

► APPLICATION FOR ADMISSION

Apply online at:
www.fh-zwickau.de/Bewerbung

Entry Requirements

- Undergraduate degree or equivalent in an academic study programme at a tertiary institution (University, College, University of Applied Sciences or equivalent accredited study programme), Bachelor with at least 210 ECTS/diploma
- At least one year of practical work experience
- Proficiency in written and spoken English to CEFR level B2, Business English level LCCI Level III/IV Examination (London Chamber of Commerce and Industry) and/or BEC Higher (Business English Certificate Higher/Cambridge ESOL)
- Proficiency in German to CEFR level B2
- In special cases, the board of examiners will make decisions based on the documents submitted or an aptitude test

Application Deadline

- Applications close on August 31st in the year of study commencement
- Late applications will continue to be accepted after this date if places are still available

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WESTSÄCHSISCHE HOCHSCHULE ZWICKAU
University of Applied Sciences
Kornmarkt 1, D-08056 Zwickau
www.fh-zwickau.de

Application and Degree Enquiries

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Course Enquiries

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Course Director

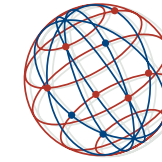
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The Zwickau University of Applied Sciences is co-financed by public funds according to the budget passed by the State Parliament of Saxony.

We reserve the right to make amendments to information in the interest of the further development of the course programme.

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BUSINESS
IN A
DIGITAL WORLD
MBA

BUSINESS
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MBA

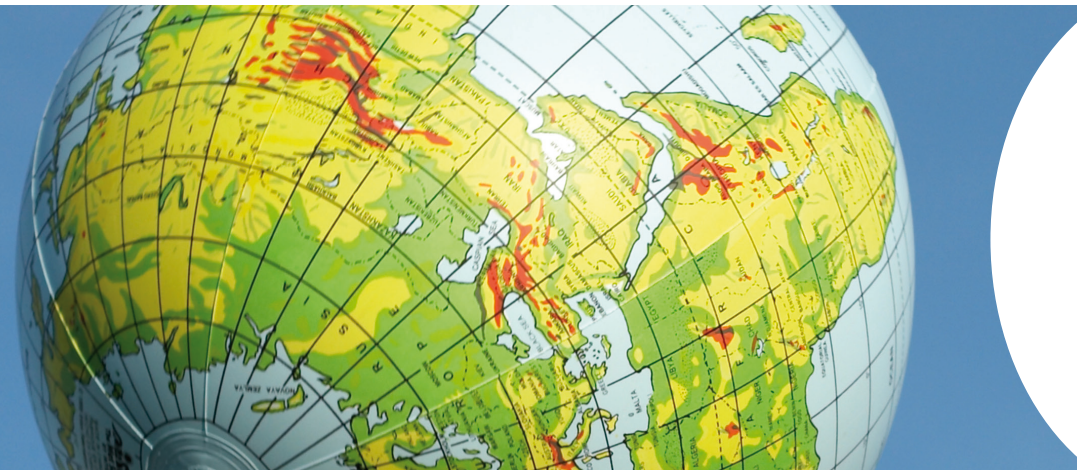
For young and
experienced
professionals, both
currently employed
as well as future
entrepreneurs

3 semesters
full-time
or
6 semesters
part-time



Westfälische Hochschule Zwickau
University of Applied Sciences

BUSINESS IN A DIGITAL WORLD MBA



Degree: Master of Business Administration (MBA)

Course Start: Winter semester

Programme Structure: Full and part-time available

Duration/ECTS Points: 3 or 6 semesters/90 ECTS

Restricted Admission: No

Fees: 1.800 Euro/semester

► CAREER OPPORTUNITIES

On completion of this degree, you will have mastered the tools required to confidently step out into the international arena and represent an enterprise operating in global markets.

This course not only provides the necessary qualifications for management roles in the global and digital economy, but also for many essential local and regional opportunities.



► COURSE STRUCTURE

SEMESTER 1

Advanced Business Administration
Business Cultures
Advanced Research Methods
Business Ethics
Digital Business Models
Study-Abroad Module I

► DESCRIPTION

The MBA Business in a Digital World is designed to guide students through the current and future challenges businesses are facing in a world undergoing digital transformation. Our programme prepares managers and entrepreneurs for executive roles in both local and global digital economies.

As a student, you will be able to take full advantage of our ever growing network of national and international industry connections, putting knowledge into practice by solving real-life challenges alongside experts. Throughout this course, you will have the opportunity to build a business network that will pave the way toward a prosperous professional future.

SEMESTER 2

Leading and Managing in a Global Environment
Economic Geography
Business Information Systems
The Internet of Things
Analytics for Data Driven Decisions
Study-Abroad Module II

► BLENDED LEARNING

Course content is taught both in a classroom environment with additional self-study, as well as online. The MBA Business in a Digital World is structured over three semesters of full-time study or six semesters of part-time study and includes two modules abroad. You'll have the opportunity to enhance your learning by combining international travel and cultural experience with coursework in a destination and business environment of your choice.

This MBA will give you the solid foundation required for carrying out future tasks on both the international stage and in the regional economy. At the end of your degree, you will be able to assume responsibility for economic development on a global and local scale while running a business in the fast paced and ever evolving digital landscape.

SEMESTER 3

Thesis Coaching
Master Thesis