



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



Table of Contents

Master's degree	2
International Business Management (MBA) • Ludwigshafen University of Business and Society •	
Ludwigshafen am Rhein	2

Master's degree



International Business Management (MBA)

Ludwigshafen University of Business and Society • Ludwigshafen am Rhein

Overview

Degree	Master of Business Administration (MBA) in Internationale Betriebswirtschaftslehre – International Business Management Also available as a double degree with SAMK University in Finland
In cooperation with	Zentrum für Fernstudien im Hochschulverbund (zfh) The programme is supervised by the Rhein-Neckar Graduate School.
Teaching language	<ul style="list-style-type: none">English
Languages	Courses are held in English (100%). (This programme is also available in German (100%) with on-campus courses.)
Full-time / part-time	<ul style="list-style-type: none">part-time (study alongside work)
Mode of study	Fully online
Programme duration	4 semesters
Beginning	Winter and summer semester
Application deadline	Application period for the winter semester: from the beginning of April to the end of June Application period for the summer semester: from the beginning of October to mid-January Lateral entry might be possible upon consultation with Eva Nefen eva.nefen@hwg-lu.de !
Tuition fees per semester in EUR	2,250 EUR
Additional information on tuition fees	Tuition fees for the programme amount to a total of 9,000 EUR plus the Ludwigshafen University of Business and Society student fee (currently around 150 EUR per semester). You pay each semester in advance (2,250 EUR plus 152.25 EUR = 2,402.25 EUR)!
Combined Master's degree / PhD programme	Yes
Joint degree / double degree	Yes

Description/content

This MBA distance learning programme provides students with a four-semester programme that imparts comprehensive, cross-industry business management know-how as well as extensive social skills.

The work-related course of study is organised in modules (compulsory modules and one elective module in the third semester) and is divided into self-study and online phases. During the first three semesters, there are live online sessions in which students are involved. Alternatively, students can then listen to the online sessions, which are recorded and uploaded to the e-learning platform where they can also find tutorial notes. Case examples, case studies, and projects have a practical relevance. All exams are online, including presentations, case studies and oral exams.

The MBA programme can also be taken as a certificate programme by selecting individual modules of the programme.

There is also the possibility to do a Double Degree with SAMK, our cooperation university in Finland.

The course of study is accredited by AQAS and has a workload of 90 ECTS. It is an offer of Ludwigshafen University of Business and Society in cooperation with zfh (Centre for Distance Learning at Universities).

This Master's degree programme opens up access to the higher civil service and the possibility for doctoral studies.

Course Details

Course organisation

The content of the programme is designed in such a way to not only impart theoretical knowledge but also practical competencies in order to make students able to solve problems of professional practice. The online seminars are particularly helpful to develop such competencies.

The MBA programme in International Business Management comprises the following modules:

First semester

Marketing

- Marketing as market-oriented management
- International marketing

Social competency

- Philosophy (Ethics)

Logistics

- Manufacturing logistics
- Distribution logistics

Scientific Work

Second semester

Management

- Strategic management
- Controlling
- Business simulation

Social competency

- Rhetoric

International competencies

- International market research
- International corporate management
- Cross-cultural communication

Third semester

Human resource management

- International human resources management
- Psychology of work and organisational behaviour
- Organisation

Social competency

- Creativity

Optional compulsory modules (two of four selectable)

- Law
- Sociology
- Managerial finance
- Macroeconomics

Fourth semester

Master's thesis and colloquium

The first three semesters are used for self-study with the aid of up-to-date tutorial notes, which are complemented by online seminars. Online seminars are recorded and uploaded to the e-learning platform.

The fourth semester is used for the completion of the Master's thesis. The colloquium will also take place online as an online seminar.

