



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

Berlin Professional School



Berlin Full-Time MBA

Master of Business Administration





Dear prospective MBA student,

The Berlin Professional School 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".

Prof. Dr. Matthias Tomenendal,
MBA Director

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.

In choosing from a variety of elective modules, MBA students can, full-time or part-time, gain the specific qualifications best suited to their own career goals.

The Berlin MBA is a state recognised programme of postgraduate education. The Hochschule für Wirtschaft und Recht Berlin (HWR Berlin) 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.

BERLIN FULL-TIME MBA

Elective Modules, e.g.

| | |
|--|--|
| | Digital Business Leadership |
| Doing Business in Asia (study visit to Hong Kong) | International Finance and Mergers & Acquisitions |
| Doing Business in the USA (study visit to e.g. New York, San Diego) | International Marketing |
| Entrepreneurship and Innovation | Consulting and Supply Chain Management |

Accreditation

The Berlin MBA programme is accredited by the *Association of MBAs*, AMBA, one of the leading accreditation bodies worldwide. The international accreditation ensures the high quality and relevance of the postgraduate General Management studies at the Hochschule für Wirtschaft und Recht 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.



Berlin Professional School



Developing leadership competence ... together!

Together with the student body, corporate world and public sector partners, the Berlin Professional School 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 curriculum and serve as the principles guiding our actions in daily life for helping our students become responsible world citizens.

Experience matters

The Hochschule für Wirtschaft und Recht Berlin (Berlin School of Economics and Law) is one of the largest Universities of Applied Sciences in Germany offering courses in private and public sector business administration and economics. The HWR Berlin has long established a profile as a leading business school that emphasises the link between management theory and practice. The Berlin Professional School at the HWR Berlin offers advanced training programmes in management. An array of elective modules ensures we have the right option for your own individual career path. Our expertise is based on 25 years of experience as the pioneering MBA provider in Germany. Since 1992 more than 1600 MBA students have successfully graduated from the HWR Berlin.

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 HWR Berlin. Germany's capital city has a population of around 3.6 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 Full-Time MBA Curriculum

| No | Module | Contact hours | Assessment | ECTS credit points |
|-------|---|---------------|------------|--------------------|
| 1 | Coping with a Complex Environment ■ Political Legal Environment ■ Corporate Social Responsibility ■ Managerial Economics ■ Risk Management and Compliance | 60 | CE | 7 |
| 2 | Managing Core Processes ■ Operations and Supply Chain Management ■ Business Information Systems and Data Analytics | 40 | CE | 5 |
| 3 | Managing Human Resources ■ Strategic Human Resource Management ■ Organizational Change and Leadership | 40 | WA | 5 |
| 4 | Accounting and Managing Value ■ Financial Accounting ■ Managerial Accounting | 40 | WE | 5 |
| 5 | Managing Financial Resources | 40 | WE | 5 |
| 6 | Managing Marketing | 40 | CE | 5 |
| 7 | Formulating Strategy ■ Strategic Management ■ Business Simulation | 60 | CE | 5 |
| 8 | Developing your Leadership Personality ■ Career Optimization Using Team Management System (TMS) ■ Team Building ■ Leader as Coach: Introduction to Coaching Skills at Work ■ Presentation Skills ■ Cross-Cultural Management ■ 1 Elective: Negotiating across Cultures or Assertiveness | 80 | AT | 3 |
| 9 | Specialization module: International Management & European Study Visit | 40 | CE | 5 |
| 10-12 | Elective modules (choose 3), e.g. ■ Doing Business in Asia (study visit to Hong Kong) ■ Doing Business in the USA (study visit to e.g. New York, San Diego) ■ Entrepreneurship and Innovation ■ Digital Business Leadership ■ International Finance and Mergers & Acquisitions ■ International Marketing ■ Consulting and Supply Chain Management | 120 | CE | 15 |
| | Final examination ■ Research methods ■ Master's thesis: company project ■ Final oral examination | 20 | | 25 |
| | | | | 5 |
| | Total | 580 | | 90 |

■ 1st term modules ■ 2nd term modules ■ 3rd term project

CE: combined examination P: paper WA: written assignment WE: written examination AT: achievement test

Programme design

The Berlin Full-Time MBA core modules provide a foundation of knowledge in the main areas of management. The elective 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 Full-Time MBA starts annually in September. It takes 15 months and is 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 styles 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, e.g. 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

