



MASTER
International Business





Servus and Welcome

Founded in 1991, Munich Business School (MBS) is looking back on more than 25 years of premium-quality business education. Being one of the top business schools in the German-speaking area, we perceive it as our mission to provide today's globally-minded entrepreneurial talents with a highly inspiring academic environment, and enable them to become the business leaders of tomorrow – filling management level positions in companies around the globe or founding their own business.

The Master International Business study program provides you with advanced business knowledge imparted by experienced experts from academia and corporate practice alongside equipping you with the proper skills and tools to successfully apply your expertise in practice.

In addition, the holistic and interdisciplinary approach of the study program enables you to explore highly topical subjects

such as »Conscious Business« or »Success Factor Happiness«. This way, you are enabled to develop yourself into a responsible entrepreneur, equipped with essential soft skills, a broad cultural understanding, and a strong personality.

Start your international management career with the Master International Business! We are looking forward to welcoming you!

Ch. Schmidkonz

PROF. DR. CHRISTIAN SCHMIDKONZ
Academic Program Director
Master International Business



Top Reasons for Your Master Studies at Munich Business School



Internationality

Study in English, meet students from all over the world, and spend 1-2 semesters abroad.



Customizable Program

Compile your study program according to your requirements, and adapt it to your individual interests.



Personal Environment

Experience a personal atmosphere, individual support, and direct contact with your lecturers.



Practical Relevance

You will learn knowledge that employers appreciate, and skills that you really need for your professional future.



In 2019 MBS is the only private university of applied sciences to finish in the top ten in each of the last 10 editions of this prestigious German employers' ranking.



In the 2019 global university ranking U-Multirank, MBS is Germany's best private university of applied sciences in »Business Studies«.



MBS has received excellent grades for »Internationality« in the 2018 Trenderance Graduate Barometer



According to the 2016 Trenderance Employability Ranking, MBS graduates enjoy an excellent reputation and are sought-after specialists.

Why Germany, Why Munich?

- Germany is the **economic and technological powerhouse** of the European Union, and Munich is its business hotspot #1.
- Whether it is technology or education, people everywhere recognize »**Made in Germany**« as a seal of quality. A German university degree is highly respected by employers worldwide.
- 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 in Germany, you can get a permanent residency permission.
- **Germany is a safe country, and Munich is its safest city** – also on an international scale. You can move freely day or night without having to take any special precautions.

#1

German city in Mercer's 2019 global Quality of Living Ranking (#3 worldwide)



Travel in 2h or less to:

- Amsterdam
- Berlin
- London
- Nice
- Paris
- Rome
- Stockholm
- Vienna
- Barcelona
- Budapest
- Milan
- Oslo
- Prague
- Salzburg
- the Alps
- Zurich

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DAX-listed companies (e.g., BMW, Siemens, Allianz)



Frauenkirche

BMW



MBS Students ready for Oktoberfest



Allianz Arena



Munich Business School – a Unique Experience

By choosing the Master International Business, you decide on a study program that goes far beyond conventional business studies. You will explore topics such as »Business & Society« or »Conscious Business«, collect Social Credit Points by extracurricular commitment and discover new perspectives in interdisciplinary seminars and workshops that are more closely connected to business and management than you might expect.

Success Factor Happiness

Conscious Business

Business & Society



MBS Community Service

Business Ethics

MBS Helps e. V.



Courses such as 'Success Factor Happiness' and 'Conscious Business' have given me a completely new perspective on the working world – and also on my private life. This makes the Master International Business a unique study program in Germany.

Imoh Nsien, Master International Business Student



Your Master Program – Step by Step Towards Success





Your Semester Abroad – an International Highlight

The **semester abroad** at one of MBS's over 60 **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

Below is a selection of partner universities from each continent. For a full list, please visit our website!



Dual Degree Options

The cooperation between Munich Business School and renowned international universities provides you with the opportunity to earn two different Master 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 thesis.

Currently, selected partner universities of MBS offer **over 20 different degrees** that can be acquired as a specialized Dual Degree.

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



Business Concentrations – Specializing in Business Expertise

During the second semester of your studies, you focus on your future career by choosing two out of seven specific concentrations. They will equip you with cutting-edge skills and make you a desired expert in the international workforce.



