

Distance learning International Business Management

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



**Ludwigshafen University
of Business and Society**
University of Applied Sciences

zfh

Zentrum für Fernstudien
im Hochschulverbund

MBA distance learning course in
International Business Management



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<https://www.hwg-lu.de/studium/master/international-business-management-mba>
<http://www.gsrn.de/ibm>

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zfh

Zentrum für Fernstudien
im Hochschulverbund



zfh – Zentrum für Fernstudien im Hochschulverbund ist eine Einrichtung
der Bundesländer Rheinland-Pfalz | Hessen | Saarland

What makes us special

Dear prospective students,

Would you like to improve your skills in international management with a globally recognized MBA degree and are now wondering how to identify the right study program?

I am pleased to present our **MBA Internationale Betriebswirtschaftslehre - International Business Management**, a program that is **unique both in terms of study content and individual support**. In an era of unstable global markets and supply chains, international management competence is of vital importance for corporate success. Companies are therefore realizing a significant need for human resources that can maintain a strategic perspective in a highly dynamic environment, analyze complex issues holistically and develop agile, sustainable solutions that will ensure corporate success. It is precisely these core competencies that our MBA program teaches.

The **modules cover all relevant areas of international management** and offer scientifically sound, up-to-date knowledge in marketing, supply chain management, human resources management, and corporate management. Our students define individual focus topics with elective modules and acquire internationally relevant knowledge, e. g. in the areas of law and controlling. The program is rounded off with modules to develop international social skills. **All courses and examinations are offered in online sessions and in English.**

Our International Business Management program is truly international. Lecturers have extensive international experience and expertise in their respective fields as well as in the transfer of scientific knowledge into business practice. Both students and alumni represent a variety of industries and cultures. While serving as Vice-President for International Affairs at the University of Applied Sciences in Ludwigshafen I have realized that interacting with such a global network provides a sound foundation which is essential for developing holistic, international management competence.

Furthermore, **individual organizational support is guaranteed while you study.** We live an open door policy in our program - you can contact the lecturers and me as Program Director any time to clarify any questions.

Upon successful graduation you will be awarded the internationally recognized academic degree of MBA. The success of our graduates shows that we offer an excellent study program with outstanding prospects for a successful career in an international environment.

Would you like to experience more about how our events are run and how we work together? I would be pleased to invite you to attend one of my own live sessions as part of our curriculum. We will be happy to answer any further questions and look forward to receiving your application!



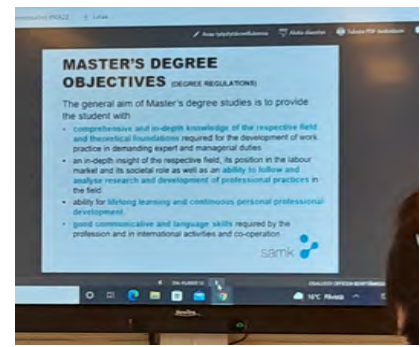
Prof. Dr. Andreas Gissel
Program Director

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MBA students during their voluntary network trip to Scandinavia. We visited also SAMK, our Double Degree cooperation University in Finland!



At one glance



Degree

- Master of Business Administration (MBA) in International Business Management

Language

- 100% English, no German language knowledge is required

Content (Modules)

- Mandatory modules: Scientific Work, Marketing, Logistics, Social and International competencies, Management, Human resources management
- Compulsory elective modules (2 of 4 selectable modules): Law, Sociology, Managerial Finance, Macroeconomics

Application period

- To start in September register online between 1st of April and 30th of June
- To start in March register online between 1st of October and 15th of January

Duration & Location

- Online distance learning program (100 % online)
- 4 semesters, part-time
- Almost all students work full time and do the MBA "on top"
- No on-campus courses

Process

- Semester 1 - 3: Online sessions on Fridays and on Saturdays - once or twice a month
- Semester 4: Preparation of master's thesis and disputation (online)

Admission requirements

- With a first university degree: University degree with an average grade of at least 2.5 (a motivational interview will be held, if the average grade is lower)
- At least 1 year of professional experience
- Without first degree: Higher education entrance qualification and at least 3 years of professional work experience with leadership responsibility and content proximity to the chosen degree program as well as an aptitude test (written test and oral colloquium)
- Proof of English language skills at least level B2 (CEFR), e. g. IELTS level 5.5, CAE, BEC, or higher/ equivalent proof, which is no older than 5 years

Tuition fee

- 9.000 EUR (2.250 EUR per semester) plus currently 142,25 EUR student social contribution for each semester

For your international business management career: Objectives & content

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.

