focuses: as a regular written thesis (scientific work), as a business plan (incl. scientific part) or a consulting project (incl. scientific part).

## 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, Business Law, Business in Emerging Markets or Business in Germany.



## Learning Goals



### Learning Goal 1

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



### Learning Goal 2

Graduates develop a global perspective.



### Learning Goal 3

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



### Learning Goal 4

Graduates develop leadership skills to apply in different business situations.



“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.”

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



## 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 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. The course is divided into three interrelated modules with different country-specific and regional focuses: China, India, Latin America.

### Business Law

The course covers different legal aspects of business transactions and gives an overview of commercial, corporate, labor, tax and international law issues. You will get to know the most significant activities in business law with emphasis on specific knowledge essential for managers in workplaces. You will learn about the structure of the existing law in Germany, the legal processes by which laws are made, and how they apply to ongoing disputes.





## 3 WEEKS FULL OF INTENSIVE COLLABORATION AND NEW INSIGHTS



### Welcome Week

The Welcome Week is a great kick-off to the MBA General Management. Not only will you get to know your fellow students at team-building events, you will also deepen your knowledge and gain interesting insights during intercultural and career training sessions and a project management workshop.



### 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 this week, you will work together with your fellow students taking part in an innovative business simulation. As business executives, 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.

## The EMBA Consortium

The EMBA Consortium for Global Business Innovation is made up of 11 business schools around the world. It aims to enrich the educational experience of MBA students by offering a global portfolio of geographically focused programs. In September each year, the EMBA Consortium's member universities organize a simultaneous International Week. Each MBA student from MBS is free to choose the university that appeals to their own interests and immerse themselves in a new culture and an international study group.



# INTERNATIONAL WEEK

## IMMERSE YOURSELF IN A NEW BUSINESS CULTURE

During the International Week, which is part of the Global Management flagship course, you will visit one of our EMBA Consortium's member universities. Once there, you will strengthen your network and have the perfect opportunity to exchange views with your international peers.

### The visit will enable you to:

- meet global market leaders and benefit from exposure to global decision-making processes through discussions with notable guest speakers;
- experience the link between the discussed theoretical models and their application in a global business setting through company visits and case studies;
- gain a truly international perspective on international strategic management and real-life success.

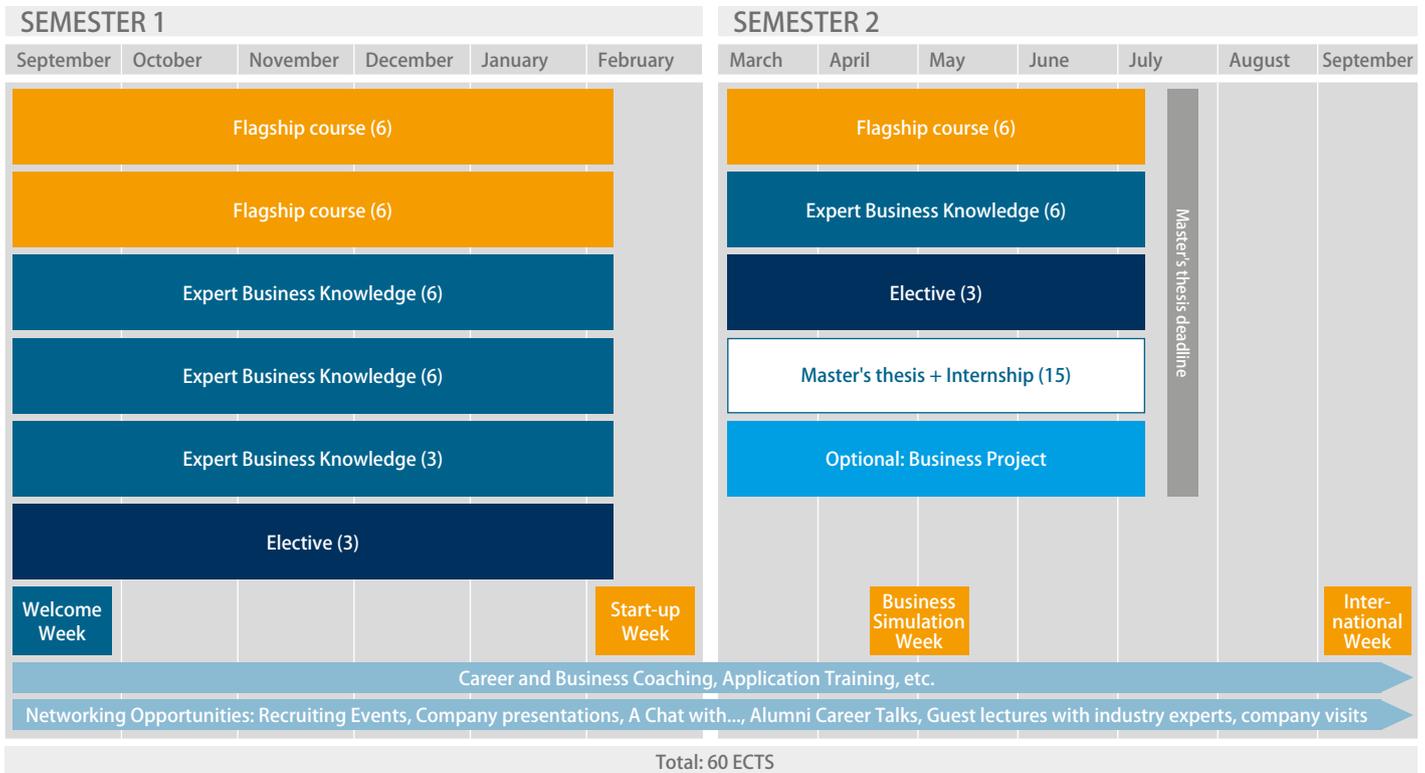
### The EMBA Consortium's Member Universities:



