



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



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# Master's degree



## Business in a Digital World (MBA)

Westfälische Hochschule Zwickau - University of Applied Sciences  
Zwickau • Zwickau

### Overview

Degree	Master of Business Administration (MBA)
Teaching language	<ul style="list-style-type: none"><li>English</li></ul>
Languages	Courses are taught in English. Participants can choose to write their Master's theses in German or English.
Full-time / part-time	<ul style="list-style-type: none"><li>part-time (study alongside work)</li></ul>
Mode of study	Less than 50% online
Programme duration	3 semesters
Beginning	Winter and summer semester
Application deadline	<p>Non-EU applicants:</p> <ul style="list-style-type: none"><li>30 June for the following winter semester</li><li>30 November for the following summer semester</li></ul> <p>EU applicants:</p> <ul style="list-style-type: none"><li>31 July for the following winter semester</li><li>31 Dezember for the following summer semester</li></ul> <p>Applications received after the deadlines will be considered if places are still available.</p>
Tuition fees per semester in EUR	1,800 EUR
Additional information on tuition fees	1,800 EUR per semester plus semester contribution
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	No
Description/content	The <b>MBA Business in a Digital World</b> combines traditional business administration content with strategies and challenges of digital transformation. The primary goal is to train students to work

towards a leadership role within the global and digital economies as well as within the local economy.

Students engage in a blended-learning format in which course content is taught in the classroom, with self-study, and with online elements. The MBA Business in a Digital World is designed for three semesters, including two short-term stays abroad.

This MBA prepares students for future endeavours in international as well as local business opportunities through theoretical and practical learning. They will become familiar with sustainable responsibility for the economic development of the global economy.

Students learn to prepare themselves for a leadership role within the global, local and digital world economies. Students will also become equipped with the necessary tools to successfully represent a global organisation and to create and expand new business into global markets.

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## Course Details

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Course organisation	<p><b>First semester</b></p> <ul style="list-style-type: none"><li>• Advanced Business Administration</li><li>• Business Cultures</li><li>• Business Ethics</li><li>• Business Information Systems</li><li>• Digital Business Models</li><li>• Study-Abroad Module I</li></ul> <p><b>Second semester</b></p> <ul style="list-style-type: none"><li>• Advanced Research Methods for Business Students</li><li>• Leading and Managing in a Global Environment</li><li>• Economic Geography</li><li>• The Internet of Things</li><li>• Analytics for Data-Driven Decisions</li><li>• Study-Abroad Module II</li></ul> <p><b>Third semester</b></p> <ul style="list-style-type: none"><li>• Thesis Coaching</li><li>• Master's Thesis</li></ul> <p><a href="#">» PDF Download</a></p>
A Diploma supplement will be issued	Yes
International elements	<ul style="list-style-type: none"><li>• Integrated study abroad unit(s)</li></ul>
Integrated study abroad unit(s)	<p><b>Study-abroad, first semester:</b></p> <p>Internet Law (The University of Georgia, Tbilisi, Georgia)</p> <p>Artificial Intelligence, Human Rights and Cyberspace (The University of the Georgia, Tbilisi, Georgia)</p> <p><b>Study-abroad, second semester:</b></p> <p>Innovation, Entrepreneurship and the Market (University of the West of Scotland, Paisley, Scotland)</p>

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)	Yes, voluntary
Types of online learning elements	<ul style="list-style-type: none"> <li>Access to databases with study material</li> </ul>

## Costs / Funding

Tuition fees per semester in EUR	1,800 EUR
Additional information on tuition fees	1,800 EUR per semester plus semester contribution
Semester contribution	The semester contribution amounts to <b>290.58 EUR/semester</b> and includes a ticket for local public transport in the Zwickau region and by short-distance train all over Saxony.
Costs of living	<p><b>Zwickau – one of the most affordable university cities in Germany</b></p> <p>With estimated living costs (rent, expenses for food, clothing, educational supplies, and transport) around <b>650 EUR/month</b>, it is way below the German average and way below the cost of living in bigger German cities such as Berlin or Munich.</p>
Funding opportunities within the university	Yes
Description of the above-mentioned funding opportunities within the university	Deutschlandstipendium

## Requirements / Registration

Academic admission requirements	<ul style="list-style-type: none"> <li>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's degree with at least 210 ECTS/diploma</li> </ul>
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- At least one year of practical work experience
- In special cases, the board of examiners will make decisions based on the documents submitted or an aptitude test.

