



Hochschule für
Wirtschaft und Recht Berlin
Berlin School of Economics and Law



IMB Institute of Management Berlin

BERLIN MBA

FULL-TIME





Dear prospective MBA student

The IMB Institute of Management Berlin has played a pioneering role in establishing the MBA in Germany. The courses we offer have been consistently praised for the high quality of our teaching, our international approach and the career prospects enjoyed by our graduates. But why not convince yourself – and contact us directly!

A handwritten signature in black ink, appearing to read 'Matthias Tomenendal', written in a cursive style.

Prof. Dr. Matthias Tomenendal, MBA
Director of the IMB Institute of
Management Berlin

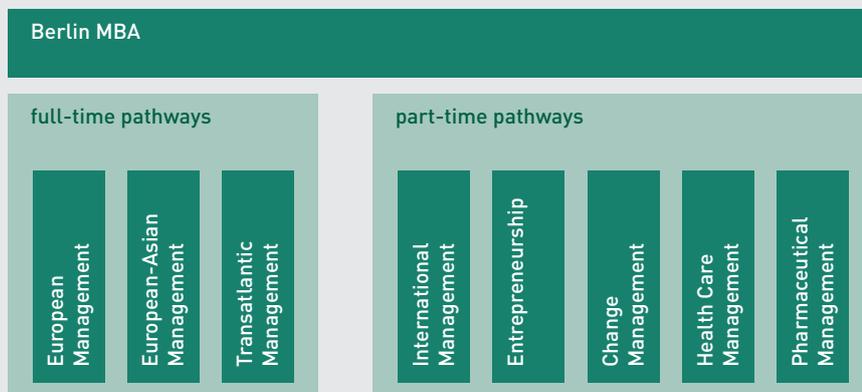
Berlin MBA

The Berlin MBA is a general management programme with an international approach. The programme systematically examines all the business areas of a company – from marketing, finance, the political and legal environment to cultural aspects. The analysis primarily focuses on the dynamic challenges facing organisations and their executive leadership, especially in companies active on international markets.

The Berlin MBA programme is designed for university or college graduates with prior work experience who now aspire to higher management positions and need to enhance their set of skills in preparation for international management tasks.

Through the Berlin MBA Pathway specialisations, MBA students can, in full-time or part-time programmes, gain the specific qualifications best suited to their own career goals.

The Berlin MBA is a state recognised programme of postgraduate education. The Berlin School of Economics and Law awards successful students on this programme the internationally recognised degree Master of Business Administration (MBA). The MBA is the accepted entry qualification on Ph.D. programmes and, in the public administration sector, provides a basis for access to senior civil service positions.



Accreditation

The Berlin MBA Programme is accredited by »AMBA – Association of MBAs«, one of the leading accreditation bodies worldwide. The international accreditation ensures the high quality and relevance of the postgraduate General Management studies at the IMB Institute of Management Berlin.

The quality seal of »FIBAA - Foundation for International Business Administration«, a body recognised by the Federal Republic of Germany's Accreditation Council, confirms that the MBA programme meets the international quality standards as set out in the European MBA Guidelines.



IMB Institute of Management Berlin



Developing leadership competence ... together!

Together with the student body, corporate world and public sector partners, the IMB Institute of Management Berlin creates a vibrant, applied learning environment that promotes leadership skills and self-critical reflection. We understand leadership as choosing to accept personal, entrepreneurial and social responsibility in a global context. Quality, sustainability and respect for diversity are key elements in the IMB curriculum and serve as the principles guiding our actions in daily life for helping our students become responsible world citizens.

Experience matters

The Berlin School of Economics and Law (BSEL) is one of the largest Universities of Applied Sciences in Germany offering courses in private and public sector business administration and economics. BSEL has long established a profile as a leading business school that emphasises the link between management theory and practice. The IMB Institute of Management Berlin at the BSEL offers advanced training programmes in management. Focused MBA tracks ensure we have the right option for your own individual career path. Our expertise is based on 20 years of experience as the pioneering MBA provider in Germany. Since 1992 more than 1400 MBA students have successfully graduated from the BSEL.



Berlin, a great place to live and study

Berlin is a dynamic metropolis at the heart of Germany – a great place to be for those studying at the Berlin School of Economics and Law. Germany's capital city has a population of around 3.5 million and is not only a magnet for all the major currents shaping Europe today, whether political, economic, cultural, scientific or scholarly, but also a vibrant location, attracting people from all over the world to stay here and contribute to the city life. There is no other European metropolis where the changes shaping today's Europe are so visible in so many different ways – and anyone studying here has a chance to experience these inspiring change processes at first hand and enjoy the mass and diversity of the city's cultural and political events.



