



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



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Master's degree

Hochschule Reutlingen
Reutlingen University



ESB: MBA International Management (Full-Time)

Reutlingen University • Reutlingen



Overview

Degree	Master of Business Administration (MBA)
Teaching language	<ul style="list-style-type: none"> English
Languages	Language of instruction: 100% English German language classes are mandatory for all MBA international students.
Full-time / part-time	<ul style="list-style-type: none"> full-time
Programme duration	3 semesters
Beginning	Winter semester
Additional information on beginning, duration and mode of study	<p>CORE MODULES: Semester one / winter semester (October to February)</p> <p>ELECTIVE COURSES: Semester two / summer semester (March to July)</p> <p>IN-COMPANY PROJECT: Summer break / semester three / winter semester (August to November)</p> <p>MASTER'S THESIS: Semester three / winter semester (November to February)</p>
Application deadline	<ul style="list-style-type: none"> International applicants: 1 July Applicants with a recognised Bachelor's qualification from Germany: 1 August
Tuition fees per semester in EUR	3,200 EUR
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	No
Description/content	The AACSB accredited ESB MBA Full-Time provides a platform for international professionals wishing to leverage and advance their careers in Germany or Europe. It offers a well-rounded, international and industry-relevant experience, helping students to learn and reach their career aspirations with greater confidence in their abilities.

Small-scale, interactive classes

Small class sizes underpin the success of our programme. This intimate learning environment allows students to interact fully with fellow students and peers – maximising learning potential and fostering a sense of investment and inclusion.

International with diverse backgrounds

Students learn from both instructors with in-depth industry experience and a world-class academic reputation and from international and motivated classmates - all with highly diversified professional backgrounds.

Core programme

The MBA core programme consists of six clusters evolving around relevant, key management subjects, as well as intensive German language courses.

Together, these areas address the key challenges for future leaders in business and society.

Specialisation subjects and courses

In the second semester, MBA students continue to develop their German language proficiency and will also be given guidance and instruction in academic writing and business research methods to help them prepare for their MBA company report and thesis.

Students will also choose four of 10 elective subjects, carefully selected from relevant and contemporary management issues and taught by industry experts.

In-company project and thesis

The programme includes a mandatory company project/placement of three months at a company of choice and a thesis, also of three months duration. Companies include smart Europe GmbH, Mercedes-Benz AG, Allianz Technology SE, Henkel AG, Genesis Motor Europe GmbH, Audi AG, ZF Friedrichshafen AG, Zoi TechCon GmbH amongst others. In the in-company project, students apply their acquired knowledge to real-world business challenges, developing their MBA and professional skills in a company of choice that could range from start-ups to multi-national enterprises including any of ESB's 50 corporate partners.

Alumni and faculty members can also be helpful in finding a project. The organisation may even be located outside of Germany.

Typical career trajectories post MBA

A graduate of this programme typically pursues management positions in all industries, marketing and product management, business and or strategy development, key account management, controlling, consultancy, international and global sales, international trade, global procurement, logistics and fulfilment, tech start-up development and supply chain management etc, depending on student's prior professional background.

Course Details

Course organisation

Semester one: CORE BUSINESS MODULES

- Business in Numbers: Accounting and Finance
 - Fundamentals of Accounting
 - Fundamentals of Corporate Finance
- Managing Demand and Supply
 - Marketing Management
 - Supply Chain Management
- Strategising the Future
 - Understanding Markets and Environments
 - Business Strategy

- Managing People and Culture
 - Leading People and Change
 - Managing Across Cultures
- Legal Frameworks of Management
- German 1 / Business Language 1

Semester two: ELECTIVE SPECIALISATION / LANGUAGE SKILLS AND ACADEMIC WRITING AND RESEARCH

- German 2 / Business Language 2
- Business Research Methods
- Choose four of 10 electives:
 1. Lean Enterprise Management
 2. Negotiating across Borders
 3. International Sales Management
 4. Data-Driven Marketing
 5. Leveraging Diversity, Equity and Inclusion (DEI) as Organisational Drivers
 6. Data Analytics and Decision Making
 7. Sustainability Dynamics
 8. Organisational and Business Transformation
 9. Business Models for a Circular Economy
 10. Strategy Creation and Execution

Semester three: PRACTICAL AND ACADEMIC EXPERIENCE

- Enterprise Project and Colloquium
- Master's Thesis

A Diploma supplement will be issued	Yes
International elements	<ul style="list-style-type: none"> • Language training provided • Training in intercultural skills • Projects with partners in Germany and abroad • International guest lecturers
Description of other international elements	A compulsory study period abroad is not part of the programme, but students have the possibility to complete some or all elective courses at a partner university abroad.
Integrated internships	<p>The three-month, company-based project (enterprise project) enables students to acquire new perspectives and fields of interest for their future professional lives. Students are supported in finding an appropriate company through various contacts, offers and activities such as our ESB Career Center, career fairs on campus, the ESB alumni network and company visits and lectures.</p> <p>Many of our students also write their theses with a company.</p>
Course-specific, integrated German language courses	No
Course-specific, integrated English language courses	No

Costs / Funding

Tuition fees per semester in EUR 3,200 EUR

Semester contribution 167.30 EUR

Costs of living 850 EUR minimum per month

Funding opportunities within the university No

Requirements / Registration

Academic admission requirements

- CV
- One page motivation letter
- A copy of your undergraduate degree certificate
- GMAT 550+, GMAT Focus 515+, [ESB BAT](#), GMAC Executive Assessment or GRE equivalent score
- Verification of two years of professional experience post Bachelor's / undergraduate degree
- Successful selection interview

Language requirements

Applicants must provide proof of English language proficiency (CEFR C1, IELTS 7.0, etc) unless their Bachelor's degree was conducted in English.