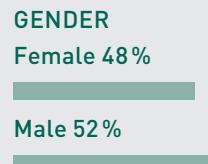
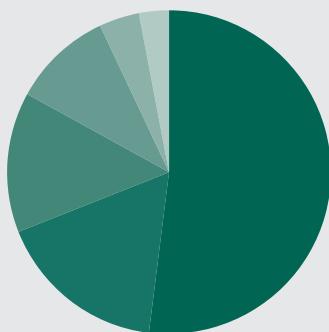
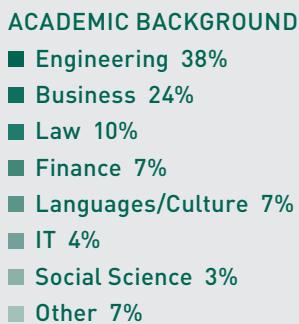
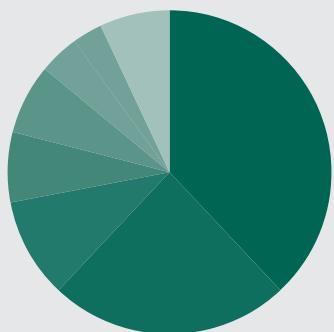
DEVELOPMENT SEMINARS

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.

Leadership and personal development

Our full-time programme is 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.

BERLIN FULL-TIME MBA GRADUATES 2016



Master's thesis: Company project

The Master's thesis is a final written project designed to meet the challenge of applying theoretical knowledge to real business problems. 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.

Elective Modules

Doing Business in Asia – Study Visit to Hong Kong

Based on our 25-year history of MBA education in European-Asian management we provide an intensive experience of studying Asian business. Our 5-day study visit to Hong Kong blends lectures at renowned Hong Kong Baptist University with company meetings and intercultural deep dives.

Doing Business in the USA – Study Visit to the US

We cooperate with renowned, AACSB-accredited universities in the USA, the home of the MBA degree. MBA students are engaged in transatlantic projects with American peers and travel to the US, to one of the “valleys” which are hotspots for pioneering IT companies and startups.

Entrepreneurship and Innovation

Berlin is Europe’s main start-up hub. Also, international companies locate business labs, incubators and accelerators here for fostering corporate innovation. MBA students will act on business model design, design thinking, canvas methodologies and lean startup approaches.

Digital Business Leadership

Digitization is forcefully impacting the business world. Classical value chains are disrupted, and companies need to transform. Leading people and organizations in the digital era entails the development of a digital mindset and digital competences in an increasingly digital value network.

International Finance and Mergers & Acquisitions

How to finance international business, especially mergers & acquisitions, and how to cope with the effects of the growing international flow of money? Strategies and instruments of key players such as banks, stock exchanges, private equity firms, hedge funds and monetary institutions are studied.

International Marketing

In this case-study-based course MBA students will study the complex challenges in the context of international markets. Among these are decisions on international standardization versus local adaptation of marketing strategies, or approaches to market selection and international alliances.

Consulting and Supply Chain Management

MBA students will take the perspective of consultants in this project-based course. Emphasis is put on how technology (e.g. Internet of Things, 3D Printing, cobots, combination of Lean & Industry 4.0 towards »Leindustry 4.0«) contributes to supply chain and operational excellence.

Elective Modules prepare students for meeting the challenges in the modern business world. Berlin MBA students acquire competences to manage and lead during times of intense globalisation and digitalisation.

Hot topics are being covered in a highly applied manner. Students work on projects, visit companies and prepare for a transition to leadership positions.



Alumni



Sheikh Mustafa Mumtaz
MBA 2017
Financial Planning Analyst,
PepsiCo Deutschland GmbH

»Searching for schools in Europe, BPS stood out for me for two reasons, the first being that it is located in the heart of Europe. Berlin as a city not only has one of the most dynamic start-up scenes globally, but is also a melting pot of cultures. The second and more important factor for me was the diversity of the class. Now that I look back, I think studying at BPS was the perfect decision for me. I worked with people and made friends from more nationalities than I had even imagined. Furthermore, the school's reputation not only allowed me to secure internships in Finance, but upon completion of my programme, I was offered a full-time job at a multinational company in Frankfurt.«



