




**SRH Distance Learning University  
Bachelor and Master Study Programmes**

**Your distance learning  
degree – made in Germany.  
We stand by your side to  
advance your career.**





**Life is like a river.  
Everything is in motion.  
You do not have to walk  
this path alone.  
We are your companion  
in every step of the way.  
And we do this out  
of passion.**

**Your personal SRH Distance Learning University.**

For over 25 years, we have been committed to helping our students achieve their goals. To accomplish this, we establish the best conditions for a successful symbiosis between life, work and studies.

189 employees guide 12,000 students on their individual educational path every year. We do not see ourselves as a provider of competencies alone, but also as a personal mentor, coach and motivator.

With 70 state-recognised Bachelor's and Master's degree programmes and more than 90 university certificates, we already have an answer today to what will be needed tomorrow – and above all – to what will be really needed in the future. As a quality leader in distance learning and part of the SRH group – a foundation with pioneering offers in the fields of education and healthcare – we are independent of the demands of the capital market or private investors. We invest our profits in sustainable solutions to improve people's lives.

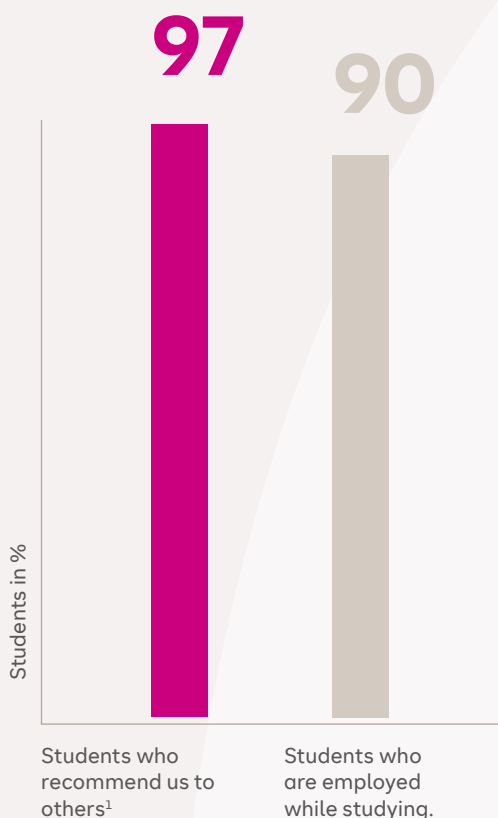
# Our distance learning university in numbers

**189**  
employees

**81**  
professors and lecturers



**170**  
lecturers

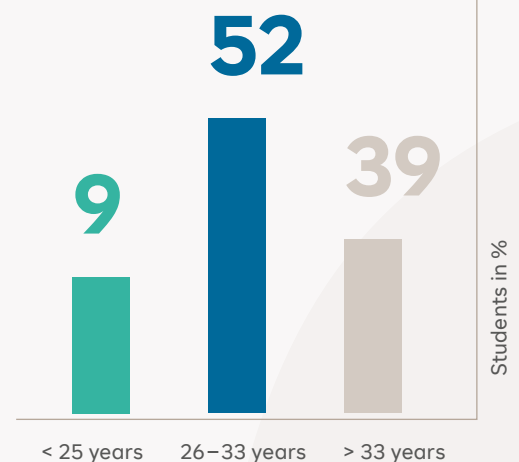


**Grade 1.4**  
for our personal support

**Grade 1.4**  
for our teaching

**Grade 1.8**  
for our study materials

This is how our students rate us in German school grades from 1 (excellent) to 6 (inadequate)<sup>2</sup>



<sup>1</sup> fernstudiumcheck.de as of January 2023

<sup>2</sup> Evaluation results September 2022–February 2023

# I'm glad we met!

**The world is changing at a rapid pace.**

**And we have to keep up. But how?**

What do I want to do in the future? What will help me personally today so that I can be successful tomorrow? These questions are on your mind if you are planning to start a distance learning programme. We support you in finding your answers right from the start. To do this, we want to get to know you, understand your life situation and find out what drives you. Because you invest a lot in your studies. That's why it must adapt to your lifestyle and open up meaningful perspectives.

We are aware that these are high demands. Choosing the right distance learning programme is not an easy decision. We're well aware of that too. Offers are often similar and significant differences are not always immediately apparent. It is important that you get to know us better and find out what you can expect from us.