This program covers all relevant management functions as well as leadership expertise with a continuous focus on international aspects like coursework in the Management module pursues an integrated, holistic approach. Coming from different angles, the interplay of business functions from both the perspectives of management and leadership are taken into account. In Strategic Management, students will gain competency in the area of strategic business management. Based on considerations of normative management (vision, mission statement, company culture), students will become familiar with areas of analysis and instruments to develop, analyze, formulate, and implement strategies. A particular emphasis is placed on developing skills to position strategic business units in the framework of portfolio models. To complement this, the principles of project management are also taught. In Controlling, students will be able to connect rational company management with the contributions offered by controlling. As a result of this course, they will have an understanding of the most important tools in controlling, and will be able to use these in real-life examples. They will also be able to apply findings from “decision and responsibility accounting” and put them into practice. This includes learning to critically question which controlling instruments are best suited for different issues in a business. The Business Simulation allows participants to experience firsthand the in-

terconnections in a company, particularly the conflicts of objectives that systemically arise in the management of companies. This activity not only teaches and expands students’ knowledge of business, but also **promotes teamwork by working in small groups** – the group, as the “management team” of “their company” will have to answer for their decisions and the resulting consequences. It also trains students to deal with information retrieval and decision-making under time pressure. TOPSIM – General Management II is particularly well suited for teaching systematic business thinking and action, as well as strategic management.

Social competency is also integrated in our program. Students will develop the ability to derive guidelines for their own management style from discussions of ethics. They will develop a positive relationship to criticism. By learning this course content, students will not only be able to evaluate information in a more nuanced way, but will also learn to critically reflect on their own personality. This will lead to a **strengthening of their own personality**, and to a reevaluation of their individual management skills. Students will be able to distinguish objective statements from unsubstantiated opinions, norms, and ideology. Students will also be taught to analyze the psychology of creativity, and to significantly increase their own creativity and that of others (e.g. coworkers). This also includes learning to recognize the process of creative group-based discussions, and learning to lead and moderate such discussions on their own. Students are taught a **modern conception of leadership using case studies** to produce possible applications that can serve to assist colleagues to work independently, and to call upon and expand their performance potential. Students will learn, for instance, to see motivation not as a form of unfair manipulation, but as something that can be used to support and develop workers. In the 3rd semester students choose elective modules which provides the **opportunity to individually select a field of specialization**.

100% online
Individual support
Optional study/network trips
Also available as a certificate course or Double Degree program

Study concept

The economy is developing faster, higher, further and more globally every day. It is precisely this internationalising dynamic that can be very challenging for decision-makers opera-

ting worldwide. Above all, it shows how indispensable it has become to master intercultural skills. Which is why it is more important than ever to constantly develop oneself personally and, above all, to continue one's professional development on an international level.