Priyanka Nair
MBA 2017
HR Generalist

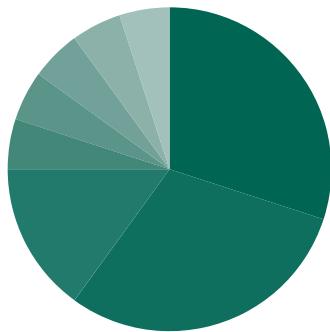
»The Berlin Full-Time MBA gives a good overview of all business functions like Marketing, Human Resources, Finance, Accounting & Supply Chain Management etc. What is also very special about the Berlin MBA are the professors. They are very experienced, possess more than just academic knowledge and have worked for a wide range of companies. On the personal side of things, I feel I have become more confident and have gathered more tools in my tool kit to be successful in the corporate world. Everyone always mentioned that Berlin has its own charm. I cannot disagree a bit. Berlin is where it is all happening today. The boom of IT companies, the multicultural environment, good infrastructure is making it a very attractive city for talented individuals.«

Career Service

PLACEMENT STATISTICS (GRADUATES 2016)

48% of our graduates changed position and industry.
21% of our graduates changed position within the same industry.
38% of our international graduates found employment in Germany.

GRADUATES WORK IN THE FOLLOWING INDUSTRIES



- **Food, Beverage and Consumer Goods 30%**
- **IT/Telecommunication 30%**
- **Consulting 15%**
- **Automotive 5%**
- **Banking and Financial Services 5%**
- **Logistics 5%**
- **Marketing/PR 5%**
- **Pharma/Medical/Health Care 5%**

Career advancement

Most of our MBA students see the programme as an opportunity to change their career direction. Your personal career advancement therefore is an integral part of your MBA journey, giving you wonderful opportunities to reassess your priorities, think about what you enjoy doing and take positive action to shape and manage your career.

Career orientation and development

- | Leadership personality development seminars
- | Management reflection seminars
- | Self-marketing and application training
- | Individual career consultation and coaching

Career events and corporate activities

- | Career information sessions e.g. careers in Berlin, job search 2.0
- | Graduate talks
- | On-campus company presentations

Online career information

- | Career search database
- | Customized job newsletter
- | Newsletter »Master your Career«

BPS Network

As a BPS student you are part of the BPS community and benefit from a diverse national and international alumni network. Meet alumni at events on campus or join our XING and LinkedIn groups to connect with alumni throughout the world.

Lifelong career services for alumni

Our Career Service doesn't stop the day you successfully complete your MBA, but goes far beyond graduation. A monthly job newsletter keeps you up-to-date on interesting job offers especially addressed to MBAs. You can also rely on continuous support during the application process e.g. with CV-checks, preparation for interviews as well as individual career consultation and coaching. When it comes to recruiting either for your team or your company in general you can make use of BPS' vast network.

Application

Admission requirements

Candidates are expected to have a university degree (Bachelor, Master, Diploma or equivalent), a minimum of three years pertinent work experience and excellent English language skills.

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

WE OFFER ROLLING ADMISSION!

Applications have to be submitted via online-application tool. We gladly assist you with any questions regarding the application process!

- ▶ www.mba-berlin.de/en
- ▶ Berlin MBA
- ▶ Requirements / Application

Application checklist

- Completed online application
- References stating type, period (minimum 3 years) and appropriateness of work experience
- Curriculum Vitae
- Motivation letter (e.g. stating your professional goals and plans)
- Proof of excellent English language skills
- College or university degree
- Certificate of eligibility for university admission, e.g. high school diploma
- Passport copy

Tuition fee

The tuition fee sums up to € 19 800*, payable in several instalments.

The fee covers:

- Lectures and tutorials
- Leadership development seminars
- Individual programme coaching throughout the entire study programme
- Study materials (books, readers, handouts, E-learning platform)
- Guest lectures, excursions and events
- Study visit agenda and accommodation for required study visit
- Career Service
- Welcome service for international students
- Registration, assessments and final examination fees
- Service and administrative costs

As the programme has been approved as a course of further education in accordance with § 23 of the Berlin Law of Higher Education, tuition fees are normally tax deductible.

* subject to change

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 HWR Berlin 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 HWR Berlin 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 Berlin Professional School at the HWR Berlin is involved in networking with leading university and business representatives (www.efmd.org).

Community

The 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 and guest lectures play their part in creating synergies between state-of-the-art teaching and business life.



PUBLISHER

The President of the
Hochschule für Wirtschaft und Recht Berlin

PHOTOS

Andrea Katheder (cover, pp. 2, 10, 14)
Noppasin/shutterstock.com (p. 5)
Andresr/shutterstock.com (p. 15)

© 2018 Hochschule für Wirtschaft und Recht Berlin

CONTACT

**Hochschule für Wirtschaft und Recht Berlin
Berlin Professional School
Badensche Straße 52
10825 Berlin**

**Phone: +49 30 30877-1409
E-mail: bps-mbafull@hwr-berlin.de**

www.berlin-professional-school.de