International Finance

Possible career as:

- Financial Analyst
- Auditor
- Financial or Investment Consultant



Corporate Strategy & Innovation

Possible career as:

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



International Marketing

Possible career as:

- Product Manager
- Marketing Manager
- Marketing Consultant



International Entrepreneurship

Possible career as:

- Entrepreneur
- Manager in a Startup
- Management Consultant



Luxury Management

Possible career as:

- Product Manager Luxury Products
- Marketing Manager
- Sales Specialist



Digital Business Management

Possible career as:

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



International Family Firms

Possible career as:

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

Practical Relevance at Its Best

It is part of our teaching philosophy that experts from corporate practice impart current and practice-relevant contents and methods. One example for the exceptional practical relevance of the study program is the Business Project, where you will execute a real-life project in cooperation with a company. This way, your knowledge acquired in the classroom is directly applied and deepened in practice.

Below is a selection of companies our students have collaborated with in Business Projects in recent years:

Mercedes-Benz Audi Vodafone Fraunhofer Messe München
 Accenture BMW Burda Holiday Check Group
 Telefónica Tesla Le Méridien Ernst & Young
 FC Bayern München Capgemini BASF Volkswagen



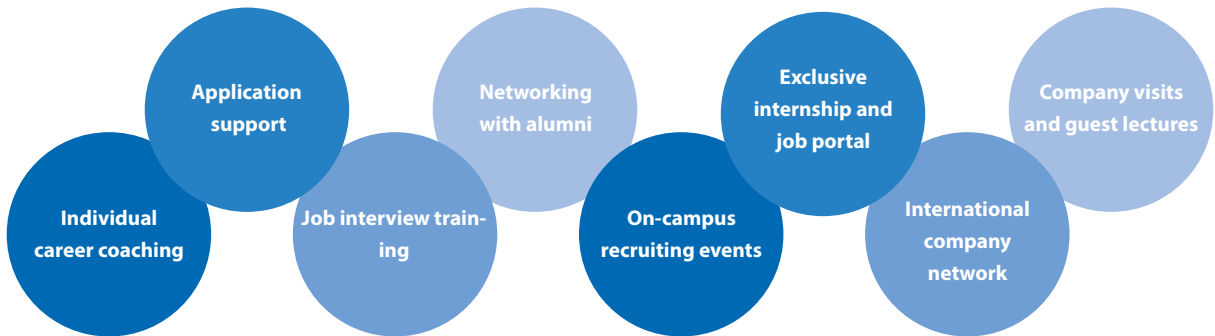
» Studying at MBS was a great experience! I particularly enjoyed working on several case studies on the future of mobility and the business project with Volkswagen. These experiences fully prepared me for my professional career in the automotive industry.

Kyler Kolb, 2016 Alumnus, Senior Technical Project Manager, Tesla, USA



MBS Career Center – Get Ready for Your Business Career

You receive extensive support for defining and realizing your professional goals. The MBS Career Center also supports you in making first contacts with potential employers and assists you in your transition into your professional career.

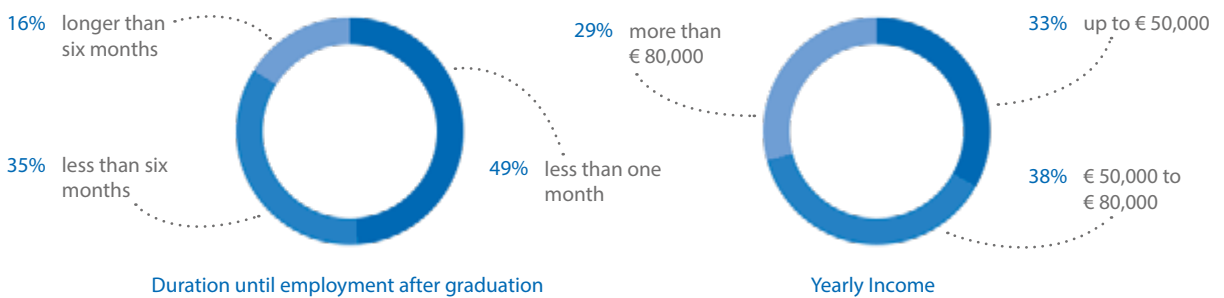


» As an international and innovative company, we are looking for top-trained and motivated talents who would like to shape the future together with us. MBS graduates perfectly meet the high standards we expect from future managers.