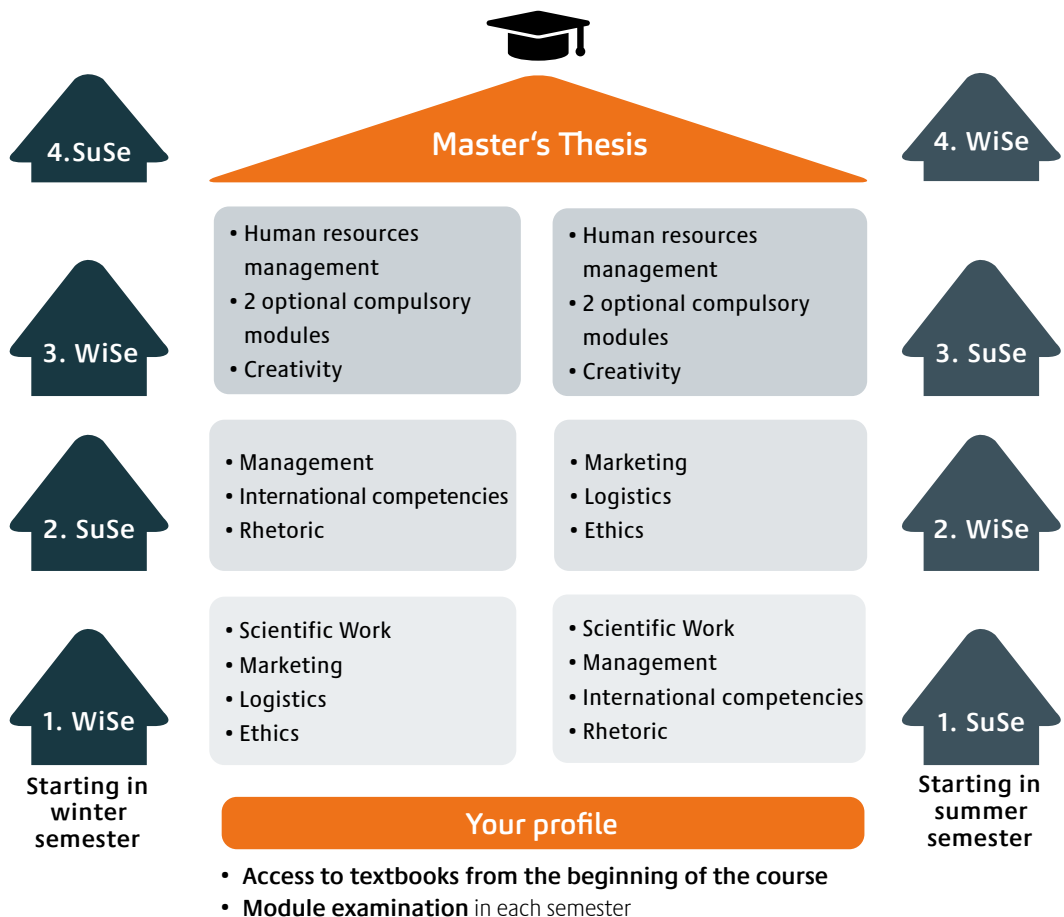
In four semesters, our MBA distance learning program in International Business Management combines essential business basics with the necessary intercultural skills you will need as a future manager. You will learn how to combine critical and rational decision-making with ethical principles and social aspects. **The completion of this MBA program opens the door to a higher civil service and the way to doctoral studies.**

Watch on YouTube



<https://youtu.be/gf6Q5DqGLcU>

Overview: Curriculum of the course



Modules and ECTS credits

The MBA course of International Business Management offered by the Ludwigshafen University of Business and Society comprises a workload of a total of 90 ECTS credits distributed over the following 9 modules:

1. Scientific Work (2 ECTS credits)

- 1.1 Theory of Science
- 1.2 Research Methodology

2. Marketing (12 ECTS credits)

- 2.1 Marketing as a market-oriented management
- 2.2 International Marketing

3. Logistics (4 ECTS credits)

- 3.1 Manufacturing logistics
- 3.2 Distribution logistics

4. Social Competency (10 ECTS credits)

- 4.1 Ethics
- 4.2 Rhetoric
- 4.3 Creativity

5. Management (12 ECTS credits)

- 5.1 Strategic management
- 5.2 Controlling
- 5.3 Business simulation

6. International competencies (6 ECTS credits)

- 6.1 International market research
- 6.2 International corporate management
- 6.3 Cross-cultural communication

