



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



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# Master's degree



## International MBA – Small Enterprise Promotion + Training (SEPT)

Leipzig University • Leipzig



## Overview

Degree	MBA
Teaching language	<ul style="list-style-type: none"><li>English</li></ul>
Languages	Courses are held in English (100%).
Programme duration	4 semesters
Beginning	Winter semester
Application deadline	<b>Scholarships</b> (the year prior to beginning the programme):  31 July at the German Embassy  31 August at DAAD in Bonn  31 October at the University of Leipzig  <b>Self-financing students</b> (the same year the programme starts):  15 March
Tuition fees per semester in EUR	1,500 EUR
Additional information on tuition fees	The tuition fee of 6,000 EUR is due in four instalments of 1,500 EUR each at the beginning of every semester.
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	No
Description/content	The SEPT MBA is a two-year programme that prepares participants for the promotion and development of SMEs (Small and Medium-Sized Enterprises) and general entrepreneurship knowledge. The programme is one of the few courses worldwide to focus on the promotion and

development of SMEs.

The main issues addressed by our MBA are the identification of growth and innovation potential inside SMEs as well as the development of innovative concepts for promoting them and generating positive multiplier effects on their business environments.

Our programme is based on the lessons and knowledge to be gained from the promotion and development of the successful German "Mittelstand" (as SMEs are called in Germany). This MBA enables participants to work as multipliers in decision-making positions and to provide support to SMEs as well as to innovative entrepreneurs focusing on SME development in knowledge-intensive business services.

Thanks to the close relationship of SEPT with many SMEs worldwide, study materials represent real cases of SMEs. This is supported by the fact that our faculty consists of a combination of resident and visiting lecturers. Many of them are also consultants in their areas of expertise.

For more information, please visit the [website of the programme](#).

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## Course Details

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### Course organisation

#### First semester

Module 101 Foundations of Economics and Development

- Development Economics
- Reading course on development economics
- Field Trip – visit to German development and business promotion institutions

Module 102 Entrepreneurship Management

- Entrepreneurship Management
- Business Model Development
- Business Plan
- Business Simulation Game
- Presentation Techniques

Module 103 Strategies for the Development of SMEs

- Innovation and Technology Promotion
- Value Chain Analysis
- Internationalisation of SMEs
- Local and Regional Economic Development

#### Second semester

(two elective modules\* chosen by the student + compulsory module 205)

Module 201\* Innovation Management in SMEs

- Strategic Innovation Management
- Quality Management
- Tools for Innovation Management
- Innovation Systems

Module 202\* Marketing in SMEs

- Marketing in SMEs
- International Marketing
- Market Research

Module 203\* SME Finance

- Introduction to Financial Systems
- Financial Instruments for SMEs

- Financial Planning

Module 204\* Competence Development in SMEs

- Knowledge Management
- Leadership
- Competence Development
- Organisational Learning

Module 205 Research Methodology and Project Management

- Research Methodology and Research Design
- Data Analysis and Presentation
- Project Management

Module 206\* Internship (a minimum of six weeks for the internship)

**Third semester**

Module 301 Field Research

**Fourth Semester**

Module 401 Master's Colloquium

- Business Communication
- Advanced Data Analysis
- SEPT Colloquium
- Submission of Master's thesis

<b>A Diploma supplement will be issued</b>	Yes
<b>International elements</b>	<ul style="list-style-type: none"> <li>• Training in intercultural skills</li> <li>• Courses are led with foreign partners</li> <li>• Projects with partners in Germany and abroad</li> <li>• International comparisons and thematic reference to the international context</li> </ul>
<b>Integrated internships</b>	For those students interested in gaining insight into institutions or firms dedicated to the promotion and development of small and medium-sized enterprises in Europe, our curriculum provides for the possibility that an internship or practical training in Germany or Europe might be recognised as one of the elective modules.
<b>Special promotion / funding of the programme</b>	<ul style="list-style-type: none"> <li>• DAAD</li> </ul>
<b>Name of DAAD funding programme</b>	DAAD EPOS Scholarship
<b>Course-specific, integrated German language courses</b>	No
<b>Course-specific, integrated English language courses</b>	No