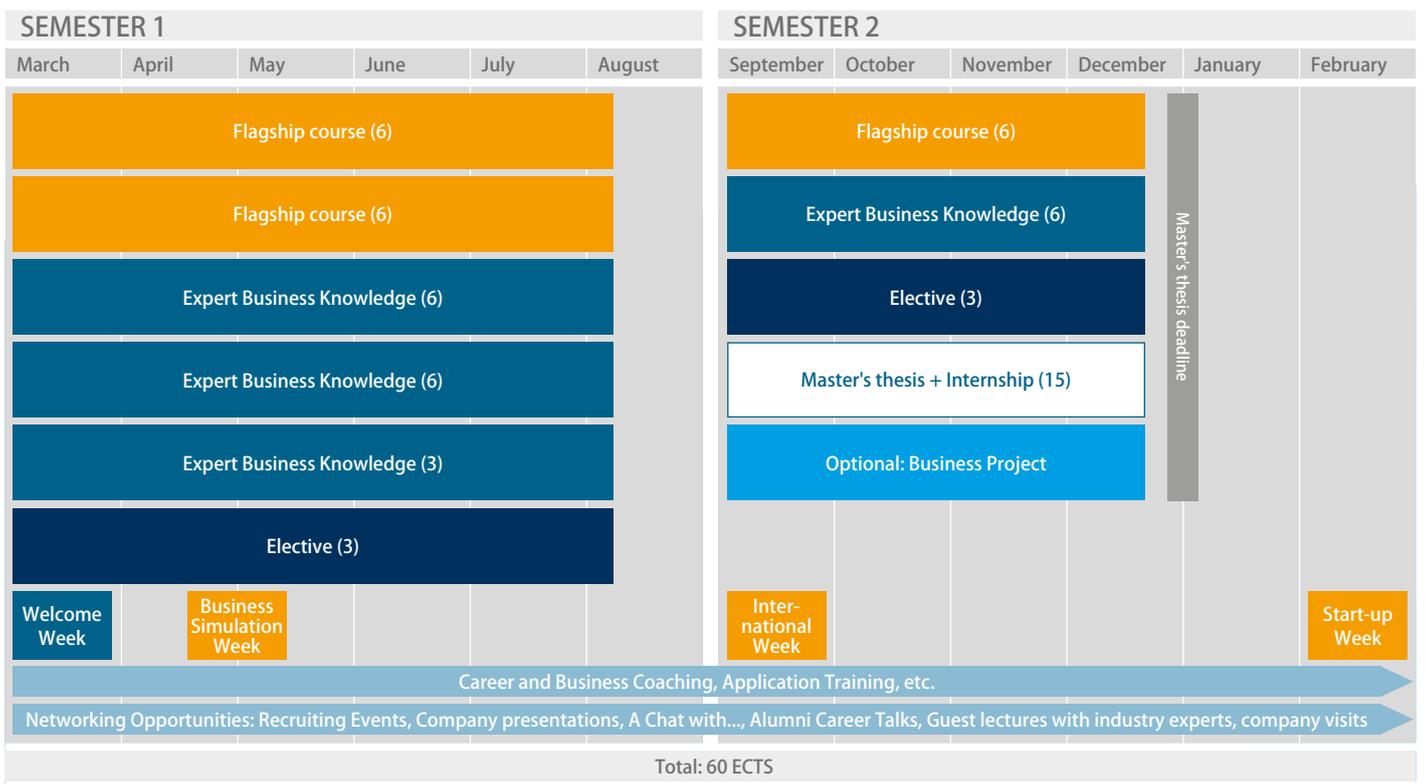
# MODULE OVERVIEW MBA GM FULL-TIME



Start: Fall



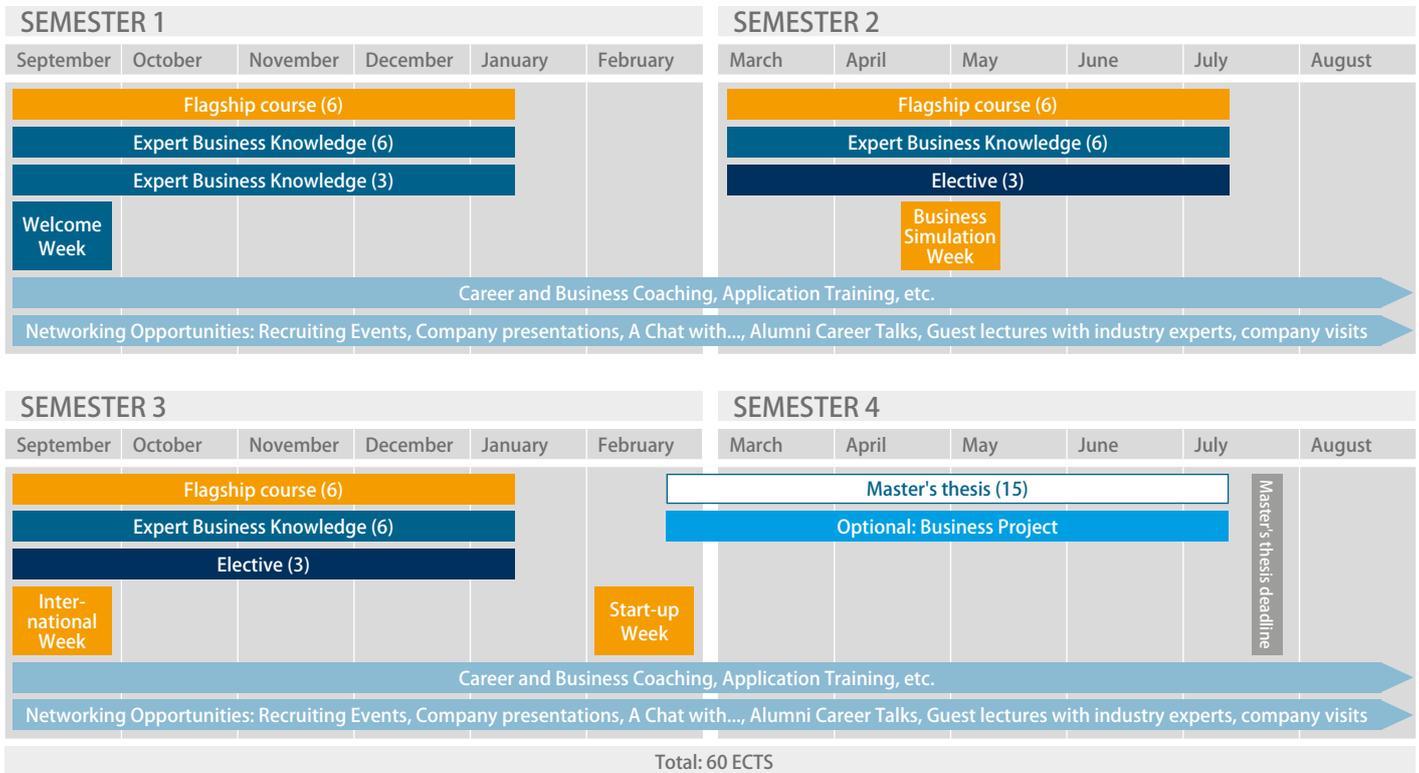
Start: Spring



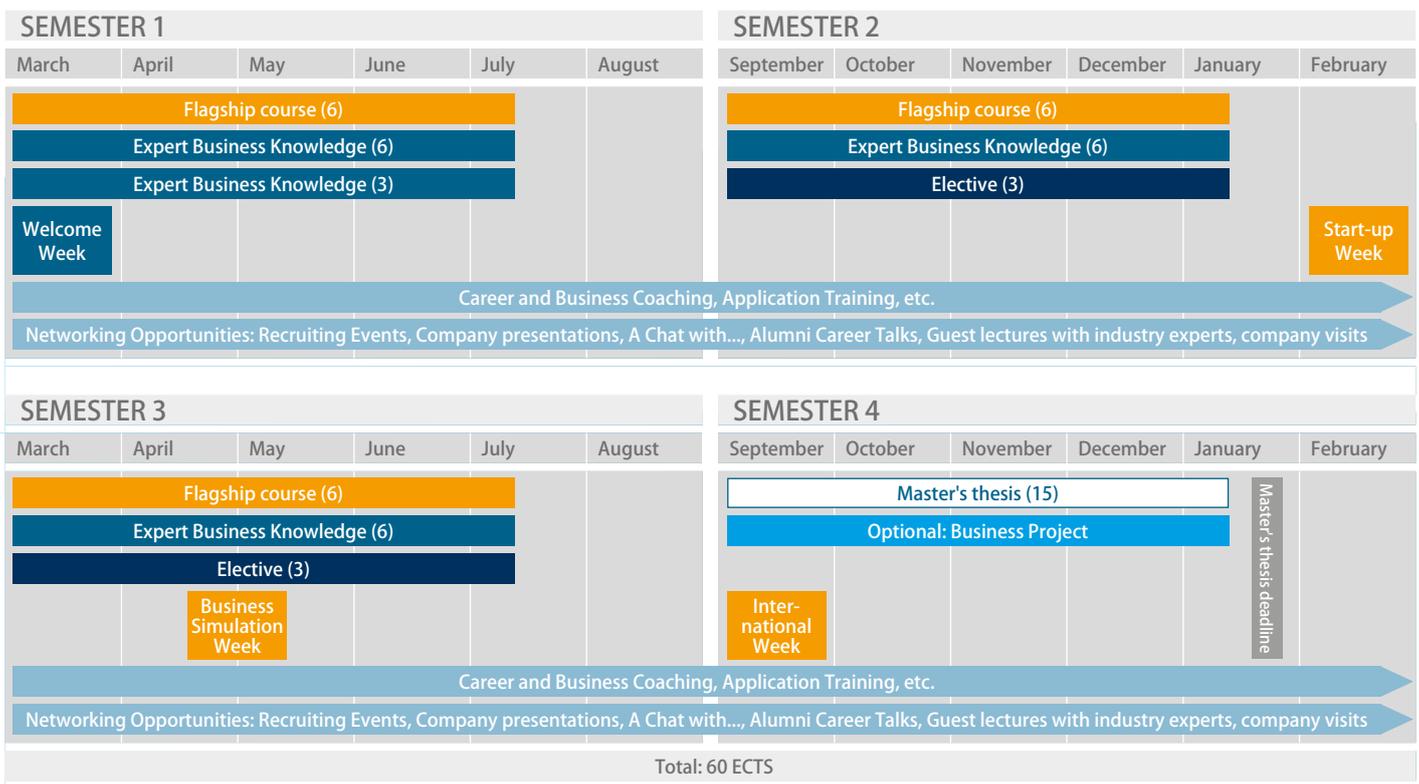
# MODULE OVERVIEW MBA GM PART-TIME



Start: Fall



Start: Spring





# 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 Stangl,**  
Career Center Manager  
and Certified Business Coach

## WE'LL GET YOU FIT FOR THE FUTURE

The world of work is constantly changing. Technology will make many jobs obsolete but also create and develop new jobs we can't yet imagine. It is, therefore, crucial that you prepare yourself for the future – and we support you in this endeavor!

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 get you fit for the future:

### Career Coaching

In order to find your own way in an increasingly complex and dynamic business world, it is important to know your values, interests, personality and skills. We offer personalized, one-on-one career coaching from certified professionals to identify your VIPs, assess your career goals and design your employment strategy.

### Career Workshops & Networking Opportunities

We offer workshops on how to build your brand and network, how to find a job in Germany, writing résumés and cover letters, and interview skills. With the help of internal and external facilitators, speakers and online tools, we support you in pursuing your career goal. Successfully landing a job requires a proactive approach and lots of networking. MBS provides you with a lot of opportunities to meet and get to know alumni, recruiters, guest speakers, and student clubs.

### MBA Business Projects

You will have the chance to work on a consulting project for a large corporate, mid-sized company, start-up or non-profit organization from a range of industries. You will work in a team of 4 to 6 students on a concrete, practically relevant project over a period of several months. This will give you a better understanding of the internal processes and structures of the company as well as the opportunity to apply and prove your acquired skills in practice.