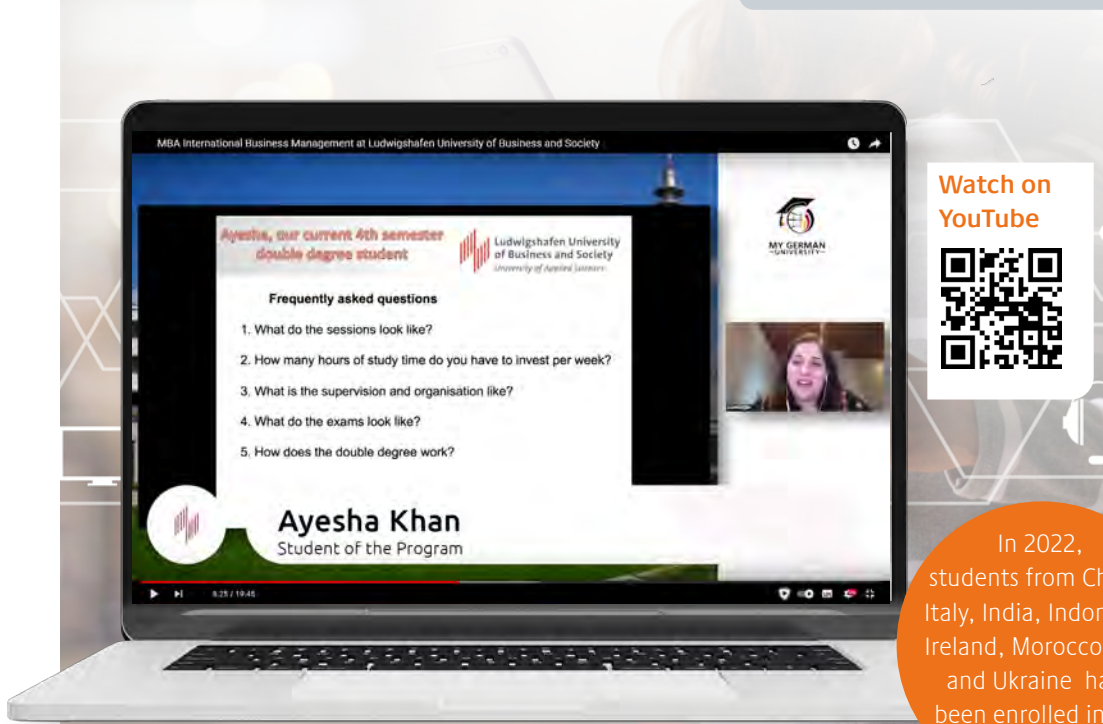
7. Human resources management (10 ECTS credits)

- 7.1 International human resources management
- 7.2 Psychology of Work & Organizational Behaviour
- 7.3 Organization

8. Optional compulsory modules (4 ECTS credits)

- 8.1 Law
- 8.2 Sociology
- 8.3 Managerial Finance
- 8.4 Macroeconomics

9. Master's Thesis & Colloquium (30 ECTS credits)



Watch on
YouTube



In 2022, students from China, Italy, India, Indonesia, Ireland, Morocco, USA and Ukraine have been enrolled in the program.

https://youtu.be/5A_J0FcT-VQ

Characterisation of the individual modules

1st semester

Module Logistics



Prof. Dr. Andreas Gissel - Program Director

Ludwigshafen University of Business and Society: Professor for Business Administration, especially logistics and organizational management

“Designing and managing highly efficient supply chains is crucial for **staying competitive** in today’s challenging business environment. This module **LOGISTICS** therefore identifies Supply Chain Management as an integral component of the corporate strategy, which builds upon a profound knowledge of agile procurement, manufacturing and distribution processes. In addition, interdisciplinary cross-functional concepts like **Supply Chain Risk Management** and **Total Quality Management** will be discussed.”

Module Scientific work



Prof. Dr. Elmar Günther

Ludwigshafen University of Business and Society: Professor of Marketing; Vice-Dean

“Nothing is as practical as a good theory – For both, problem-solving in companies and university research it is essential to know the **theory of science and the corresponding research methodologies**. The module **SCIENTIFIC WORK** thus defines and clarifies basic terms and theory of science, such as forms of research, how to formulate hypotheses and research frameworks. In addition, fundamental **empirical research methodology** and its application will be discussed. The overall aim is to prepare students for further scientific work, such as their master’s thesis project.”

Module Marketing



Assoc. Prof. Dr. Hamed Shamma

American University of Cairo, Egypt: Associate Professor of Marketing & BP Endowed Chair

“‘Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves.’ In this module **MARKETING** we cover traditional and modern marketing. We emphasize the importance of **focusing on customers** by understanding their needs and expectations in today’s world. We cover the marketing strategy process emphasizing the importance of being innovative. We also cover **international marketing strategies** and discuss the global consumers as well as the local consumers. Throughout the module we cover various cases from different markets around the world and emphasize the **importance of the marketing function within an organization.**”

Module Social Competency part Ethics



Marina Wikman

Satakunta University of Applied Sciences, Finland: Senior Lecturer & International Coordinator

“We generally assume ethicality, and we humanly expect it, be it in personal or professional context. We seldom, though, stop to examine what **ETHICS** actually is, and how we can ensure that our actions are ethical. Understanding the **ethical decision-making process** and being able to **voice our own views and values** are in the centre of the ethics module. Together we will conceptualize ethical conduct and discuss it from different angles.”

