

M.A./MBA in General Management



SCHOOL OF INTERNATIONAL
BUSINESS AND ENTREPRENEURSHIP
STEINBEIS UNIVERSITY

Part-time online study program

Take your career into your own hands with the M.A./MBA of the SIBE

Within the framework of the interdisciplinary and interactive program you have the possibility to design company projects and to work at the same time on personal development. The close exchange with fellow students and lecturers helps you to develop self-organized solutions for tasks at the interface of science and practice.

About SIBE

The School of International Business and Entrepreneurship (SIBE) is the graduate school of the Faculty of Leadership & Management at Steinbeis University. It is located in Herrenberg and directed by Prof. Dr. Dr. h.c. Werner G. Faix and Prof. Dr. Stefanie Kisgen. With Master's degree programs since 1994, currently over 800 students, more than 4,500 successful graduates and over 350 partner companies, SIBE is your capable partner for Management & Business Leadership Education and thus for innovation, growth and globalization.

SIBE is specialized in cooperating with enterprises and research centres to create sustainable growth through successful implementation of new market entry, technology transfer and innovation projects.

General Information

Our M.A./MBA in General Management – Online aims to develop competent managers and leaders. By working on **challenging international real case projects**, you can develop your own competencies and become capable managers. During the two-year interactive online study program from SIBE and Post University, the program participants work on a real case project for a German company.

The degree M.A. in General Management is awarded by the Steinbeis University. It is recognised by the state and entitles the holder to a doctorate. In addition, it has been awarded the FIBAA Premium Seal. Only 3% of the Master's programmes of the FIBAA-accredited programmes have this seal. It stands for outstanding teaching in the study programs and is awarded to study programs which are already established in the market and which, in addition, not only meet but exceed the majority of the quality requirements. The MBA of the Post University is ACBSP accredited.

Project

As part of the program, you will develop solutions for entrepreneurial challenges and thus ensure immediate benefit. At the same time, working on a business project enables you to transfer directly from science to practice. In this way you can prove that you are not only able to reproduce things in theory, but that you have developed competencies in business reality. A structured project curriculum serves as scientific support for the realization of the project. It enables you to reflect at regular intervals on the progress of your own project with fellow students, lecturers and company representatives. This enables you to build up the greatest possible practical and scientific expertise in the individually selected project area.

During the two-year program, you work on a project for a German project-providing company. Together, you work on the task to plan and implement the development and expansion of international business activities in China. Typical topics of the projects are market, suppliers or status analysis, the development of distribution or supply structures, production capacities, introduction of new products and processes, search for partners, marketing and sales plan, analysis of legal framework etc. The interactive online seminars provide the methodological know-how of international management to carry out your real case project. They provide the practical competence to create analyses as well as business plans accordingly to the company needs.

Through the successful handling of a future-oriented internationalization project, the simultaneous development of the necessary management competencies and the foundation of a scientific management education, you will create concrete results for your entrepreneurial objectives and make the most of your opportunities.

Course of Study

The program includes 17 courses plus Master's thesis. Courses last between 3 and 8 weeks and are organized in individual units. Before the start of each course, the students are given full transparency regarding the respective content, tasks, examinations and requirement criteria. In this way, they know exactly when to expect which tasks and can plan how to achieve their respective course objectives. The program takes place partly on the SIBE learning platform and partly on the Post University learning platform.

Examinations

Of course, you must also acquire new knowledge and provide performance records in the M.A./MBA in General Management. However, since actual competencies are more important in a job than passing knowledge tests, we have geared the entire program to your competency development. This is why you will not write exams to test your knowledge during the M.A./MBA in General Management. Instead, you will develop solutions for problems and tasks in the form of presentations, transfer papers (TP), transfer documentation reports (TDR) and management project papers (MPP) that you will use for your project and your Master's thesis.

Hard Facts

Duration	The duration of study is 24 months.
Degrees	You graduate with the titles Master of Arts in General Management (M.A.) and Master of Business Administration (MBA). You receive a total of 120 credit points according to ECTS (European Credit Transfer System).
Language	The study program is in English.
Format	100% online (asynchronous, interactive), study independent of time and place.
Study fees	Full scholarship
Course start	An application for the program is possible at any time.

Admission & Application

Candidates should fulfil the following criteria

- High motivation and enthusiasm for the program
- First degree of minimum Bachelor's level from a state recognized university
- Minimum 180 credit points according to ECTS or international equivalent
- Very good English skills
- Practical experience from internships or work experience, stays abroad, volunteer work, etc.
- Successful completion of the SIBE Online Assessment Centre

Please send the following documents to international@steinbeis-sibe.de

- Signed résumé in English (maximum 2-3 pages)
- Motivation letter (maximum 1 page)
- Bachelor certificate and transcript (copy of original and English or German translation)
- High school certificate (copy of original and English or German translation)
- Reference letter (if available)

Your Contact Person

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