Berlin MBA – modules

Block	Modules	Content	90 ECTS			
Core Modules	1	Coping with a Complex Environment	<ul style="list-style-type: none"> Political-Legal Environment and Corporate Social Responsibility Managerial Economics 	5	35	
	2	Managing Core Processes	<ul style="list-style-type: none"> Operations and Supply Chain Management Business Information Systems and Quantitative Methods 	5		
	3	Managing Human Resources	<ul style="list-style-type: none"> Strategic Human Resource Management Organizational Change and Leadership 	5		
	4	Accounting and Managing Value	<ul style="list-style-type: none"> Financial Accounting Managerial Accounting 	5		
	5	Managing Financial Resources	<ul style="list-style-type: none"> Finance 	5		
	6	Managing Marketing	<ul style="list-style-type: none"> Marketing 	5		
	7	Formulating Strategy	<ul style="list-style-type: none"> Strategic Management Applied Decision Making: Business Simulation Game 	5		
Pathway Specific Modules and Electives	8	9	10	11	4 Specific Elective Modules with a Focus on: <ul style="list-style-type: none"> European Management European-Asian Management Transatlantic Management inclusive Study Visits and Projects	20
Developing Your Leadership Personality	12				<ul style="list-style-type: none"> Management Reflection Seminar/ Career Coaching Elective Leadership Personality I + II (e.g. Cross-Cultural Management, Presentations) 	5
Master's Thesis					<ul style="list-style-type: none"> Research Methods Thesis 	30

Programme design

The Berlin MBA Core Modules provide a foundation of knowledge in the main areas of management. The Pathway Modules facilitate specialisation in different business sectors and regions. Courses are given in a seminar style, using a wide range of case studies, presentations and discussions to provide an in-depth review of the material under consideration.

The heterogeneous nature of the student groups is an essential plank in the course methodology and objectives. When engineers, lawyers, natural scientists and cultural practitioners work together on case studies, they experience an intensive exchange of views in dynamic group processes and achieve innovative results.

The programme aims to disseminate the specific knowledge and expertise needed for executive management tasks and encourages the international perspectives now so crucial in the world of work. Our future MBA graduates acquire and expand the business, language and social skills essential for working in internationally active companies.

Professors, lecturers and external teaching staff of the Berlin MBA have hands-on management experience in leadership roles or have worked as consultants.

Programme schedule

The Berlin MBA starts annually in September. The full-time Pathways take 15 months on a full-time day programme held completely in English. A mandatory European study visit and optional study trips to Asia or America are integral parts of the programme.

The seminar style of the classes encourage lively discussions, support rapid learning in subjects aligned with professional needs, and build on every students' work experience. Modules are accompanied by assessments, for example, presentations, written exams or project reports and term papers.

After successfully completing all the courses and the Master's Thesis, students are awarded 90 ECTS Credit Points in accordance with the European Credit Transfer System. The degree certificates are presented at a festive graduation ceremony held in November each year.

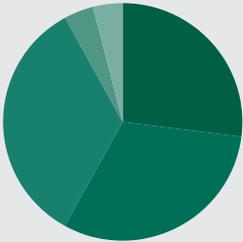
LEADERSHIP DEVELOPMENT SEMINARS

Personal, communication and social skills are developed and honed in Skills Seminars such as negotiation techniques or conflict management. Management Skills Seminars offer a chance to work together with experienced coaches and fellow-students to review and reflect on personal competence fields, motivation and issues of career orientation and, where appropriate, elaborate new career options.

Full-Time Pathways

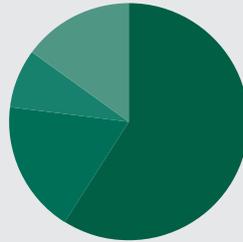
Our full-time programme specializations are particularly suitable for graduates and young professionals who have gained first experience in business and wish to strengthen their leadership skills to prepare thoroughly for international management positions. You will be developing and honing your specialist, analytical and personal competences. You will be meeting other students with heterogeneous business, academic and cultural backgrounds.

MBA FULL-TIME CLASS 2013



ACADEMIC BACKGROUND

- Business 27%
- Engineering 31%
- Language/Culture 34%
- Natural Sciences 4%
- Law 4%



NATIONALITIES

- Asia 59%
- Europe 18%
- South America 8%
- USA/Canada 15%

AVERAGE WORK EXPERIENCE
5 years (3–12 years)

AVERAGE AGE
29 years (24–39 years)

Company project

The Master's thesis is a final written project designed to meet the challenge of applying theoretical knowledge to real business problems and their solutions in either a European, European-Asian or transatlantic context. Prospective MBA graduates are encouraged to plan their Master's thesis as a project in cooperation with a company. The Master's project can be carried out in any company worldwide. Our Career Service supports students in finding a suitable place.

