

# MASTER OF BUSINESS ADMINISTRATION (MBA)

## FOCUS ON GENERAL MANAGEMENT

### STUDY PROGRAMME

In today's global business environment market structures are complex, customers are diverse and companies are exposed to fierce international competition. Managers are required to keep pace with these developments and need to have detailed knowledge of global business trends that have influence on both strategic management and day-to-day operations.

Our MBA programme "General Management" prepares students for this fast-changing and competitive environment by providing them with a solid yet innovative management education that includes current topics like sustainability, management ethics and intercultural intelligence.

Classic business disciplines, such as Human Resource Management, Finance and Marketing are part of the curriculum, so MBA students are able to deepen their general management knowledge and get to understand corporate challenges from different perspectives.

Interdisciplinary subjects on leadership, responsible business behaviour, collaboration and decision-making processes complement the programme in order to educate a new generation of managers who are able to make sustainable and well-balanced managerial decisions.

Equipped with a holistic management background, "General Management" students also get the opportunity to focus on their communication, intercultural, team-building and leadership skills: competences that are essential to succeed in our global business world.

In addition to the theoretical components of our MBA programme, students are working on real management projects in order to be able to apply the acquired expertise and to expand their professional network.

Thus, with an MBA degree in General Management students have the necessary managerial and interdisciplinary skills to face a multitude of business challenges and the qualifications to advance their management careers in various sectors, industries and countries.

### UNIQUE FEATURES

- Innovative approach with focus on general management, collaboration and sustainability
- Exchange ideas with managers from around the world
- Choose optional extra-curricular MBA courses to fulfil and extend your professional and personal profile: Sustainability Management, Knowledge Management, Trends and Paradigm Shifts, and Informal Organisational Design

### AT A GLANCE

#### DEGREE

Master of Business Administration (MBA)

#### CREDIT POINTS

90 ECTS

#### DURATION

3 semesters (18 months)

#### START

September & March

#### STUDY CONCEPT

Full-time

Part-time study possible upon request

#### LANGUAGE

English

#### TUITION FEES

total € 19,800 EU/EEA students

total € 21,600 Non-EU/EEA students

€ 250 enrolment fee (once) + € 280 diversity fee (once)

#### CAMPUS

Berlin

#### CUSTOMIZE YOUR STUDIES

We promote interdisciplinary thinking and studying through the extracurricular offers of our sister SRH universities in Berlin.

## OVERVIEW OF MODULES

MASTER OF BUSINESS ADMINISTRATION  
FOCUS ON GENERAL MANAGEMENT (MBA)

1. Semester		2. Semester		3. Semester
Study Field Responsibility	Study Field Decision Making & Rationality	Study Field Global Thinking	Study Field Communication & Collaboration	Study Field Practice & Final Thesis
Team building and Communication	Complexity and Decision Making	Globalisation, Society and Responsibility	Trust and Collaboration	Project Management
Leadership and Management Ethics	Information and Communication Technologies for Business Analysis	Intercultural Intelligence	Corporate Communication and Cooperation	Company Project
Human Resource Management	Finance and Accounting	Quality Management and International Supply Chain Management	International Marketing	Master Thesis

## STUDY ADVISOR



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### GET TO KNOW US

- + ATTEND A LECTURE
- + COME TO OUR OPEN HOUSE



**CUSTOMIZE  
YOUR  
STUDIES**

## ADMISSION & APPLICATION

The main admission requirements are:

- 2 years of professional experience
- Bachelor's degree from a university or technical college with a minimum of 180 ECTS (or equivalent academic degree)
- Proof of sufficient English language skills
- Letter of motivation

You can apply online at [campus.srh-hochschule-berlin.de](https://campus.srh-hochschule-berlin.de).  
We will then invite you to an interview.

## STUDY FEES

The programme fees for 18 months of study including all learning materials are € 19,800 for EU/EEA students and € 21,600 for Non-EU/EEA students in total. An extra one-off fee of € 280 for our diversity training and an enrolment fee of € 250 is added to the tuition fees.

## ABOUT US

Our university is located in central Berlin at Ernst-Reuter-Platz and offers Bachelor, Master and MBA programmes in English and German. Approximately 1,000 students from 85 nations study at SRH Hochschule Berlin, the most international management university in the German capital. In addition to an international atmosphere, our students enjoy the opportunity to get in touch with industry partners and create a professional network through internships and company projects. We offer a wide range of services to support you in finding an internship, organising a semester abroad and taking care of important tasks during your studies.