2nd semester

Module Management:

1. Controlling, 2. Strategic Management & 3. Business simulation

Prof. Dr. Axel Kihm, CPA, CVA

Ludwigshafen University of Business and Society: Professor of Business Administration, specializing in Financial Accounting

“**CONTROLLING** is the entire process of goal setting, planning, analysing and monitoring in the financial and performance management of a company. Instruments of **operative controlling** (e.g. short-term income statement, contribution margin accounting, break-even analysis, financial planning) require a deep understanding of financial and cost accounting. On the other hand, **strategic controlling** instruments (e.g. Portfolio, SWOT, Scenario, Sensitivity analysis) support the management decision to ensure the long-term success of the company’s business model by providing transparent information at all levels (**strategic management analysis**). The unifying tool, the Balanced Scorecard, will also be discussed.“



Dr. Malte Busch

Fraunhofer Institute for Systems and Innovation Research (ISI); Researcher at Joint Innovation Hub

“Strategic Management is an activity centered in the formulation and implementation of key objectives and initiatives taken by an organization's leaders on behalf of stakeholders. This is done with regard to resources and an assessment of the internal and external environments in which an organization operates. Therefore, strategic management, as a representation of the overall direction of an organization, is thus not static, but involves feedback loops to monitor strategy implementation to possibly bring about a necessary transformation of the organization. In this module **STRATEGIC MANAGEMENT**, selected **management and innovation concepts** will be introduced, scientifically embedded and illustrated by **concrete examples from the professional practice** as well as from concrete management projects of the lecturer. Against this background, you will have the opportunity to critically reflect on your own practical experiences and observations.“



Christian May

Entrepreneur; Management Consultant with an international focus

“The increasing interdependence of the global economy increases the scope of action of companies in their value chains - from global sourcing to international sales markets. At the same time, competition is intensifying. The competitive business planning game **TOPSIM - Going Global** shows the participants the entrepreneurial challenges that go hand in hand with the expansion of business activities to international markets. The module **BUSINESS SIMULATION** depicts six economic areas with different framework conditions. In the role of the management of a washing machine manufacturer, you will initially operate exclusively in your home region. Soon, however, the focus shifts to the internationalization of the company's activities. Within the framework of the simulation process, the opportunities and risks of new markets as well as the strengths and weaknesses of your company must first be identified and evaluated. Following the market entry decision, you are faced with the task of developing appropriate market development strategies and implementing them in your decisions.“



Module Social Competency part Rhetoric

Assoc. Prof. Mika Hietanen

Lund University, Sweden: Senior lecturer of Rhetoric

“Good communication lies at the core of a successful business. During the module **RHETORIC**, we look at the fundamental mechanisms of efficient communication. **Classical rhetorical theory is discussed and applied in practice**. We learn about the **three modes of rhetorical proofs, the persuasive disposition of a speech (or a text), clear argumentation, and non-verbal aspects of communication**. Smaller group-assignments are intertwined with lectures and discussion. The module also includes a debate exercise and ends with an individual speech, devised according to the rules of the art.“



Characterisation of the individual modules

2nd semester

Module International Competency: 1. International market research, 2. International corporate management & 3. Cross-cultural communication



Prof. Dr. Rainer Busch

Ludwigshafen University of Business and Society: Professor of International Marketing Management

“International marketing managers - compared to their nationally operating peers - make decisions in a more complex environment. Therefore, the process of multinational marketing research is more complicated as more countries become involved in management decision-making. The most important factors affecting marketing research in different countries - and thus opportunity recognition - are institutional differences. In simple terms, institutions are management-relevant "rules of the game." These include political, economic, socio-cultural, technological, legal and environmental factors. This module **INTERNATIONAL MARKET RESEARCH** will address the **challenges resulting from the diversity of global markets systematically, systemically, strategically, and by drawing on international management research and case studies and case illustrations**. You will be given the opportunity to bring the specifics of your countries of origin into our discussions.”