Pathway European Management

The pathway European Management of the Berlin MBA programme prepares for leadership or consulting roles in European and internationally oriented companies and organisations.

The specialization offers a course of studies directly concerned with the core issues for companies working in a European business environment. You will be analysing the political, legal, cultural and economic environment of European business, evaluating markets in terms of procurement, finance and sales and drafting new strategies for international competition, reflecting on the added complexity of cross-border business activity.

Special attention will be given to the opportunities and threats of entrepreneurs as they engage in international business. In addition, students will be introduced to international differences in corporate governance regimes. Throughout the class, a real-life perspective will be employed through the use of team-based project assignments and cases.

European study visit

All three MBA pathways include a three-day study trip run jointly with partner universities of the Berlin School of Economics and Law. The trip »Doing Business in Europe«, includes guest lectures and company visits to a European country, for example France, Great Britain or a new EU member state in Eastern Europe. In addition to this integrated study visit, students optionally take part in other international study visits of the Berlin MBA programme i. e. in Asia or North America.



Prof. Dr Ewa Ostaszewska
Academic Director
»MBA in European Management«

Worked as a manager for Ernst & Young Corporate Finance/Merger & Acquisitions, studied at the European University Viadrina Frankfurt/Oder and Belgium's Katholieke Universiteit Leuven

Pathway European–Asian Management



**Prof. Dr. Joachim Scholz-Ligma,
Academic Director »MBA in
European-Asian Management«**

**Worked as the Head of Advertising
Research for Bayer AG and as a
partner for several marketing
research companies.**

The Berlin MBA in European-Asian Management prepares for leadership or consulting roles in companies or organisations which operate in a European-Asian context. The pathway European-Asian Management expands the core courses comprising an international general management programme to highlight the key aspects of economic development in Europe and Asia. In this process, the programme provides the specialist business skills and socio-cultural competences needed to successfully undertake executive business tasks in an international context. Lecturers draw on first-hand experience of leadership positions in Asia and Europe.

Special focus will be on patterns of internationalisation strategies and entry strategies on Asian and European markets, identifying key success factors in expanding companies in the worldwide competition. The course considers the role, operation and development of different markets to extend the general knowledge about the international planning cycle and the necessary tools to develop marketing strategies for different target markets.

European-Asian study visit

The course »Doing Business in Asia« focuses on the dynamic economic development across the entire Asian-Pacific area and provides an introduction to these growing markets. For students interested in exploring this area further, there is an optional one-week study visit to Hong Kong with the chance to gain further insights into the management of multinational companies. Moreover, through the cooperation with partner universities, students also acquire strong intercultural skills and an understanding of business in both Asia and the west. Students who successfully complete the assignments will be awarded 5 credits. A European study visit is mandatory and will take place at an attractive location at an European partner university. Additionally, students can choose to take part in the transatlantic study visit of the Berlin MBA programme.

Pathway Transatlantic Management

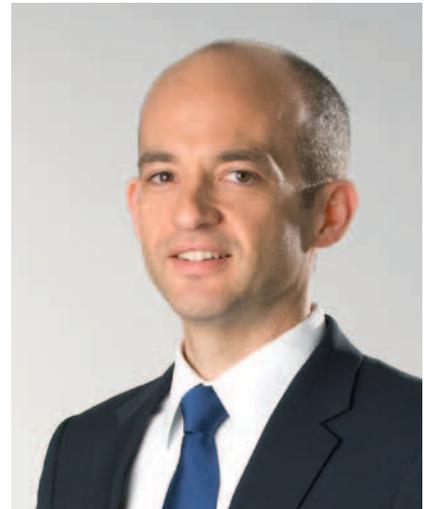
The Berlin MBA in Transatlantic Management prepares for leadership or consulting roles in companies or organisations which operate in a transatlantic context.

The pathway course content will focus on general international management issues with a particular focus on transatlantic issues. Students will learn about topics such as the North American Free Trade Agreement and the European Union and their implications for cross-border trade and foreign direct investment. Certain forms of market entry such as licensing/franchising will receive particular attention. Important variations in business law and corporate governance standards on both sides of the Atlantic will be examined. Differences in business culture and general business practices in American and European companies will be elucidated.

The primary focus is on finding viable and feasible management solutions in real-life situations confronting cross-boarder-aware businesses and organisations. To realise this goal effectively, business theory is always linked to best practices and placed in an intercultural context – a process that underscores how business activities are located within a social surround where overall economic and social factors play their part.

Transatlantic study visit

The study visit »Doing Business in a Transatlantic Context« is part of the pathway Transatlantic Management but open for students from all pathways. In the past, MBA students have travelled to the US East and West Coast where they participated in seminars at partner universities, visited global financial institutions such as the International Monetary Fund and discussed management practices with top-managers at the headquarters of multinational corporations. Students who successfully complete the assignments will be awarded 5 credits. Additional to this optional study visit, students will take part in the mandatory European study visit in a European country, i. e. Great Britain, France or a new EU member state and can choose to take part in the Asian study visit of the Berlin MBA Programme.