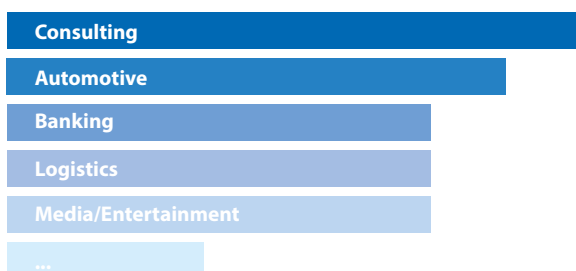
**Hubert Barth, Country Managing Partner EY Germany,
Lecturer for International Financial Management at Munich Business School**



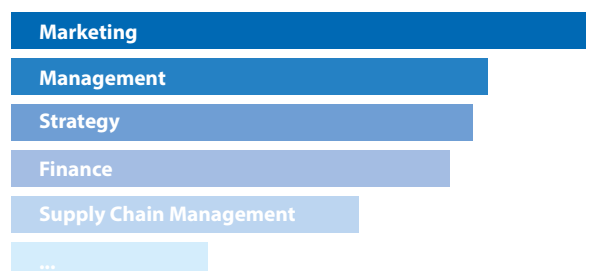
Alumni Facts & Figures



Top Industries



Top Working Areas





Key Facts

Study Start

Pre-Master program: May/June 2020

Master program: September 1, 2020

Study Options

Single Degree:

ca. 18 months (3 semesters) + Master thesis,
incl. one semester abroad and (optional) internship,
Degree: Master of Arts

Dual Degree:

ca. 24 months, (4 semesters) + Master thesis,
incl. two semesters abroad and (optional) internship,
Degree: Master of Arts + Master of Science or MBA

Languages of Instruction

German/English or English

Study Fees

Enrollment fee: € 690 (EU/EFTA),
(for international students € 1,490)

Pre-Master program: € 6,500

Master program: € 24,000, payable in 3 equal installments;

Dual Degree program fees upon request.

Discover the Program!

We offer a variety of opportunities to get to know our university and the Master International Business study program:

- **Master Info Day**
Info session, trial lectures, and a lunch with current students
- **Master Info Session**
Info session with Q&A session
- **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:



How to Apply

1 Prepare to apply

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

1

2 Complete the 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)

2

3 Participate in a personal interview (if necessary) with a professor from the Master program at MBS in Munich, alternatively via video conference

3

4 Receive your contract and become part of the international MBS Community

4

Your Contact



Christoph Schlottmann, M.A.

Study Advisor Master Programs

+49 (0)89 547678-227

master@munich-business-school.de

Munich Business School

Elsenheimerstraße 61 · 80687 Munich

For further information on the Master International Business, please visit

master.munich-business-school.de



Module Overview Master IB, English Track (100% English)

SEMESTER 1 (SEPTEMBER–DECEMBER)

EXPERT KNOWLEDGE BUSINESS & MANAGEMENT

| | |
|---|-----------------|
| International Business and Management* | (6 ECTS) |
| Introduction to International Management* | |
| Strategic Management* | |
| Academic Writing for Business Studies* | |

SEMESTER 2 (JANUARY–MAY)

EXPERT KNOWLEDGE BUSINESS & MANAGEMENT

| | |
|--|-----------------|
| International Business Electives (2 out of 9)* | (6 ECTS) |
| Project Management, Success Factor Happiness, International Business Law, Management Consulting, Process and Logistics Management, Independent Research Project, International Economic Relations, Consolidated Financial Statements, Communication Management | |

PRACTICAL EXPERIENCE & SPECIALIZATION°

| | |
|--|-----------------|
| Business Project I* | (3 ECTS) |
| BUSINESS CONCENTRATIONS (4 OUT OF 7)* (12 ECTS) | |
| International Finance | (3) |
| International Financial Management* | |
| International Marketing | (3) |
| International Service Marketing* | |
| International Entrepreneurship | (3) |
| Identifying and Generating a Business Idea | |
| Corporate Strategy & Innovation | (3) |
| Corporate Strategy, Innovation and Change | |
| International Family Firms | (3) |
| Understanding Family Firms | |
| Luxury Management | (3) |
| Luxury Markets and Strategies | |
| Digital Business Management | (3) |
| Digital Business Models | |

PRACTICAL EXPERIENCE & SPECIALIZATION°

| | |
|---|-----------------|
| Business Project II* | (3 ECTS) |
| BUSINESS CONCENTRATIONS (2 OUT OF 7)* (12 ECTS) | |
| International Finance | (6) |
| Corporate Finance and Portfolio Management | |
| International Marketing | (6) |
| Integrated Corporate Communication and Relationship Management | |
| International Entrepreneurship | (6) |
| Establishing a Start-up and Testing a Business Idea | |
| Corporate Strategy & Innovation | (6) |
| Corporate Entrepreneurship, Global Alliances and Investment in Growth | |
| International Family Firms | (6) |
| Pan-generational Strategy, Succession and Entrepreneurial Growth for Family Firms | |
| Luxury Management | (6) |
| Luxury Marketing and Luxury Brand Management | |
| Digital Business Management | (6) |
| Digital Business Transformation | |

