



IU International

# MASTER OF BUSINESS ADMINISTRATION (MBA)

A Master in Business Administration (MBA) is a great choice for anyone looking to enter top management positions around the world or start their own venture as an entrepreneur. An MBA prepares you for a successful career with a solid foundation in administration and management. It's also a great place to start building a network of business contacts of professors, business heads, and fellow students that you can rely on for the rest of your professional journey.

With this IU MBA option, you are able to select electives based on an industry area of your choice. This gives you time, skills, and research opportunities to ensure you're adequately equipped for your ideal career. Our MBA programme is recognised around the world and delivers the methods, tools, and insights you need with a hands-on, practical approach. Our team and academics are always there to support you and to help you follow the right path to your perfect career.



## Degree

Master of Business Administration (MBA)



## Study start

On campus Berlin: Each January, April, July or October

On campus Bad Honnef: Last intake July 2022



## Study model available

Online, or On Campus



## Duration

Online: 18, 24, 36 months

On Campus: 18 months



## Credits

90 ECTS



## Ultimate flexibility

Our On Campus model means that...

- You can start your degree online for distance learning while taking care of visa issues and join us later in Germany to experience campus life. You say which semester you want to spend on campus or online.
- You want to go on a trip during your studies? No problem. You can study online at your own pace without missing any classes.



## Fees

Online: From €121 per month

On Campus: From €749 per month

# Study Content

1. PRESENCE TIMEFRAME	2. PRESENCE TIMEFRAME	MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
Oct/Nov/Dec	Apr/May/Jun	Leadership	1	5 ECTS	E
Oct/Nov/Dec	Apr/May/Jun	Strategic Management		5 ECTS	E
Oct/Nov/Dec	Apr/May/Jun	Innovation and Entrepreneurship		5 ECTS	E
Jan/Feb/Mar	Jun/Jul/Aug	Managerial Economics		5 ECTS	E
Jan/Feb/Mar	Jun/Jul/Aug	Performance Measurement		5 ECTS	E
Jan/Feb/Mar	Jun/Jul/Aug	International Marketing		5 ECTS	E
Apr/May/Jun	Oct/Nov/Dec	Corporate Finance	2	5 ECTS	E
Apr/May/Jun	Oct/Nov/Dec	Business Ethics and Corporate Governance		5 ECTS	WAWA
Apr/May/Jun	Oct/Nov/Dec	Operations and Information Management		5 ECTS	WACS
On Campus		Electives A & B		20 ECTS	
Online		Master Thesis	3	25 ECTS	WAMT & PC

E = Exam, OA = Oral assignment, PC = Presentation: Colloquium, WB = Workbook, WABT = Written assessment: Bachelor thesis, WACS = Written assessment: Case study, WAMT = Written assessment: Master thesis, WAPR = Written assessment: Project report, WARE = Written assessment: Research essay, WAWA = Written assessment: Written assignment, OPR = Oral project report

## CHOOSE YOUR ELECTIVES

For part of your degree, you will choose two specialisations so you can focus on an area or industry you're interested in. You have the possibility to combine your electives freely or to set a content-related focus by choosing subject-specific specialisations. Every elective module can only be chosen once.

### Engineering Management

- Manufacturing Methods Industry 4.0 and Internet of Things
- Product Development and Design Thinking

### Finance & Accounting

- Corporate Finance and Investment
- Advanced Management Accounting and Control

### International Marketing

- Sales, Pricing and Brand Management
- Consumer Behaviour and Research

### Big Data Management

- Data Science and Analytics
- Big Data

### IT Management

- IT Project and Architecture Management
- IT Governance and Service Management

### Artificial Intelligence

- Artificial Intelligence
- AI in Practice

### E-Sports Management

- E-Sports Management
- E-Sports Marketing and Event Management

### Healthcare Management

- Health Systems and Policy
- Economics of Health

### Human Resource Management

- Human Resource Management: Theory
- Human Resource Management: Practice

### Innovation & Entrepreneurship

- Entrepreneurial Ecosystems
- Innovation and Design Lab

### Supply Chain Management

- Supply Chain and Sourcing Management
- Aspects of International Management

## WHAT YOU'LL LEARN

- Build soft skills in management, communication, and intercultural collaboration in an international context, while developing your ability to lead projects, teams, and companies.
- Improve your judgment and critical thinking to be able to solve practical challenges and confidently make decisions based on data and industry knowledge.
- Gain experience in theory and practice and expand your industry knowledge to position yourself as a thought leader and specialist in your field.

## CAREER

MBA graduates are highly attractive to employers all over the world. From exciting start-ups to large corporate leaders, an MBA from IU will help you find your path to a successful career in international management, all the while focusing on your specialist area.