## Costs / Funding

<b>Tuition fees per semester in EUR</b>	1,500 EUR
<b>Additional information on tuition fees</b>	The tuition fee of 6,000 EUR is due in four instalments of 1,500 EUR each at the beginning of every semester.
<b>Semester contribution</b>	Approx. 260 EUR
<b>Costs of living</b>	You will need approx. 870 EUR per month for your living expenses in Leipzig. Of course, this figure is only an estimate and depends on how much you spend. Please remember that you must provide proof of secured funding for your living expenses when you apply for a visa in your home country.
<b>Funding opportunities within the university</b>	No

## Requirements / Registration

### Academic admission requirements

- A four-year undergraduate degree or its equivalent from a reputable university
- Documentation of English proficiency\*
- A minimum of two years of relevant career experience
- Excellent computer skills, at least in the use of software for word processing (e.g. MS Word), spreadsheets (e.g. MS Excel), and statistical analysis programmes (e.g. SPSS, STATA)
- Broad knowledge of economics and/or economic issues

#### Special requirements:

- Students from India with a three-year Bachelor's degree are eligible to apply if they fulfil the following requirement: Minimum grade: First division/class 60% and above or A = Very Good and above or a GPA from 3.00 onwards
- Chinese, Vietnamese, and Mongolian applicants are required to submit an APS Certificate
- Nigerian and Cameroonian applicants must have their application documents certified at the German Embassy

\*Please see: Language requirements

### Language requirements

English proficiency required to apply:

The English proficiency can be proven with a TOEFL iBT minimum score of 80, IELTS academic at least 6.0 overall band, or English proficiency letter if the medium of instruction in the undergraduate programme was English. TOEFL ITP, TOEIC, and IELTS General Training are not accepted.

Note: If the applicant requests the TOEFL score report to be sent to SEPT directly by the Educational Testing Service, he or she should indicate the code number 6976 when taking the test.

### Application deadline

**Scholarships** (the year prior to beginning the programme):

31 July at the German Embassy

31 August at DAAD in Bonn

31 October at the University of Leipzig

**Self-financing students** (the same year the programme starts):

15 March

**Submit application to**

Leipzig University  
International SEPT Programme  
IPF 172515  
Ritterstr. 9-13  
04109 Leipzig  
Germany

## Services

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**Possibility of finding part-time employment**

As an international student, you are allowed to take up part-time employment along with your studies while in Germany. To increase your chances of success, we offer employability-related workshops as well as first-hand interaction with German companies and development cooperation agencies.

**Accommodation**

Student halls of residence and accommodation are offered at reasonable prices by the "Studentenwerk" (<https://www.studentenwerk-leipzig.de/en/housing>). Rooms are also available on the private market. Living in Leipzig is very affordable. Accommodation can be found starting at 160 EUR, and living expenses are very reasonable in comparison to other European cities.

**Support for international students and doctoral candidates**

- Welcome event
  - Cultural and linguistic preparation
  - Buddy programme
  - Visa matters
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©SEPT

**Durdana Prado**  
MBA

The knowledge and experience that I have gained through SEPT's unique teaching and research activities have allowed me to enhance my professional, social and intercultural competences. This has led me to apply valuable insights and tools into my activities as a university lecturer and consultant in the field of strategic economic development.

## Our Partners



## Virtual Tour of Leipzig University

This video takes you on a virtual tour of Leipzig University. Enjoy!

» more:  
[https://www.youtube.com/watch?time\\_continue=40&v=TRTyii-LzM&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=40&v=TRTyii-LzM&feature=emb_logo)

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# Leipzig University

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Leipzig University

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### Modern university, long tradition

Leipzig University was founded in 1409, making it one of the oldest in Germany. Our university comprises 14 faculties with over 130 institutes and centres as well as 17 central institutions. The range of subjects at our comprehensive university extends from the humanities and social sciences to the natural sciences, life sciences and medicine.

With 155 degree programmes, our university offers a unique variety of subjects. It is the most popular institution of higher education in the Free State of Saxony, with more than 30,000 students.



