

„Taking part in the MBA programme at Ludwigshafen University of Business and Society gave me the opportunity to handle international professional challenges and paved the way to my career!“

Wijdane Bouaoud, Campaign Manager France at eGentic



Advantages

- flexible allocation of modules offered each semester
- all modules can also be completed individually to earn a university certificate
- program of study accredited by AQAS e. V.

Choose our MBA program and you will have the opportunity to enrol for a double degree at one of our cooperation universities, for example in Finland!

Further information

www.zfh.de/mba/ibm

www.hwg-lu.de/studium/master/international-business-management-mba.html

Contact:

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Application

This program starts in winter and summer semester

Application period for the winter semester: 1st April – 30th June

Application period for the summer semester: 1st October – 15th December

You can apply online using the zfh portal at:
www.zfh.de/application.

zfh – Zentrum für Fernstudien im Hochschulverbund
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Pictures: Ludwigshafen University of Business and Society



Distance learning

International Business Management
Master of Business Administration
(MBA / Certificate / Double Degree)



The program at a glance

Master of Business Administration
(MBA / Certificate / Double Degree)

Official certification of English language abilities at the B2 level (or higher) according to the Common European Framework of Reference for Languages (CEFR) is required

Enrollment with academic degree:

- successfully completed academic degree program from a university or university of applied sciences, or an accredited Bachelor's degree from a vocational academy (for final degree grades of less than 2.5, a personal interview is required for admission)
- at least one year of professional experience in business after completing first academic degree

Enrollment without academic degree:

- certificate of qualification for university entrance
- at least three years of professional experience, with management responsibilities. Work experience should be closely related to chosen program of study
- aptitude test

Academic Degree and program duration

- internationally recognized degree: Master of Business Administration (MBA)
- 90 ECTS points
- 4-semester standard period of study

Cost

- 2.250 € each semester (1st – 4th semester), not including the student social fee each semester of approximately 140 € to the Ludwigshafen University of Business and Society

The Zentrum für Fernstudien im Hochschulverbund is a scientific institution of the German federal states Rhineland-Palatinate | Hesse | Saarland



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zfh

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Fernstudien im
Hochschulverbund

International Business Management

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Online-
Course

“The distance-learning MBA in International Business Management is addressing graduates of all disciplines who are focusing on a management career in an international environment. Internationally experienced professors, a clear focus on practical applications and a network of fellow students around the globe – the International MBA program at Ludwigshafen University of Business and Society provides a solid foundation to boost your international career.”

Prof. Dr. Andreas Gissel,
Ludwigshafen University of Business and Society, program director
International Business Management MBA / Certificate / Double Degree

Curriculum

This program covers all relevant management functions as well as leadership expertise with a continuous focus on international aspects. The integration of one additional elective module provides the opportunity to individually select a field of specialization:

- Marketing: Marketing as a market-oriented management function, international marketing
- Management: Strategic management, controlling, business simulation
- Scientific Work: Theory of science, research methodology
- Human Resources: International human resources management, psychology of work and organizational behavior, organization
- Social Skills: Ethics, rhetoric and creativity
- Supply Chain Management: Strategic framework, intra-corporate processes
- International competencies: International market research, international corporate management, intercultural communication
- Required elective modules: Law, sociology, managerial finance, macroeconomics

Our mentors will introduce their students to relevant, up-to-date management concepts as well as practical implementation aspects. This will also include latest findings from management research as well as current research projects. In the final semester, students research and write their Master’s thesis.

Order of Study

The distance learning MBA in International Business Management is offered by the Ludwigshafen University of Business and Society in cooperation with the zfh – Zentrum für Fernstudien im Hochschulverbund. Graduate School Rhein-Neckar is providing supervision and organizational support.

The standard period of study is four semesters. The program is modularly structured, and pursues a blended learning approach – a varied mix of selfstudy, virtual learning components, and webinars. There are NO on campus phases!

Knowledge acquisition is achieved through up-to-date self-study materials as well as online sessions. Students will receive tutorial notes within an e-learning platform while online sessions provide a great opportunity to interact directly with professors. These online sessions are designed as a discussion forum to gain a deeper understanding of practical implementation aspects as well as to clarify open questions. They will be live recorded to ensure that if one session is missed, students will have the opportunity to listen to it afterwards.

In addition, learning will be supported and consolidated through exercises. Supplementary real-world examples, case studies and projects will provide consistent practical relevance. At the end of the semester, examinations will be conducted in online sessions.

This distance learning MBA provides essential business know-how for managers as well as international management competencies and soft skills.

The program is ideally suited for working professionals. It combines customized program content at a high academic level with practical professional experience. Cooperations with the business partners and industry ensure high practical relevance. Graduates of the distance learning MBA in International Business Management have excellent professional opportunities and career perspectives in industry, commerce, and the services sector.

An MBA degree opens the door to the senior public service – and the path to doctoral studies.