Let's get started: In this prospectus, we will show you what differentiates our distance learning university from others and what your studies with us may look like. We will not be able to answer all your questions here, because nothing beats a personal conversation, for which we devote significant time – time for your wishes, possibilities, and goals. Because it's about more than a study programme. It's about your future.

Yours,



**Prof. Dr. Ottmar Schneck**  
Rector SRH Fernhochschule  
The Distance Learning University



# Your SRH Distance Learning University

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Online information sessions and enrolment.

# Are you keen to improve your qualifications? We will prepare you for a successful future.

Our society is changing. Life too, is changing faster than ever before – with all the demands that our jobs and everyday lives place on us. Digitalisation is a key factor in this process: We live in a highly connected world of technological progress. We are starting to think about the meaning of work and how to find our place in society. Ultimately, this raises the question of how we wish to shape our future, and what we can do to achieve these goals. Together with us, you will find answers to these questions!

## **We help you maximise your potential for development.**

Lifelong learning is a prerequisite for being able to meet social change and the challenges of the labour market with confidence. Studying alongside your further responsibilities, such as work, training, family, or your sports activities, provides you with countless opportunities. But it also presents you with a challenge and raises numerous questions. Flexibility alone is not everything. Above all, you need strong partners to help you achieve your goals. This is exactly where we come in.

## **You seize the opportunity.**

## **We take you one step further.**

Starting and completing a distance learning programme is one thing. Doing it successfully is another. We know the importance of both aspects. Which is why we support you from the very beginning. From choosing and enrolling in your degree programme to graduation and beyond: We are there for you whenever you need us. Even before you start studying, you will have direct contact with the people who will accompany you on your path to success. And once you are enrolled at our university, your connections will become increasingly close. This is our promise!

## **Are you ready for New Work?**

You study, and we make you strong for the new world of work. Our innovative E-Campus and digital tools give you the resources you need to pursue your flexible distance learning programme. Our distance learning concept is designed to ensure that you acquire knowledge efficiently, sustainably and in line with contemporary standards. This way, we equip you with the skills you need to become more agile, open, and innovative.







For your **successful future.**

We empower you to achieve **your goals.**

With us, you will acquire the precise **competencies and skills** necessary for your next steps. We actively **guide** and **support** you throughout your journey, **assisting** you whenever needed.

Our **passion** drives us to help you excel in both your studies and everyday life, **enabling** you to embark on your unique **path successfully** and without worries.

# **You**

**are our focus. Together with us, you will overcome any challenges you face when studying during full-time employment or other life responsibilities. This allows you to study flexibly and at your own pace in pursuit of your goal – knowing that we are always here to guide you.**

## **01. While studying with us, you will have maximum flexibility.**

With us you can start at different times of the year. We offer various starting dates for our programmes. With our E-campus on the web and as an app, you will always have your studies in your pocket. You decide at what pace and in which module sequence you want to study. With our curriculum, we offer you an orientation guide on how you can organise your studies. This way your studies adapt to your life.

## **02. With us, you will receive personal support.**

We are there whenever you need us. Your student advisor and programme director will accompany you from enrolment through your entire studies up to the moment you receive your degree. They are always there by your side and take time for your personal support. You contact them directly via e-mail or telephone.

## **03. We offer you both digital and practical teaching.**

### **Digital**

With our study materials, you have everything you need to prepare for your exams. These are always carefully written by experts and quality-checked. Our study materials support all different learning types. We also offer accompanying online events, audio abstracts, explanatory films and much more.

### **Practical**

Our lecturers have many years of practical experience, and many work alongside their professorships. During your studies, you have the opportunity to develop your own ideas and tasks from your own professional practice into various modules, work on them and reflect on them.

## **04. Your learning during your studies will be competence-oriented.**

With CORE, the didactic study concept of all the SRH Universities, you will acquire competencies in various areas preparing you to apply your knowledge and skills directly in practice. For this purpose, we have prepared all learning objectives, teaching and learning methods in such a way that learning is fun. This is how we change the way we learn.

## **05. Our experience prepares you for a successful future.**

We stand for quality in distance learning and have done so for more than 25 years. Our study programme concepts are well thought-out and professionally designed, always in touch with the latest trends. Each study programme is accredited and our university is state-recognised. We are proud that our students have voted us "Most Popular Distance Learning University" for the fifth time in a row. This shows us that we are on the right track!