## A strong profile in research and transfer

Our university's research fields act as the interface for our intensive cooperation with the 22 other scientific institutions in Leipzig. In addition to Leipzig University, these include three Max Planck Institutes, two Fraunhofer Institutes, four Leibniz Institutes, two Helmholtz Centres, an integrated research and treatment centre financed by the federal government, and an excellent university hospital.

With regard to entrepreneurship, we are also one of the most successful universities in Germany. In a recent survey, we ranked among the top five in the category for “start-ups involving the transfer of university knowledge” (“Gründungsradar 2016” of the Stifterverband organisation).

## Internationally visible and well connected

Moreover, our university is among the most prominent in terms of international relations in Germany. We regularly achieve top positions in the funding ranking published by the German Academic Exchange Service (DAAD), we cooperate with a wide variety of international partners on every continent, and approx. 12% of our students are international.

## Campus in the city centre and a vibrant cultural scene

One special aspect of Leipzig University is its centrally located campus in the heart of the city. Traditionally, our university has been closely linked to life in Leipzig as a city of culture, trade, sport and media.

Please visit our website to learn more about Leipzig University:

[www.uni-leipzig.de/en/](http://www.uni-leipzig.de/en/)



## University location

**“Leipzig is the place for me 'tis quite a little Paris; people there acquire a certain easy finish'd air.” (Johann Wolfgang von Goethe)**

Over 200 years ago, the famous German author, Johann Wolfgang von Goethe, flattered Leipzig with these words in Faust. The compliments still apply today: the city has a lot to offer by featuring a stimulating scientific, cultural, and industrial landscape.

Leipzig is the most populous city in the German state of Saxony, acting as a major international commercial centre. In 1497, Leipzig was granted imperial trade fair privileges by Emperor Maximilian, hence acquiring the title of “mother of trade fairs”. In the inner city, visitors can stroll through arcades and passageways reminiscent of former fair activities. Owing to its rich history in trade, the city is an attractive location for investors like Porsche, BMW, and DHL.

Hardly any other city can claim as rich a musical heritage as Leipzig. Names like Johann Sebastian Bach and Felix Mendelssohn Bartholdy are inextricably linked to Leipzig. The Gewandhaus Orchestra has cultivated classical music in Leipzig for over 250 years. The Opera House is the third oldest civilian music theatre stage in Europe. Today its programme includes a wide range of works from Baroque to modern operas and ballets. Leipzig’s dynamic art scene enjoys an excellent reputation worldwide. Its prime site is the Spinnerei, a former cotton mill in the trendy Plagwitz district, which is home to countless galleries and ateliers.

One third of Leipzig is covered in a green belt. Its core, the Auenwald (a wide strip of floodplain forest running all the way through the city), is unique in Europe. On a boat trip along the canals and rivers, visitors can discover the green lung of Leipzig. Another green part of the city is the zoo, which is the most modern of its kind in Europe. In the south of Leipzig, the former lignite mining area has been turned into the “New Lakeland Area”, with attractive sandy beaches and ideal conditions for swimming and water sports.

Leipzig is also an ideal starting point for new discoveries – thanks to the excellent train connections, Berlin, Dresden, or the porcelain town of Meissen are easy to reach in only a couple of hours.

For more information regarding one of the most vibrant and welcoming cities in Germany, please visit [www.leipzig.travel/en/](http://www.leipzig.travel/en/).



# Contact

**Leipzig University**

International SEPT Program

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04109 Leipzig

Tel. [+49 3419739762](tel:+493419739762)

✉ [sept@uni-leipzig.de](mailto:sept@uni-leipzig.de)

🌐 Course website: <https://www.sept.uni-leipzig.de>

📘 <https://www.facebook.com/septprogram/>

🌐 <https://www.linkedin.com/company/sept-program>

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# International Programmes in Germany - Database

[www.daad.de/international-programmes](http://www.daad.de/international-programmes)

[www.daad.de/sommerkurse](http://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](http://www.daad.de)

## GATE-Germany

Consortium for International Higher Education Marketing

[www.gate-germany.de](http://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".

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Federal Ministry  
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and Research