

Steinbeis
Global
Institute
Tübingen



Steinbeis-
University
Berlin
SHB



SCHOOL OF INTERNATIONAL
BUSINESS AND ENTREPRENEURSHIP

STEINBEIS UNIVERSITY

Global Management Competences

M.A. General Management with Emphasis on Technology Management

A project integrated study course
with a duration of 24 months

The study course is running in co-operation between
SGIT Steinbeis Global Institute Tübingen &
Steinbeis School of International Business & Entrepreneurship



M.A. General Management

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This master course is supporting professionals (students) in their personal development and organisations in their global business development, technology transfer and especially in their international business activities. The current degree program is always pivoted around a unique project at the interface of technology and management that is developed by each student. This means that our sustainable educational concept has customized, adaptable and flexible concept, considering the requirements and conditions of each particular business situation (students' professional background, organizational peculiarities of the sponsoring company, training objectives, etc.).

The 'project-competence' degree program is a job-integrated study program with compulsory attendance courses, self-study activities, E-Learning and project papers. The master program is based on a real-life project that a student receives from a supervising company. The project is then developed by a student during the whole study period. The courses are used to deliver theoretical knowledge and help students develop their competences in the use of methods important to accomplish the project in question. Students are supported and supervised by internationally active professors and experts. In this way, both the company and the student receive benefits in the form of qualified support and consulting during the entire period of study and writing/defending the Master's thesis.

The high standards of the SGIT program as well as the organizational network of the Steinbeis University allow us to train specialists in virtually all areas of management and production. Furthermore, scientific and project activity under the guidance of our experts contributes to the development of our students' personal, social and communication skills.

Target Group

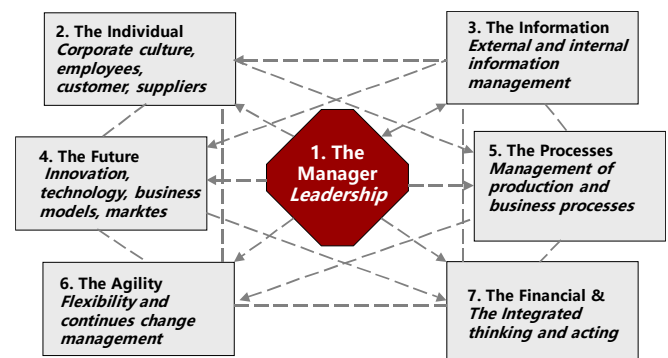
- Candidates who are involved in international management
- Candidates with a project
- Candidates from all faculties with a project related to the area of e.g., international management, business development, innovation and technology management.

Qualification aim

Our main goal is to provide up-to-date knowledge in the field of global management and leadership for companies and organisations and train them in the use of the IMLead®-concept of Integrated Management and Leadership. This approach ensures innovation, organizational competitiveness, sustainable business development, a high degree of adaptability and, at the same time, corporate stability. Main elements are:

- The manager in the center for managing the main management fields
- Leadership skills for management the future
- Managing projects with focus on different management areas
- Decision making in complex projects
- Integrated management of technologies products, services and processes

Figure: The seven elements of the IMLead® concept



M.A. General Management

Degree

- M.A. General Management from Steinbeis University
 - With the enrolment documents of Steinbeis University graduates have a chance to get a student visa in Germany based on the regulation of the German government.
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Experts, Professors and practical experts with profound experience

Program directors and faculty members deputed as per their discretion. Select guest faculty may also be invited for the program.

Coaching

Each module will be taught with the help of relevant and live examples and general discussions. The program is conducted as an online course abroad with an optional internship training in Germany

Personal coaching and individual support are very important to us. During the whole course your personal distance learning coach is in contact with you.

Course structure

The 'project-competence' degree program is a job-integrated study program with compulsory attendance courses, webinars and e-learning plus self-study and project papers. The master program is based on a real-life project that a student receives from a supervising company. The project is then developed by the student during the whole study period. The courses are used to deliver theoretical knowledge and help students develop their competences in the use of

methods important to accomplish the project in question. Students are supported and supervised by internationally active professors and experts.

- Economics
 - Project Management and
 - Methods of Empirical Social Research
 - Market Analysis
 - Objectives and Strategy
 - Communication, Marketing and Sales
 - Management Accounts & Corporate Finance
 - Law
 - International business development according to the IMLead® concept
 - Leadership & Competences 1
 - Leadership & Competences 2
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Workload

The program is related to a project from a company or organisation. This project gives the framework for the study program and the student has to write transfer papers/project papers and a master thesis related to this project.

- 100 training days consisting of compulsory attendance, webinars, web-based trainings, project colloquium
 - 100 days self-learning
 - 200 days project and transfer work
 - 12 transfer papers, 5 project study papers and 1 master thesis
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Course Fee

Course fee for all 24 months is 13,500 Euro

1st payment after successful completion of the admission test and before enrolment of 1,500,- Euro plus 24 monthly instalments with 500,- Euro

M.A. General Management

Accreditation

M.A. in General Management is accredited and has been awarded the premium seal of FIBAA



European Credit Transfer System (ECTS) or international equivalent

- Application form with all requested documents (CV, degrees, project information, etc.), see also application platform academyFIVE
- After formal approval by Steinbeis University student gets an invitation to a self-test and a mini case study
- Personal (skype) interview between student and Steinbeis professor
- After successful test and interview signing of the study contract and enrolment at Steinbeis University

Organisation

The duration of the study program is 24 months and the course is conducted in distance learning, project work, self-study phases and online colloquium.

The online phases are carried out by experts from companies and universities and practical relevance is ensured. The ability to cooperate, interact and work in teams is trained in group work, case studies, role-plays, etc. Through this action-oriented form of learning and the shared experience of learning progress, a consistently high level of motivation is achieved.

Program Schedule: The exact day and session time are given in the framework schedule

The course registration can be done online. The registration form can be downloaded from the internet site.

Contact

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<https://steinbeis.education>

Starting Times

The course is a circular course and application is possible during the year. It is offered as a distance learning course.

More information at
<https://steinbeis.education>

Internationally also customized courses are conducted with other starting dates.

For detailed information please contact
Ms. Cornelia Röhm



cornelia.roehm@steinbeis.education

Application procedure

- First degree of minimum Bachelor's level from a state recognized university with 180 Credit Points according to the

We are looking forward to working with you!