"The MBS Career Center supported me in planning my career. The staff was always very approachable, very detailed, especially when it came to structuring my résumé. The Career Center also helped me to prepare my interviews, such as how to highlight my achievements and how to better express myself. This support definitely played a key role in helping me get acquainted with the German labor market and also cleared up a lot of my fears."

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



## Company Visits and Presentations

Various career and networking events of the course of the year offer you exciting behind-the-scenes insights into a wide variety of businesses, letting you make first contacts. We have strong connections with many well-known companies from different industries. Company representatives come on campus to share information about their organization, provide insights, and outline current trends in the industry. We also offer company visits where we take you to company offices. This is an excellent way to experience the corporate culture of an organization, ask employees questions, and network with industry professionals.



**Companies in the MBS Career Center network include:**





# MBA ALUMNI

## MBA Alumni Facts & Figures

**72%**  
have received a job promotion  
after obtaining their MBA

**72%**  
have received a salary increase  
in the last two years

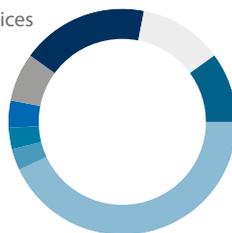
**52%**  
work in senior or upper  
management positions after  
the MBA

Source: MBS Alumni Survey 2020

## ALUMNI – PART OF THE MBS FAMILY FOREVER

Once MBS, always MBS. 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.

- 43% IT/Tech
- 18% Manufacturing
- 12% Healthcare
- 10% Consulting
- 7% Financial Services
- 4% Media
- 3% Retail
- 3% Real Estate



Industries MBA alumni work in

- 29% General Management
- 22% Other
- 16% IT
- 12% Operations/Logistics
- 9% Sales
- 6% Consulting
- 6% Finance



Departments MBA alumni work in

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"The MBA program allowed me to look beyond: What started as an ambition to achieve more in the corporate world, in the end gave me tools to found my own company, deal with real life problems, and better understand the system and world we live in."

**Fernando Martin, Alumnus MBA,  
Founder of Eccocar, Munich / Germany and Madrid / Spain**



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"The MBA Program not only met, but exceeded my expectations. Small classes, a great faculty, and a diverse group of students were just some of its many advantages. The MBA has really helped me to broaden my horizons and prepare me for the next level of my career."

**Heike Schneider, MBA Alumna,  
Manager, Global Business Group (DACH), Facebook**

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"After completing my MBA, I started to work first for Amazon and now for Ralph Lauren. Without MBS none of this would have happened because the MBA was the reason I came to Germany. I really liked the the international environment and personal atmosphere at MBS."

**Alena Kayumova, MBA Alumna,  
Key Account Manager E-Commerce, Ralph Lauren**



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"I would definitely recommend the MBA to friends and colleagues. In fact, I already have. This MBA is a great way to start your career because you develop important technical and personal skills in a culturally diverse environment."

**Kulbir Singh Ghumman, MBA Alumnus,  
Senior Product Manager Omnichannel Fulfillment, Adidas**

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"At Munich Business School, I shaped my skills and discovered my interest in marketing. The experience has made me more open-minded, confident and effective. The MBA was just a push that I need to start building my career and climbing the corporate ladder."

**Armyanda Wongso,  
MBA Alumna, Financial Controller, Infineon Technologies**



# KEY FACTS



## How to Apply

### 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)

### Online application

You will need the following documents to apply:

- **Résumé/CV**
- **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** (TOEFL 85, IELTS 6.5, ELS 112, or confirmation letter that English is the official language at your company)
- **Recent photo and copy of passport details page**

### Attend an in-person interview

with the Program Director at MBS in Munich, alternatively via video conference

### Done!

Congratulations and welcome to Munich Business School!

## Key Facts

### Study Start

- **March**
- **September**

### Study Options

- **Full-time:** 12 months, lecture times: Mon – Sat in semester one; part-time in semester two (Fri 4 pm – 8 pm, Sat 9 am – 6 pm)
- **Part-time:** 24 months, lecture times: full-time Intensive Week (Mon – Sat) at the beginning of each semester; every two to three weeks on Fridays (4 pm – 8 pm) and Saturdays (9 am – 6 pm)

### 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 at MBS or via phone or video conference
- **University fairs in Germany and abroad**
- **MBS Info Day**  
Visit MBS and attend lectures for a live experience

For the exact dates, please visit our website: [munich-business-school.de/mba-dates](https://munich-business-school.de/mba-dates)



## Your Contact

**Jelena Palamarevic, M.A.**  
Program Advisor

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

# 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!

## MBA Scholarship

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 6,000 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

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



### Munich Business School

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

