The program at a glance
International Business Management MBA/Certificate

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

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

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

Degree duration
• internationally recognized degree: Master of Business Administration (MBA)
• 90 ECTS points (30 ECTS points can be counted towards the degree under certain admission prerequisites)
• 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 distance-learning MBA in International Business Management is directed at graduates of all programs of study who are currently working or aspire to work at companies in managerial capacities, or those who would like to prepare themselves to take over a company.

“The individual global mindset and the global mindset of companies influence their internationalisation behaviour and thus their success on international markets. This kind of orientation reflects a knowledge structure that is inherent in the way the manager thinks and acts. It is the ability to bring together different cultures and markets in a global approach that focuses on high differentiation and high integration.”

Program Head Prof. Dr. Rainer Busch

Content

This program of study teaches solid, real-world content and skills in the following areas:

- Marketing: Marketing as market-oriented management, 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
- Logistics: Manufacturing logistics, distribution logistics
- International competencies: International market research, international corporate management, intercultural communication
- Required elective modules: Law, sociology, managerial finance, macroeconomics.

Instructors also familiarize students with the 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. The standard period of study is four semesters. The program is modularly structured, and pursues a blended learning approach – a varied mix of self-study, virtual learning components, and webinars. There are no on-campus phases! Students learn material using coursepacks and study software, and are provided instruction and support in their self-study via an online learning platform. Each module is concluded with an assessment in the form of examinations, seminar papers, and presentations. During the semester webinars are scheduled and recorded. Students deepen and solidify what they’ve learned with real-world, practically oriented activities, including case studies and projects.

With the distance learning MBA, students learn the essential day-to-day business know-how managers need, as well as international management competencies and soft skills. This distance learning degree program is the ideal further academic program for working professionals. It combines customized program content at a high academic level with practical professional experience. The program has a great degree of practical relevance thanks to close cooperation with the business world and industry.

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.