# Our three success factors to help you obtain your academic degree.



## Studying online

**Wherever you want. And in whatever way you want.**

Our distance learning concept enables you to study efficiently. No matter what you are doing or where you are. In our E-Campus you can access all learning content, digital tools and online libraries around the clock and worldwide. Thanks to our individual self-study programme, you have the freedom to choose flexibly when you want to work on which modules. In addition, we put you in touch with other students – enabling all of you to benefit from shared expertise.



## Communicating face-to-face

**We are there for you. No matter what comes up.**

You are never left alone: Our mentors, coaches and motivators are there to support you. Your student advisor will help you in all organisational matters. Any questions you have concerning your subject will be answered directly by your professors and lecturers. You will always be able to reach your duo of experts – without having to make an appointment or keep to office hours.



## Deepen your knowledge

**By attending voluntary live sessions online.**

Are you keen to find out more about a particular subject? Or do you have questions about issues such as scientific work? Then feel free to make use of our voluntary services. You can supplement up to 20% of your studies with voluntary, accompanying live sessions. This way, you will complete 80% of your programme through independent study and 20% by attending live sessions. Or you rely entirely on self-study. It is up to you to decide!

# Discover the Module Box.

## Your goal is a Bachelor's or a Master's degree?

**You are unique. Your studies with us are, too.**

Our goal is to offer a programme that perfectly suits you and your life. Our flexible study model has three key success factors: With us you can study online, deepen your knowledge, and communicate personally. We believe that these components are essential for a successful degree alongside everyday life and your job.

## When do you want to start studying?

**With us, you decide when to start.**

We offer various starting dates for each programme. You decide how long it will take and how intensive it will be. Make it perfect for you – from the pace to the content to the exams. Your degree programme offers a variety of forms of examination, e.g. the "examination at home" with online tests or case studies. In some modules you take a "live exam" with presentations, role plays or written exams.

## The SRH Module Box

**Unlimited flexibility – study without semester limits.**

Our module box makes it possible. You can complete up to five study modules at the same time. Once you have successfully completed one of these modules, you decide what to continue with. You decide the pace and sequence yourself. Or you can just rely on the proven course of study that we suggest in the curriculum.



**01 | Your module box offers space for five modules. The first five are preselected at the start of your programme.**



**02 | As soon as you have completed one of these five modules, there is room for a new module for you to choose.**



**03 | The order of the modules is basically up to you to select – so you can decide, for example, to start module 8 directly after completing module 5.**

# Your E-Campus.

## Ensuring immediate access to everything you need.

**Everything connected. Everything in one place.** Our entire body of knowledge, tools and communication channels is available virtually – on our E-Campus. This means you are well equipped to face the challenges that distance learning and everyday life present you with.

You need to be mobile and flexible to achieve a healthy study-life balance. Because your time is precious, we make sure that our course content is on hand when it suits you – in a form that is ideal for your needs. Fancy listening to a podcast on your way to a meeting? Or you might like to watch a knowledge consolidation video on your smartphone while the children are asleep. Or put your knowledge to the test in an online quiz in between tasks?

All of this is possible! We value digital connectivity: All study materials are available to you in digital form as podcasts, videos, e-lectures, and online exercises via our E-Campus – whenever you want them. Our E-Campus also offers you access to comprehensive online libraries. Multimedia learning doesn't get more eclectic than this!

Knowing that distance learning requires discipline and self-organisation, we provide you with useful tools such as Microsoft Teams and other Office 365 apps. And thanks to chat, video calls, private messaging, and our centralised cloud data repository, you can communicate with your fellow students and work together effectively 24/7.

### **Our E-Campus offers you the following benefits:**

- Efficient collaborative learning: with multimedia content and digital tools for communication and organisation
- Individual study organisation
- Simple registration for modules and written examinations
- Simple registration for voluntary live sessions
- Submission of examinations, term papers, presentations, and assignments
- Ability to view your grades 24/7
- Personal email account





# More Freedom. In terms of study duration and financing options.



## Our Bachelor's Degree Financing Models

### Flex 1

Monthly rate

**419 €**

Number of instalments

**36 months**

Standard period of study

Optional

**36 months**

**+ up to 36 months**

Total price 15,084 €

For those who want to pay promptly: The monthly fee is higher in our Flex 1 model. However, after 36 months, you will have paid the total fee. But if you wish to study for a longer period, that's not a problem – you can extend it for up to 36 months free of charge. The full benefits are available for up to 72 months in all our financing models.