#### Language requirements

- 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)

#### Application deadline

Non-EU applicants:

- 30 June for the following winter semester
- 30 November for the following summer semester

EU applicants:

- 31 July for the following winter semester
- 31 December for the following summer semester

Applications received after the deadlines will be considered if places are still available.

#### Submit application to

uni-assist e.V.  
(<https://www.uni-assist.de/>)

## Services

#### Possibility of finding part-time employment

In-house university career service programmes offer you the opportunity to find a way of earning yourself some money. In addition, an employee of the Career Service will inform you regularly by e-mail about part-time and temporary jobs in a wide range of fields.

The Graduate and Company Contact Fair (ZWIK) takes place once a year in Zwickau Civic Hall (Stadthalle). It offers students information about internships, doctoral thesis, work-study jobs, vocational training and student jobs. A visit to ZWIK will enable you to make contact with the company of your choice: <https://www.wikway.de/zwik>.

#### Accommodation

##### Nearby student dorms without a wait list

The "Studentenwerk Chemnitz-Zwickau" offers student residences in Zwickau close to each campus. A single room in a student residence costs approx. 235 – 330 EUR/month, and you can also find private housing in Zwickau at a reasonable price. After your admission to the university, you will be able to register for a dorm room. Unlike in many big cities, everyone usually finds it easy to find a room.

[Check out our dorms](#) on the "Studentenwerk" website.

#### Career advisory service

Career service of University of Applied Sciences Zwickau:  
<https://www.fh-zwickau.de/studium/studierende/berufseinstieggruendung/career-service/>

#### Support for international students and doctoral candidates

- Welcome event
- Buddy programme
- Tutors

## Our Partners

UWS UNIVERSITY OF THE WEST OF SCOTLAND



### Apply now!

Faculty Business and Economics

» more:  
<https://www.youtube.com/watch?v=k8ZzTIPJdQA>

# — Westsächsische Hochschule Zwickau — University of Applied Sciences Zwickau



### Learn hands-on and get ready for working life

Westsächsische Hochschule Zwickau (WHZ) is a university of applied sciences. That means you will enjoy hands-on training and practice-oriented research as well as profound theoretical teaching. Our degree programmes in the fields of engineering, business, health care management, languages, design, etc. will provide you with almost limitless possibilities.

We maintain strategic local and international industry connections to pave your career path in the best possible way. No matter which programme, our Bachelor's and Master's graduates get optimal conditions, from committed professors to one of the finest university libraries in Germany.

Work in state-of-the-art facilities and make innovative contributions to applied research.

We have a lot to offer. Come and see for yourself!

Visit our [university website](#).



## University location

Three university locations in one of the most beautiful areas of Saxony

Depending on your chosen degree programme, you will study in

- Zwickau (where most of the degree programmes are located),
- Schneeberg (Design), or
- Markneukirchen (Musical Instrument Technology).

Each of these cities have their unique charm.

Zwickau is the main location of WHZ. It is known as an automobile city and is also famous for its connection to the classical composer, Robert Schumann.

In the small city centre with attractive shops and pedestrian areas, you can still perceive the rich cultural history. Besides picturesque urban flair, Zwickau offers lots of green space for you to do sports, relax, or barbecue, especially on the nearby Mulde riverbank. Many campus buildings are only a stone's throw away. Additionally, it is merely a 30-minute drive to the Ore Mountains or 1.5 hours to Saxon Switzerland – both of these places are great destinations in the summer and winter.

Schneeberg and Markneukirchen are situated in a rather rural and breathtaking landscape. There you can experience Ore Mountain customs, traditional wood crafts, and the famous Christmas markets.

## Contact

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🌐 Course website: <https://www.mba-digitalbusiness.de>

📘 <https://www.facebook.com/aaa.whz.de>

🐦 [https://twitter.com/WHZ\\_Zwickau](https://twitter.com/WHZ_Zwickau)

🌐 <https://www.linkedin.com/school/westsachsische-hochschule-zwickau/>

📷 <https://www.instagram.com/hochschulezwickau/>

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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

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## 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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