Ridha Mejri

Worms University of Applied Sciences: Assistant Professor

“We are living in a VUCA (volatile, uncertain, complex & ambiguous) and globalized world. Companies' organizations do not only comprise functional, geographic or product line structures but mainly matrix or organizational ones based on project teams. These project teams are international, virtual, multilingual and multicultural. They are expected to be agile, creative, innovative and able to react to changes swiftly. On balance communication, soft, social, digital as well as intercultural skills are indispensable in the business world.

This course will examine the following topics:

1. Analysis of the **opportunities & challenges of international business** at the macroeconomic & micro-economic levels
2. **Market entry strategies** (which markets to enter?, when to enter them?, what is the scale of entry? & what is the best mode of entry?)
3. The **internationalization process**, e.g. exporting/importing, licensing/franchising, strategic alliance/joint ventures, etc. as well as their advantages & disadvantages
4. **Marketing across cultures**
5. **Managing international teams.**“

Sylvester: "This online MBA at Ludwigshafen has been so educative to me, interactive sessions with professors and my colleagues round the globe, makes it International Business Management. Whereby, management and business ideals are being shared and discussed in different perspectives, and also being able to listen to recorded video class, even when I'm unable to attend the real class time. Absolutely flexible!"



Participants of different nationalities promote intercultural communication

3rd semester

Module Human resources management:

1. International Human resources management (IHRM), 2. Psychology of Work and Organizational Behaviour & 3. Organization

Dr. Eva Miriam Konrad

Freelance consultant and trainer

“For the success of multinational companies, a proper management of the geographically dispersed workforce is necessary in order to leverage HR resources for achieving local as well as a global competitive advantage. Therefore, the aim of this lecture series is to give a profound introduction into the topic of **IHRM**. The module deals with **international business activities** as driving forces of IHRM and with **important challenges of IHRM** like cultural, legal and economic framework conditions. Common practices and functions of IHRM will be discussed.”



Assoc. Prof. Dr. Andrea Ceschi

University of Verona, Italy: Associate Professor of Work and Organizational Psychology

“**Understanding HR policies, functions, and interventions, as well as the essential people management tools**, is the central objective of the course. The aim is to learn typical functions needed for supervising and motivating a team. Practical exercises will be proposed to gain direct experience of evidence-based strategies and techniques applicable to support the HR management.”



Ralf Blasek

Managing Director of Graduate School Rhein-Neckar, Ludwigshafen

“The organizational aspects of HRM are crucial to any organization. In the module **ORGANIZATION** we will be looking at essential **HR processes and functions**, learn about some **CHRO studies** and the differences between virtual, remote and matrix management. Another key topic will be **empowerment**, rounded up by a well proven **business leadership model**.”



Module Social Competency part Creativity

Daniel Brunnett

Senior Solution Sales Executive for Digital Supply Chain at SAP; Certified Design Thinking and Business Model Coach

“**CREATIVITY** is the use of imagination or original ideas to create something. This module will boost your creativity & unleash your entrepreneurial instinct. You will work in as a **small startup team and will create your own entrepreneurial idea by leveraging methods, tools and techniques** from successful startups.”



91%
of the students completed the distance learning program successfully in last four years

Ralf: "Perfect program to bring family, studies and work under one roof. You are very flexible, you can either take part in the lessons live or watch the recordings. That means flexible learning at any time."

Optional compulsory modules

1. Law, 2. Sociology, 3. Macroeconomics, 4. Managerial Finance (students choose 2 out of 4 modules)



Dr. Yves Clément Zimmermann

Ph.D. in Economics, Andrásy University of National Excellence, Budapest
LL.M. in Commercial Law, Saarland University, Saarbrücken

"Gaining a general understanding of relevant international organizations, jurisdictions, and international civil law is key in preventing misunderstandings with any foreign trade partner. Thus, the module's primary aim will be to **understand international conventions and institutions relevant to international trade**. The focus of the elective module **LAW** will be on practical and useful regulations, clauses and suggestions applicable to the everyday professional lives of managers, regardless of whether they work in a common- or civil-law environment."



