

[www.iu.org](http://www.iu.org)

# MASTER OF BUSINESS ADMINISTRATION 60 ECTS (MBA)

There are many reasons to study a Master in Business Administration – no matter your academic background or point in your career. With an MBA you bring leadership competence and comprehensive knowledge from all core business disciplines to the table, developing expertise in finance, economics and leadership which will prepare you for any management role. An MBA teaches you how to analyse competitors and markets, develop new products and business ideas, advise customers, lead departments and teams or strategically position a brand. It is an excellent choice for anyone looking to enter a role in leadership or entrepreneurs that want to start their own business.

Our highly-rated “One-Year MBA” prepares you for the global job market with a hands-on approach and international orientation. You’ll gain a solid foundation for business administration and management and start to build a network of business contacts that could fuel your success later in your professional journey. You can also choose to extend your MBA, specialising in one of five areas and focusing on your ideal career. Our team and academics are always on hand to give you support and advice.



#### Degree

Master of Business Administration (MBA)



#### Duration

Online: 12, 18, or 24 months  
On Campus: 12 months



#### Study start

Online: Anytime  
On Campus: Each October or April



#### Credits

60 ECTS



#### Study model and accreditation

- Online studies or On Campus
- German accredited institution, recognised by ZFU (German Central Office for Distance Learning)

## Study Content (60 ECTS)

1. PRESENCE TIMEFRAME	2. PRESENCE TIMEFRAME	MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
Oct/Nov/Dec	Apr/May/Jun	Leadership	1	5 ECTS	E
Oct/Nov/Dec	Apr/May/Jun	Strategic Management		5 ECTS	E
Oct/Nov/Dec	Apr/May/Jun	Innovation and Entrepreneurship		5 ECTS	E
Jan/Feb/Mar	Jun/Jul/Aug	Managerial Economics		5 ECTS	E
Jan/Feb/Mar	Jun/Jul/Aug	Performance Measurement		5 ECTS	E
Jan/Feb/Mar	Jun/Jul/Aug	International Marketing		5 ECTS	E
Apr/May/Jun	Oct/Nov/Dec	Corporate Finance	2	5 ECTS	E
Apr/May/Jun	Oct/Nov/Dec	Business Ethics and Corporate Governance		5 ECTS	WAWA
Apr/May/Jun	Oct/Nov/Dec	Operations and Information Management		5 ECTS	WACS
Online		Master Thesis		15 ECTS	WAMT & PC

E = Exam, OA = Oral assignment, PC = Presentation: Colloquium, WB = Workbook, WABT = Written assessment: Bachelor thesis, WACS = Written assessment: Case study, WAMT = Written assessment: Master thesis, WAPR = Written assessment: Project report, WARE = Written assessment: Research essay, WAWA = Written assessment: Written assignment, OPR = Oral project report

### WANT TO SPECIALISE FOR 30 MORE CREDITS?

IU also offers an MBA degree worth 90 ECTS credits where you can choose to major in a specific field or combine electives freely. Find out about all MBA programmes here: [iu.org/mba](https://iu.org/mba)

## CAREER OUTLOOK

An MBA is recognised around the world and prepares you with methods, tools, and skills to make your mark on the business world. Whether you want to start your own business or enter top positions at big-name companies across the world, the “One-Year MBA” from IU will help you get to where you want to go.

### **BUSINESS DEVELOPMENT MANAGER**

As a business development manager, you will need to be aware of trends and be able to implement change. You will analyse advancements and markets to develop new products and business ideas. In addition, you will be able to contribute sound knowledge in the areas of finance, economics and law.

### **CONSULTANT**

As a consultant, you will provide expert advice to various businesses. These consultations may involve general management of the business, or how to implement change. You will need to adapt your basic consultation concept to the individual needs and assignments of your client, while still meeting your own targets, or those of your employer.

### **SENIOR BRAND MANAGER**

As a brand manager, your job is to strategically develop, position and coordinate a company’s brand or image with the goal of making it immediately identifiable so that it stands out from other companies. Your responsibilities will include cross-product strategic planning using effective external communication. As a brand manager, you will also design innovative, omnichannel media campaigns that are implemented, analysed and optimised both nationally and internationally.

## ADMISSION

### **REQUIREMENTS FOR ADMISSION**

- Completed undergraduate degree with at least 210 ECTS
- Your degree must be from a state or state-recognised higher education institution/university You must have achieved a final grade of at least “satisfactory” or Grade C equivalent in your previous undergraduate degree
- Proof of at least one year’s professional work experience completed prior to the start of study programme. Work experience must have been gained after completion of your undergraduate studies

### **WORK EXPERIENCE**

- Proof of at least one year’s qualified work experience completed prior to the start of the study programme (the work experience must be gained after the completion of your undergraduate studies).
- **Undergraduate degree with 210 ECTS:** you will have to provide a proof of a second year of qualified work experience at the end of the MBA programme, before graduation
- **Undergraduate degree with 240 ECTS:** you will have to provide a proof of only one year of work experience at the start of the MBA programme.
- You can provide us a translation of your employment contract and your pay slip or you can ask your company to fill out this form in English, sign it, apply the company stamp and send it to us.

### **SCHOLARSHIP PROGRAMME: HELP GETTING STARTED**

Start your online degree with our Scholarship Programme and receive a scholarship up to 67%. This also helps you get started as a participant with immediate access to 50% of your courses even when you don’t meet the full ECTS requirements yet. If you are lacking ECTS credits from your previous studies, you can demonstrate professional work experience instead.

- To start a 60-ECTS MBA (One-Year MBA), you need a minimum of 210 ECTS from your previous studies and one year of work experience. You need to provide proof of an additional year of work experience until the end of your programme. Alternatively, if you have already 240 ECTS upfront, then only one year of work experience is required. Applicants with only 180 ECTS cannot be registered for a One-Year MBA programme.

Once all admissions documents are provided and any relevant admissions courses are complete, you can move forward and finish your degree.

**Questions?** Speak to one of our study advisors, they will guide you through every step of the process.

## ENGLISH SKILLS

At IU, we teach in English to prepare you for the international market. We therefore ask for proof of your English language skills\*. If English is your native language or you graduated from an English-speaking school/university, you don't need to prove your English skills.

Accepted certifications:

- English Courses (complimentary when signing up with IU)\*\*
- TOEFL (min. 80 points) or
- IELTS (min. Level 6.0 out of 9 points) or
- Duolingo English test (min. 95 points) or
- Cambridge Certificate (min. B grade overall) or
- Equivalent proof

## 8 STEPS TO COMPLETE YOUR STUDIES

1

Apply online and register your email

2

Choose your course in the online campus

3

Download your study scripts

4

Work independently with study scripts

5

Take part in Q&A

6

Prepare for exams and take them either:

- directly online, or
- at an IU examination centre (remember to register in time).

7

Master thesis and colloquium

8

Complete your studies with certificate

\*Proof must be provided before the start of the study and must not be older than five years.

\*\*Please note that English Courses aren't accepted as a language certificate for on campus study programmes.