

„Taking part in the MBA program 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

- Transferring into the program in the Summer Semester is also possible on a case-by-case basis.
- all modules can also be completed individually to earn a university certificate.
- Program of study accredited by AQAS e. V.

Further informations

www.zfh.de/mba/ibm

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

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Application

This program starts in winter or summer semester

Application period for the winter semester:

1st April - 30th June

Application period for the summer semester:

2nd November - 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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Distance learning

International Business Management

Master of Business Management (MBA/Certificate)



Zentrum für Fernstudien im Hochschulverbund

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 Zentrum für Fernstudien im Hochschulverbund is a scientific institution of the German states of Rheinland-Pfalz, Saarland and Hessen



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Ludwigshafen University
of Business and Society
University of Applied Sciences

zfh

Zentrum für
Fernstudien im
Hochschulverbund

International Business Management

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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, realworld content and skills in the following areas:

- Marketing: Marketing as marketoriented 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.

Online-
Course

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 program is supervised by the Graduate School Rhein-Neckar.

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!

Students learn material using coursepacks and study software, and are provided instruction and support in their selfstudy 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.