Prof. Dr. Andreas Zaby, MBA,
Academic Director
»MBA in Transatlantic Management«

Worked as CFO of Curacyte, as Chief Financial Officer of Apex Bioscience, Inc., Chapel Hill, North Carolina and as a strategy consultant for Bain & Co.

Alumni

Liz Osterloh
MBA 2013
Marketing and Communications
Manager
cloudControl GmbH



»The MBA was the perfect opportunity to acquire all of the business knowledge I needed to start out on a new career path – and start building a network of really amazing people along the way. The professors and staff at the IMB were very supportive and really made me feel like I mattered as an individual. In the end I even got hired by the company where I wrote my master's thesis! I couldn't have imagined a better MBA experience.«

Ramzi Dziri
MBA 2011
Product Manager
Atheneum Partners GmbH
(HQ in Berlin)



»I decided initially to pursue an MBA at HWR Berlin for the economic and cultural dynamism the city offers, the academic reputation of the university in Germany as well as the program's condensed plan of studies. While all three points were confirmed throughout and after the MBA, I was more pleasantly surprised to realize that the European-Asian Management program had much more to offer. The quality and diversity of both lectures and lecturers gave for me the opportunity to rethink my professional future and to improve and train my soft skills. Additionally, the program increased my awareness for potential challenges related to doing business in a globalized multi-cultural environment, and provided me with the framework and tools to transform these challenges into a personal professional asset.«

Entry requirements

Candidates are expected to have completed a university degree (BA, BSc, or University of Applied Sciences FH diploma or equivalent), a minimum of three years pertinent work experience, and to have excellent English language skills.

The Admission Board will invite selected applicants who have submitted a completed application package and meet the admission requirements to a (webcam) interview.

Application checklist

- Completed online application
- Motivation letter with a statement of professional goals and plans
- Curriculum Vitae in tabulated form
- Passport photograph
- Passport copy
- Certificate of eligibility for university admission, i. e. highschool diploma
- Graduation certificate from your college or university
- References showing the type, period and appropriateness of work experience
- Proof of very good English language skills

Tuition fees

The tuition fees for the complete programme are in total € 17,800 (subject to change), payable in three instalments. The fees cover all the study courses, study materials (E-Learning platform, readers, handouts, books), the Leadership Development seminars, guest lectures and excursions, travel and accommodation for the European study visit, welcome service for international students (collecting from airport / train station, assistance in finding student accommodation, support in: opening bank accounts, signing health insurance contracts, extending visa and registration with the Berlin authorities), individual programme coaching throughout the entire study programme, cost of registration, tuition, assessments and final examination, all administrative costs.

As the programme has been approved as a course of further education in accordance with §§ 25, 26 of the Berlin Law of Higher Education, tuition fees are normally tax deductible.

APPLICATIONS WELCOMED THROUGHOUT THE YEAR

Applications can be submitted at any time for the programme starting annually in September. Applicants from Non-European countries should bear in mind that it takes time to have a visa processed (approximately 4 months). Since the programme has a limited number of places, we strongly advise candidates to apply early.

► www.mba-berlin.de/application

Networks

Companies

Company visits and guest lectures by company representatives and practitioners, as well as the cases studies and projects within the modules, ensure that our MBA programme is well integrated into the real world of business, especially international business.

The Programme Advisory Council, with representatives from a range of companies and sectors, also reflects the spectrum of the programme's career objectives. Involving our partners institutionally guarantees a permanent transfer of knowledge and experience between academic training and real-life demands.

Memberships

The IMB at the BSEL is a member of networks dedicated to promoting quality and encouraging internationality. For example, membership of the UAS7 – Universities of Applied Sciences consortium allows combined resources to be leveraged in an »Alliance for Excellence« (www.uas7.org).

Since June 2008, the BSEL has been active in the AACSB – International Association for Management Education, the most renowned international association of collegiate schools of business in the world (www.aacsb.edu).

As part of our membership of EFQM – European Foundation for Quality Management, academic staff members from the University regularly work as expert assessors. In addition, students are offered in-house assessor training courses (www.deutsche-efqm.de).

Through the EFMD – European Foundation for Management Development, the IMB at the BSEL is involved in networking with leading university and business representatives (www.efmd.org).

IMB community

The IMB Community alumni network provides past and present MBA graduates with a communication forum and supports them in expanding an internationally active management network. Management training courses, guest lectures and the »MBA XL« further training seminars all play their part in creating synergies between state-of-the-art teaching and business life.



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