Dr. Kerstin Schmidt

Post-doctoral Researcher, Bielefeld University, Germany

"By participating in this elective module **SOCIOLOGY**, students will learn about **different classic sociological theories** that try to explain human societies. We will examine the roles of 1) social networks; 2) social norms; and 3) social institutions in order to understand different ways through which sociologists try to explain how societies function. By referring to different examples of current societal challenges, such as climate change, conflicts, pandemics, demographic change, (forced) migration, as well as new ways of global communication and (dis)information, we will **analyze how societies change over time and what this means for a sociological understanding of the world**."



Prof. Dr. Chengyu Yang

Professor of Economics; Business School, Beijing Normal University, China

"It's never been a better time to learn **MACROECONOMICS** and to understand how government policies and the rest of the world affect our livings and decisions in this rapidly changing era. The most exciting part of the course is to **explore simple rules of complex economic phenomena and to evaluate consequences of fiscal and monetary policies**."

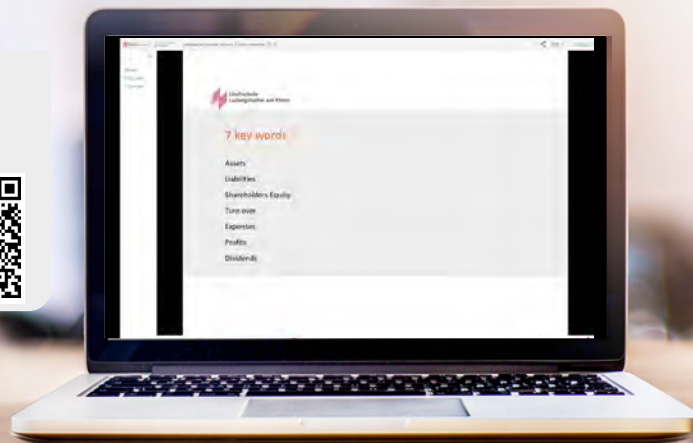


Javier Gonzalez Nuñez

CEO TONIC Teaching; Senior Consultant United Nations; Social Entrepreneur HOPE

"In the elective **MANAGERIAL FINANCE** module students will learn **how to use finance for business decision making**. From creating budgets and forecasts to understanding and analysing financial statements. Both for their personal finance and their careers."

Watch
Javier's
session



Double Degree and Certificate options

We are pleased that our students have the opportunity not only to obtain another MBA degree, but also to expand their network and competence especially in the modules with a sustainable approach! Therefore we have got a **Double Degree Cooperation with Satakunta University in Finland**: Students will get the graduation in **MBA Sustainable Business Management** (from Finland) and in **MBA Internationale Betriebswirtschaftslehre – International Business Management** (from Germany). Also our alumni with a degree not older than 10 years can gain the Double Degree: Every case will be dealt individually.



**Katie, Entrepreneur Logistics Consulting & Interims management:
Think BlueSky:**

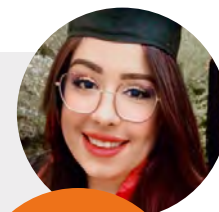
"I really enjoyed my time at SAMK. The opportunity to study internationally and learn how other universities operate was a great experience for me. Besides the advantage that I am now pursuing a double degree, I met great people from different countries - both fellow students and professors. I was able to immerse myself in different topics and work on great team projects, e.g. a student led lecture with a focus on student engagement."

The average age of the students is **31** years

We also offer our MBA students the opportunity to study abroad for example:

1. at the **London Metropolitan University**. Our MBA students can choose a module out of METs MBA schedule like Business Problem Solving; Breakthrough Leadership Skills; Financial Decision Making; Digital Business Delivery; Marketing in the Digital World or Global Strategy and Innovation. Each module has 4 weeks of teaching (3x3 hour session) and then one week at the end to complete the assessment!
2. at the **Manhattan Institute of Management in New York**. Our MBA students can choose out of several business programs a **Certificate** with a duration of 3, 6 or 9 months classes plus optional internships in New York!

Hiba: "I am grateful to my university for providing me with a high-quality MBA education that has equipped me with the skills and knowledge to succeed in the business world. I can now say after exactly 1 year of graduating that I have been able to find the job of my dreams as an Onboarding manager in Packshack where I ensure that our clients can launch their fulfilment processes as quickly as possible and of course afford to rent my own apartment in the heart of Munich. I am proud to have received my MBA from such a reputable and dedicated institution and I will always look back on my time here with fondness and gratitude."