Application deadline

- International applicants: 1 July
- Applicants with a recognised Bachelor's qualification from Germany: 1 August

Submit application to

To submit your application, please follow these steps: <https://www.esb-business-school.de/en/studying-at-esb/mba/international-management-full-time#c7559>.

Services

Possibility of finding part-time employment

ESB Business School maintains close contacts with companies. The VIMA eV association, which is a network of 50 renowned companies, enables and intensifies contacts between theory and practice. Additionally, career fairs take place regularly at the university and the Career Center assists students and graduates at ESB Business School with planning and developing their careers during their studies and when starting their professional lives.

Part-time jobs / student jobs: As this is an intensive study programme, it is not advisable to take up a part-time job while studying.

Accommodation

Student accommodation in Reutlingen is at a premium, and students should begin looking for somewhere to live as soon as possible. The student residences near the campus cater to both men and women. There are also some individual private rooms available on the open market (<https://www.reutlingen-university.de/en/before-studying/your-accommodation/>).

Career advisory service

Career advisory service is provided by ESB Business School's Career Center. Students get to attend

the career fairs "Firmenforum" and "International Business Fair", which take place each year.

Support for international students and doctoral candidates

- Accompanying programme
- Specialist counselling

General services and support for international students and doctoral candidates

See information from the Reutlingen International Office: <https://www.reutlingen-university.de/en/international/reutlingen-international-office/>.



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Diana Carolina Rojas
MBA

The International Management Full-Time MBA programme from ESB Business School has enriched my knowledge, shaped my managerial skills, and provided me with the keys to an international career in business and IT in Germany. As a non-EU student and graduate, I have always felt welcome, and I will continue to hold on to the many good memories of my classmates, professors, and the whole campus community at Reutlingen University.



Programme Introduction Video

Learn more about the MBA International Management full-time programme at ESB Business School!

» more:
<https://youtu.be/FLdgxWage68>

Reutlingen University



ESB Business School

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ESB Business School has more than 50 years of experience in teaching applied international management and business engineering, and it is considered to be one of Germany's leading public business schools. Regularly ranked at the top of numerous university league tables, the school's close cooperation with companies and its international partner universities contribute to ESB's outstanding ability to educate the next generation of highly qualified, international managers.

We are accredited by [AACSB International – The Association to Advance Collegiate Schools of Business \(AACSB\)](#) Only five per cent of all business schools worldwide bear this seal of quality. The AACSB is the largest accreditation organisation in the world with demanding quality requirements in relation to training and research at business schools.

ESB Business School's quality management system was accredited by the German accreditation council. This ensures that quality development of all study programmes is part of its mission.

Internationality and a balance of theory and practice are crucial cornerstones of our forward-looking and interdisciplinary approach. Semesters abroad as well as foreign and national internships are mandatory and are integral parts of our programmes. Workshops, seminars and dissertations written in conjunction with businesses, our own company fairs, case studies, professors with management experience, guest lectures or excursions to renowned companies all guarantee a high practical orientation of our programmes. Besides the required first foreign language module in Business English, students can take other business language modules. The language lecturers are generally native speakers.

All teaching is in small, multinational groups. This direct contact between the student and the professor shapes the unique atmosphere at ESB Business School. We also consider student involvement and initiative-taking to be of great importance. Our students acquire a sense of team spirit and improve their intercultural competence by being part of international teams working on a wide range of interesting tasks and projects.

ESB Business School is one of five schools of Reutlingen University, one of the leading German universities of applied sciences with a first-rate reputation. Its five schools offer more than 40 degree programmes. Reutlingen University offers programmes at undergraduate and postgraduate level as well as in lifelong professional training at the university level. This makes the university attractive to prospective students from different backgrounds. The university aims to prepare students for future challenges, both professionally and personally, and it is committed to shaping the future together.



University location

The city of Reutlingen is situated in an attractive region at the foot of the range of hills known as the Swabian Alb, near to the valley of the river Neckar.

Reutlingen can trace its roots back to the fifth and sixth centuries. Nowadays it is a modern industrial centre with a strong service sector; it has more than 110,000 inhabitants and provides employment for 50,000 people, making it the biggest economic hub in the south Württemberg area. Reutlingen offers outstanding shopping facilities, a large market held twice weekly, a prize-winning library, numerous museums, and a multitude of cafés, restaurants, and bistros. Service industries and trade are the city's main hallmarks. Art, music, dance,

ballet, and opera can be enjoyed in the state capital Stuttgart, around 40 km to the north, and in Reutlingen's neighbouring city of Tübingen.

Contact

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🌐 Course website: https://www.esb-business-school.de/en/studying-at-esb/mba/international-management-full-time?mtm_campaign=DAADInternationalProgrammes&mtm_kwd=MBAFT

📘 <https://www.facebook.com/esb.businessschool/>

🌐 <https://www.linkedin.com/showcase/mba-full-time-esb-business-school-reutlingen-university>

📷 <https://www.instagram.com/esb.business.school/>

📺 <https://www.youtube.com/channel/UCd3DecZpGqeOD3TBRcDDERg>

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www.daad.de/international-programmes
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Disclaimer

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