You're forging your own path. We provide you with ample freedom in that journey, including the duration of your studies and your financing. Flexible study duration means you don't have to determine how long you'll study in advance. Rest assured; we guarantee support for up to twice the standard study duration without any additional fees. Regardless of your study duration, you have complete independence to choose the payment duration for your tuition fees, tailored to your individual needs. Decide which model suits you best.



## Flex 2\*

Monthly rate

**319 €**

Number of instalments

**50 months**

Standard period of study

Optional

**36 months**

**+ up to 36 months**

Total price 15,950 €

If you prefer to pay less monthly but over a longer period, our \*Flex 2 or \*Flex 3 model is the right choice. You can still complete your studies within the standard study duration if you wish. In that case, you simply continue paying after your studies until the total fee is settled.

## Flex 3\*

Monthly rate

**229 €**

Number of instalments

**72 months**

Standard period of study

Optional

**36 months**

**+ up to 36 months**

Total price 16,488 €

\*The Flex 2 and Flex 3 options are only bookable with residency in the EU and in Switzerland, Norway, Liechtenstein and the United Kingdom.

# Our Master's Degree Financing Models

There are many paths you can take to reach your goal – also in your Master's degree.

Many of our Master's programmes give you the option of taking a degree worth either 60, 90 or 120 ECTS credits. Different price models apply, of course, to the different Master's variants. We offer you a course with no hidden costs – everything is covered by your tuition fee.



## Flex 1

Master's degree programme with 90 ECTS

Monthly rate

699 €

Number of instalments

18 months

Standard period of study

Optional

18 months + up to 18 months

Total price 12,582 €

For those who want to pay promptly: The monthly fee is higher in our Flex 1 model. However, after 18 months, you will have paid the total fee. But if you wish to study for a longer period, that's not a problem – you can extend it for up to 18 months free of charge. The full benefits are available for up to 36 months in all our financing models.

## Flex 2\*

Master's degree programme with 90 ECTS

Monthly rate

549 €

Number of instalments

25 months

Standard period of study

Optional

18 months + up to 18 months

Total price 13,725 €

If you prefer to pay less monthly but over a longer period, our Flex 2 model is the right choice. You can still complete your studies within the standard study duration if you wish. In that case, you simply continue paying after your studies until the total fee is settled.

» When I started looking at different universities and programmes I was immediately drawn to this university because of its reputation for academic excellence, experimental learning and supportive community (...) I was really impressed with the E-Campus and all the resources it offers. As an online student, I appreciated the convenience and flexibility that the E-Campus provided me. I could access my courses, assignments from anywhere at anytime which made it easier to balance my workload with other responsibilities. «

**Mahmoud Ketata**  
Production Manager



### Our Offer

**We offer you a course with no hidden costs – everything is covered by your tuition fee.**

- Access to the E-Campus, containing digital study materials, videos, podcasts, online lectures, and online exercises
- Support in organisational issues by your personal student advisor
- Personal mentor from the body of professors
- Use of digital tools and online libraries: Office 365, Citavi, EBSCO, SpringerLink, SPSS
- Global Eduroam WiFi access
- Voluntary, accompanying live sessions
- All examinations and supervision of your thesis
- Academic leave of absence for 2 semesters at no cost – you continue to have access to the E-Campus

\*The Flex 2 option is only bookable with residency in the EU and in Switzerland, Norway, Liechtenstein and the United Kingdom.

**Credit for prior education, scholarships, and more ...**

If you would like to know whether you can have your prior education credited towards your study duration or if you are eligible for a scholarship, take a look at our website or reach out to the student support team of your desired programme. We are more than happy to provide you with personalised assistance and guidance.

### More information

Are you interested in our financing models? Find out more here: Simply scan the QR code and learn more.



# Looking for a Master's programme?

## You determine your path.

60, 90 or 120 ECTS – which Master's programme suits you best? With us, you are free to decide the duration and depth of your programme. Find out below the options open to you based on the ECTS credits gained in your undergraduate degree. We will advise you on the requirements you need to meet for your chosen Master's variant. We will be happy to review your application for admission individually. First, we would like to briefly explain several key terms.

### How can you demonstrate that you have a basic understanding of a subject?

You can demonstrate your basic understanding of your chosen subject by proving that you have gained the appropriate knowledge in your undergraduate degree or by demonstrating the proximity of your previous employment to the study programme you intend to take. For more information on what we specifically mean by a "basic understanding", please look at your chosen degree programme.