INTERNATIONALITY

| | |
|--|-----------------|
| International Focus (1 out of 3)* | (3 ECTS) |
| Business in Germany (3) | |
| Business in Latin America (3) | |
| Business in China (3) | |
| Foreign Languages (optional) | (3 ECTS) |
| German, Spanish, Chinese | |

INTERNATIONALITY

| | |
|--|-----------------|
| International Focus (1 out of 5)* | (3 ECTS) |
| Business in Europe (3) | |
| Business in Latin America (3) | |
| Business in China (3) | |
| Business in Emerging Economies (3) | |
| Business in USA & Canada (3) | |
| Foreign Languages (optional) | (3 ECTS) |
| German, Spanish, Chinese | |

PERSONALITY & EXECUTIVE SKILLS

| | |
|--|-----------------|
| International Business Communication* | (6 ECTS) |
| Conscious Business Communication* | |
| Business and Society* | |
| Negotiation Skills* | |
| MBS Community Service* | / |

PERSONALITY & EXECUTIVE SKILLS

| | |
|--|-----------------|
| Responsible Leadership in a Global Context* | (5 ECTS) |
| Conscious Business* | |
| Business Ethics* | |
| International Leadership* | |
| MBS Community Service* | (1 ECTS) |

* Compulsory module or course; ° Possible combinations of Business Concentrations depend on the course selection.



Information on the Preparatory Study Program
PRE-MASTER

What is the Pre-Master Program?

You are interested in obtaining a Master’s degree in International Business (MA IB) but you do not have a business-related degree? The PRE-MASTER is a compact preparatory business program that acts as a bridge to the MASTER International Business at Munich Business School (MBS). In only three months, you will gain solid business foundation skills in management, finance, accounting, marketing and communication.

What’s next?

After successful completion of the Pre-Master (May – August), you get direct entry into the MA IB program at Munich Business School which starts in September. By combining the Pre-Master with the MA IB at MBS, you will obtain a first-class international Master’s degree in only two years.

Sneak Peek – Master IB at MBS

The Master of Arts in International Business program prepares future leaders for the challenges of modern management. You may choose among seven different business concentrations in Entrepreneurship, Marketing, Finance, Innovation, Luxury Management, Digital Business Management or Family Firms. A study abroad semester, an (optional) internship and the possibility to pursue a Dual Degree make the MA IB degree an international business champion.

4 Reasons for the PRE-MASTER

- 1. Compact Structure**
The PRE-MASTER International Business is based on a compact modular program structure designed to facilitate results in a short time period.
- 2. Business Foundation**
Specially designed courses provide you with a solid business foundation in preparation for advanced business studies.
- 3. Direct entry into the MA IB**
The Pre-Master gives you a head start in Munich and offers the possibility to continue subsequently with our Master International Business study program.
- 4. International Master’s degree at MBS**
With a Master’s degree in International Business from MBS, you lay a solid basis for your further steps in an international business career.

PRE-MASTER (30-33 ECTS)

Mid-May–August

Start: September

| | | |
|-----------------------------|----------------------|-------------------------------------|
| Management of Organizations | Financial Management | Strategic Marketing |
| Business Communication | Managerial Economics | Financial and Managerial Accounting |

German as a Foreign Language (optional)



MASTER International Business



Application

The two-step application process for the PRE-MASTER at Munich Business School consists of a written application and a personal interview. Applications for the Pre-Master program will only be accepted in combination with an application for the MASTER International Business program. The Pre-Master program is available for Bachelor graduates with an above-average university degree (in any field) from an accredited university.

Key Facts

| | |
|------------------------|--|
| Program | PRE-MASTER |
| Dates | May/June |
| Duration | 3 months |
| Language | 100% English Language proficiency to be proven by TOEFL: 85; IELTS: 6.5; ELS: 112 |
| Format | Full-time program |
| Credits | 30 – 33 ECTS |
| Tuition | |
| Pre-Master | € 6,500 |
| Pre-Master + Master IB | € 30,500 |
| Enrollment Fee | € 690 (EU/EFTA), (for international students € 1,490) |

Application Dates

Program Start: May/June 2020

Application Round 1

Application deadline: January 31, 2020

Education fairs

MBS takes part in national and international education fairs. For further information, please visit master.munich-business-schools.de and click on „Dates & Events“.

About Munich Business School

Since its founding in 1991, **Munich Business School (MBS)** has educated leaders for the international business world. A highly international approach, applied business knowledge, and a strong network of partners are the cornerstones of our educational model and the basis for all programs we offer – be it study programs with a Bachelor's, Master's or MBA degree or tailor-made Executive Education programs for companies and managers. As Bavaria's first private university, MBS has received unlimited state accreditation by the Bavarian State Ministry and institutional accreditation by the German Council of Science and Humanities (Wissenschaftsrat).