[» PDF Download](#)

A Diploma supplement will be issued	Yes
Certificates for specific modules are awarded	Yes
International elements	<ul style="list-style-type: none"> • Training in intercultural skills • Study trips • International comparisons and thematic reference to the international context • International guest lecturers • Specialist literature in other languages • Courses are led with foreign partners • Projects with partners in Germany and abroad
Integrated internships	The MBA International Business Management distance learning course of study offers students the possibility of an international network trip and participation in a workshop at regular intervals!
Special promotion / funding of the programme	<ul style="list-style-type: none"> • Other (e.g. state level)

Course-specific, integrated German language courses	No
Course-specific, integrated English language courses	No

Online learning

Pace of course	Mixed (e.g. fixed exam dates and duration, study content can be studied at any time)
Phase(s) of attendance in Germany (applies to the entire programme)	None
Types of online learning elements	<ul style="list-style-type: none"> • Chats (with lecturers and other students) • Discussion forums and / or groups • Online sessions • Online study material provided by institution

Costs / Funding

Tuition fees per semester in EUR	2,250 EUR
Additional information on tuition fees	<p>Tuition fees for the programme amount to a total of 9,000 EUR plus the Ludwigshafen University of Business and Society student fee (currently around 150 EUR per semester).</p> <p>You pay each semester in advance (2,250 EUR plus 152.25 EUR = 2,402.25 EUR)!</p>
Semester contribution	The social contribution at Ludwigshafen University of Business and Society is currently around 150 EUR per semester.
Funding opportunities within the university	No

Requirements / Registration

Academic admission requirements	<p>Ideally, you should have a first university degree or an accredited Bachelor's degree of a university of cooperative education ("Berufsakademie") with a good average grade (at least 2.5 when translated to the German grading system) and additionally, you have at least one year of work experience in the commercial field.</p> <p>If your average grade is lower than required, admission can be possible after a personal interview showing your motivation for the programme.</p> <p>For applicants without a first university degree, there is – under certain conditions – the possibility to receive admission after passing a qualifying examination. These applicants must be in</p>
---------------------------------	--

possession of a university entrance qualification according to the legal provisions in Rhineland Palatinate and prove relevant professional work experience of at least three years. This work must comprise sufficient content-related connections to the course of studies chosen, above-average qualifications of the applicant, and international experience that is relevant for the programme. The qualifying examination is based on a motivational letter, an exam lasting approx. one hour and an interview of approx. 20 to 30 minutes.

Language requirements

All applicants must hand in proof of English language proficiency on at least level B2 or higher according to the Common European Framework of Reference for Languages.

The Ludwigshafen University of Business and Society offers free online English exams that have been developed especially for this course of study. Please contact Eva Nefen (eva.nefen@hwg-lu.de).

Application deadline

Application period for the winter semester: from the beginning of April to the end of June

Application period for the summer semester: from the beginning of October to mid-January

Lateral entry might be possible upon consultation with Eva Nefen (eva.nefen@hwg-lu.de)!

Submit application to

<https://www.zfh.de/en/for-prospective-students/registration/international-business-management-mba/>

Services

Possibility of finding part-time employment

Since this MBA programme is part-time and all students have a full-time job in addition to their studies, the motto is that the studies can be completed alongside work and family responsibilities. You are welcome to contact Eva Nefen for more guidance (eva.nefen@hwg-lu.de).

Support for international students and doctoral candidates

- Welcome event
- Specialist counselling
- Tutors
- Accompanying programme

Supervisor-student ratio

Individual 1:1 supervision



©Wijdane Bouaoud

Wijdane Bouaoud
MBA International Business
Management, France
Campaign Manager at
eGentic

Taking part in the MBA programme at Ludwigshafen University of Business and Society gave me the opportunity to handle international professional challenges and paved the way to my career!



Top Ten Reasons to Join our MBA International Business Management at Ludwigshafen University of Business and Society

Why study in this MBA programme?
Watch our top ten video to join our
online MBA International Business
Management programme at
Ludwigshafen University for Business
and Society!

» more: <https://youtu.be/n-1Q7zR6prg>

— Ludwigshafen University of Business and Society —



© Hochschule für Wirtschaft und Gesellschaft Ludwigshafen

The **Ludwigshafen University of Business and Society** (German: Hochschule für Wirtschaft und Gesellschaft Ludwigshafen) is a public university located in [Ludwigshafen, Germany](#). It was founded in 1965 as Higher School of Commerce Ludwigshafen. In 1971, it became part of the University of Applied Sciences Rhineland Palatinate, which split up into seven autonomous universities in 1991. The university offers

Bachelor's and Master's degrees in several areas of [business administration](#) and [social affairs](#).