50% of the graduates of the past two years are women

Requirements & application

I am happy to support you on your way to your studies.

Eva Nefen
 Director International MBA Office GSRN
 +49 621 595 728 - 21 | eva.nefen@gsrn.de



Get informed.

Have a look at our website: <https://www.hwg-lu.de/studium/master/international-business-management-mba>

Make sure you meet the admission criteria.

Option 1 (with first university degree):

- First university degree &
- At least 1 year of relevant professional work experience &
- English language at least level B2

Option 2 (without first university degree):

- University entrance qualification according to the legal provisions in Rheinland-Pfalz &
- At least 3 years of relevant professional work experience &
- Qualifying examination consisting on a motivational letter, an exam of approx. 1 hour and an interview of approx. 20 – 30 minutes

Apply in the zfh online portal & submit your documents.

Send your application via the online portal of our partner Zentrum für Fernstudien im Hochschulverbund (zfh): <https://www.zfh.de/en/study/for-prospective-students/registration/international-business-management-mba/>

Our advice: Download the checklist of all required documents and read the instructions attentively, prepare your documents and complete the forms of the portal. You can save an interim status and complete your application later, too.

Your application is being processed.

The zfh staff will process your documents and contact you if necessary. The status of your application can be viewed at any time via the online portal.

You are admitted.

You will receive the notification of admission and study fees by end of January (for summer semester) / end of July (for winter semester).

Start your studies.

Congratulations. Your journey to your MBA starts now.

We offer a free online English test at the Ludwigshafen University of Business and Society.

The application period is running: from 1st of April until 30th of June for our winter semester from 1st of October until 15th of January for our summer semester

Your investment: The tuition fees

The fee has to be paid before the beginning of the new semester - after successful admission or re-registration for the next semester. Once you are registered for the current semester you have the status of a regular full-time student

of the Ludwigshafen University of Business and Society and you will receive a student card. You can also download a certificate of study any time after your registration online.

	Fee	Social contribution (each semester)*	Special fee
1st – 4th semester (study material, registration, online support, sessions and exams)	2.250 Euro	142,25 Euro*	
Technical literature (optional)			
Total:	9.000 Euro	569,00 Euro	
Holiday semester		142,25 Euro	
Additional semester		142,25 Euro	500 Euro
Repetition master's thesis		142,25 Euro	1.050 Euro

*as at winter semester 2023/24

Contact

The Ludwigshafen University of Business and Society and zfh – Zentrum für Fernstudien im Hochschulverbund offer an individual MBA online course in International Business Management. The program is supervised by the Graduate School Rhein-Neckar.

Ludwigshafen University of Business and Society

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Contact for questions concerning admission

Michelle Dohmann-Matthias
Phone: +49 261 91538 - 28

Successful partners

Ludwigshafen University of Business and Society

The Ludwigshafen University of Business and Society has its core-competences in business administration (since 1965) and social work and health care. About 4.500 students are studying and 90 professors as well as 250 lecturers are working here.

Graduate School Rhein-Neckar

As a subsidiary of HWG Ludwigshafen, the Graduate School Rhein-Neckar (GSRN), a non-profit limited company, bundles the university's further education activities and is



responsible for the organization of the MBA programs. The Ludwigshafen University of Business and Society awards the MBA Certificate!

zfh – Zentrum für Fernstudien im Hochschulverbund

The zfh – Zentrum für Fernstudien im Hochschulverbund (Center for Distance Learning in the University Network) is an academic institution located in Koblenz. On the basis of a state treaty between the states of Rhineland-Palatinate, Hesse and Saarland, it has been cooperating since 1998 with the 15 public universities of applied sciences (UAS) of the three states and thus forms the zfh university network. Furthermore, the zfh cooperates with other public UAS in Bavaria, Berlin, Brandenburg, North

Rhine-Westphalia and Schleswig-Holstein. The zfh team promotes and supports higher education institutions in developing and implementing distance learning programs. All zfh programs with the academic qualification of a bachelor's or master's degree are accredited and internationally recognized. There also exists an extensive range of further education modules with a university certificate. Currently, more than 6,600 students are enrolled in study programs of the zfh network.





Zentrum für Fernstudien
im Hochschulverbund

Eine Einrichtung der Bundesländer
Rheinland-Pfalz | Hessen | Saarland