For further Information on the PRE-MASTER, Please Visit

pre-master.munich-business-school.de

Your Contact

Christoph Schlottmann, M.A.

Study Advisor Master Programs

+49 (0)89 / 547678 - 227

master@munich-business-school.de

Munich Business School

Elsenheimerstraße 61 · 80687 Munich · Germany

www.munich-business-school.de





Application Master

Please indicate which Master program you would like to apply for.

- International Business**
- International Marketing and Brand Management**
- Innovation and Entrepreneurship**

Please return your application documents by mail to: Munich Business School | Elsenheimerstraße 61 | D-80687 Munich | Germany
or by email to admission@munich-business-school.de.

Please note that you will receive further information by email.

| Personal Details | |
|---------------------------------|---|
| Last name, first name | <input type="checkbox"/> Male <input type="checkbox"/> Female |
| Date and city of birth |  |
| Citizenship | |
| Street, zip code, city, country | |
| Phone | |
| Mobile | |
| E-Mail | |
| | |

Application

- Application for: 20__ fall semester (September)

Previous Business Knowledge

- First business degree
- First degree is not business-related
- First non-business academic degree with 30 ECTS in the business field, including at least one module in each of the following fields: business administration/management, economics/managerial economics, accounting, finance, and marketing. (Please provide proof)



School Leaving Certificate

(Please submit a copy of your school leaving certificate)

School leaving certificate (e.g., IB, Abitur)

School

Grade & School leaving date

Street, zip code, city, country

Academic Background (Please submit transcripts and a copy of your university degree)

Degree program

Name of institution

Street, zip code, city, country

Academic degree

Period (MMYY - MMYY)

Degree program

Name of institution

Street, zip code, city, country

Academic degree

Period (MMYY - MMYY)

Professional Experience (Please also attach a complete CV)

Name of the company

Period (MMYY - MMYY)

Position

Street, zip code, city, country

Name of the company

Period (MMYY - MMYY)

Position

Street, zip code, city, country

Name of the company

Period (MMYY - MMYY)

Position

Street, zip code, city, country



OPTIONAL: Pre-Master

- I have a first academic business degree and fulfill the admission requirements.
- I don't have a first academic business degree, but I can prove business knowledge in the amount of 30 ECTS credits and fulfill the admission requirements
- I don't have a first academic business degree and / or do not fulfill the admission requirements.
I would like to apply for the Pre-Master program. The Pre-Master is a 3-month preparatory program (May till August).

Language Skills (Please submit written proof of language ability where appropriate)

| | Mother tongue | Advanced level | Intermediate level | Elementary level |
|---------|---------------|----------------|--------------------|------------------|
| German | | | | |
| English | | | | |
| | | | | |
| | | | | |

TOEFL (Test of English as a Foreign Language); alternatively: IELTS or ELS

TOEFL (IBT): min. 85 (min. 20 in all sections, min. 22 in writing)

Alternatively: IELTS min. level 6.5 - Academic Module

ELS: Level 112

MBS TOEFL Institution Code is 5772.

| | |
|---------------------|--|
| Score | |
| (planned) Test date | |

Proof of Language Skills

Proof of English proficiency

The English proficiency test can be waived by the following candidates:

- Applicants having completed their schooling in English (i.e., High School Diploma, IB)
- Applicants having completed their first academic degree in English



Application Checklist

- Letter of motivation (1-2 pages)
- Résumé/CV
- Recent photograph (professional, in color with light background)
- Copy of the school leaving certificate (Abitur, IB, Highschool Diploma, etc.)
- Copy of your university degree / university transcripts
- References (if available)

Declaration

I declare that the information provided in this application is complete and correct. I shall make the payment of the non-refundable processing fee of € 60 to the following account:

Munich Business School GmbH, Deutsche Kreditbank AG, IBAN: DE23 1203 0000 1020 1322 29, BIC: BYLADEM1001.

PayPal details: Our email address is paypal@munich-business-school.de

City, date

Signature

Privacy Policy

- I hereby agree that my data may be used to process my written application, and that I agree to continue to be informed by email, telephone, or post about suitable education programs or information events. I have the right to revoke this consent at any time without giving reasons with effect for the future (e.g., by email to datenschutz@eso.de), without this affecting the legality of the processing of my data based on my consent until revocation. I also confirm that I have reached the age of 16 or that I have obtained the consent of a parent or guardian and accept the privacy policy.

More information on the MBS privacy policy at <https://www.munich-business-school.de/en/legal/privacy>.

- I hereby confirm that I have taken note of the privacy policy.

City, date

Signature