<https://www.hwg-lu.de/en.html>



University location

Study in Ludwigshafen, the "Economic Powerhouse of the Metropolitan Rhein-Neckar Region".

Ludwigshafen am Rhein is a young city. It was first established in 1853 when the founding fathers laid the foundation of the Rheinschanze bridgehead and the winter harbour. With 168,347 inhabitants (2010), Ludwigshafen is the second-largest city and the economic centre of Rhineland-Palatinate. Ludwigshafen forms, together with Mannheim (located on the opposite side of the Rhine), the centre of the metropolitan Rhein-Neckar region, an economic powerhouse with over 134,000 companies, excellent infrastructure, and around 770,000 workers. It is the region with the largest chemical industry cluster in Europe and with BASF, the largest chemical corporation in the world, Ludwigshafen belongs to the three leading "life sciences locations" in Germany, along with Munich and Berlin. The region is also a top location for material sciences and boasts the second-largest IT-network in the world—not only because of SAP, which is located in the neighbouring city of Walldorf. Goods are delivered to the entire world from the Mannheimer Hafen, one of the largest inland harbours in Europe, and from the Rangierbahnhof, the second-largest rail yard in Germany.

The economic success of the region is closely linked to its superior scientific and research environment. With the universities of applied sciences and universities of Ludwigshafen, Mannheim, and Heidelberg, and numerous external research institutions and educational establishments, the metropolitan Rhein-Neckar region is well known for its distinctive culture of innovation. National and international rankings continually confirm the quality of the local higher educational environment. Regionally rooted and internationally connected, the metropolitan Rhein-Neckar is a popular destination for students from Germany and the entire world.

The "Kurpfälzer" Way of Life

In addition to the dynamic economy and top-class research and teaching, the region brings together history and culture with quality of life. Places of historical interest include Worms, the centre of the Nibelungensage (ancient heraldic poem), Speyer with the Kaiserdom cathedral, and the Hambacher Schloss, the birthplace of German democracy, to name just a few. The Pfälzer forest, picturesque wine villages, and the proximity to the Odenwald and Alsace enchant visitors with delightful landscapes, a Mediterranean-like climate, culinary delicacies, and a wide range of recreational activities.

Culturally, Ludwigshafen itself has a lot to offer. With the appointment of Hansgünther Heyme as director of the Pfalzbau Theatre, the Ludwigshafen Festival was launched. Its popularity radiates far beyond the city limits. The nationally renowned Wilhelm-Hack-Museum features interesting visiting exhibitions, which regularly attract large audiences. The German Film Festival on the Parkinsel is one of the loveliest festivals in Germany. Ludwigshafen is also well-ranked in competitive sports. Everyone knows the TSG 1899 Hoffenheim soccer club. In ice hockey, the German Ice Hockey League (DEL) record holder Adler Mannheim celebrates home games in the SAP arena and the Rhein-Neckar Lions handball team plays in the first division of the national German league.

Contact

Ludwigshafen University of Business and Society

Department of Marketing and Human Resources Management

Eva Nefen

Ernst-Boehe-Straße 4
67059 Ludwigshafen am Rhein

Tel. +49 6215203159

✉ eva.nefen@hwg-lu.de

🌐 Course website: <https://www.hwg-lu.de/studium/master/international-business-management-mba>

🌐 <https://www.linkedin.com/in/eva-nefen/>

Last update 20.04.2024 00:35:29

International Programmes in Germany - Database

www.daad.de/international-programmes
www.daad.de/sommerkurse

Editor

DAAD - Deutscher Akademischer Austauschdienst e.V.
German Academic Exchange Service
Section K23 – Information on Studying in Germany
Kennedyallee 50
D-53175 Bonn
www.daad.de

GATE-Germany

Consortium for International Higher Education Marketing
www.gate-germany.de

Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

The publication is funded by the German Federal Ministry of Education and Research and by contributions of the participating German institutions of higher education.



Federal Ministry
of Education
and Research