#### **Please contact us!**

Do you want to know what your personal path to a Master's degree might look like? Your student advisor will be happy to guide you. You will find the direct contact details in the information on your chosen study programme.

### What is a motivational interview?

This is where you meet your future study programme director, enabling you to discuss your personal reasons for opting for your chosen degree programme. The discussion will also include topics such as your professional work, your previous experience, and your goals.

### What is an aptitude test?

It consists of your motivational interview, a written paper (max. 15 pages) and a presentation/discussion (approx. 30 minutes) of the results of your written paper. The test allows you to demonstrate your ability to work independently on specific topics of your chosen study programme, using scientific methods, and to present the findings in a structured and comprehensive manner.

# You plan to start with 180 ECTS? Then the follow- ing prerequisites apply.

## Master's programme with 60 ECTS



**Professional  
experience**  
At least two years



**Basic  
understanding**  
for the desired course  
of study



**Aptitude test**  
(if required)

## Master's degree with 90 ECTS



**Work experience**  
At least one year



**Basic  
understanding**  
for the desired course  
of study



**Motivational  
interview**  
with programme director

## Master's programme with 120 ECTS



**Work experience**  
At least one year

# You plan to start with 210 ECTS? Then the following prerequisites apply.

## Master's programme with 60 ECTS



**Professional experience**  
At least two years



**Basic understanding**  
for the desired course of study



**Motivational interview**  
with programme director

## Master's degree with 90 ECTS



**Work experience**  
At least one year



**Basic understanding**  
for the desired course of study

## Master's programme with 120 ECTS



**Work experience**  
At least one year



# You plan to start with 240 ECTS? Then the following prerequisites apply.

## Master's programme with 60 ECTS



**Professional experience**  
At least two years



**Basic understanding**  
for the desired course of study

## Master's degree with 90 ECTS



**Work experience**  
At least one year



**Basic understanding**  
for the desired course of study

## Master's programme with 120 ECTS



**Work experience**  
At least one year

# Also good to know: Information about your studies.



## Graduation

**An excellent start into the future:  
So that all paths open to you worldwide.**

After successfully completing your studies, you will be awarded the state and internationally recognised academic degree Bachelor of Arts (B.A.), Bachelor of Science (B.Sc.), Master of Arts (M.A.), Master of Science (M.Sc.) or Master of Business Administration (MBA).

The M.A., M.Sc. and MBA degrees are basically equivalent. They differ in particular in terms of target group and focus of content. The M.A. often concludes degree programmes in the fields of humanities, social sciences or economics that have a pronounced focus on practical and applied knowledge. The M.Sc. pursues the same objectives as the M.A., but usually has a higher proportion of methodical content. The postgraduate MBA imparts important, practical knowledge to graduates of various Bachelor's programmes as well as to experienced professionals and important, practice-oriented and generalist management skills, so that graduates can also specialise in specific areas.

Together with your degree certificate you will receive a Diploma Supplement with information on the level and content of your acquired qualifications.

## Credit points (ECTS)

**Your achievements are internationally comparable.**

You not only receive grades, you also collect credits according to the European Credit Transfer and Accumulation System (ECTS). These make your degree comparable throughout Europe and facilitate recognition at home and abroad.



### Study and work internationally

**You will become a world explorer. We take care of your studies while you are on the road.**

Out into the world, off to new horizons – is that a dream of yours? Make it come true: A stay abroad promotes your personal development and can be that certain something on your CV. We support you and make it possible for you to start your studies at SRH or to continue them smoothly. During your professional or private stay abroad, we provide you with individual exam schedules and you benefit from our online exams. Since we also cooperate with partner universities around the world and are an Erasmus+ university, it is easy to undertake study stays and practical semesters abroad with us.



### Digital Annual Report 2022 (currently only available in German)

**Travel with us through the past university year!**

In the year 2022, we have once again moved a lot at our university. We invite you to get to know us and our values better by looking back at the past year. Take a look behind the scenes: Discover the educational pathways of our students, the topics that we have advanced to make the study programmes even better and what successes we have been able to celebrate together.

#### This way ...

Discover our digital Annual Report 2022 and get to know us better as a university.





**» Our state-accredited German degree programmes open up new prospects on the global job market, either in Europe with the possibility to apply for a job seeker visa\* in Germany, or with international companies in your home country. To prepare you for this, we offer complimentary online career services and online German language training. «**

**Dr. Simone von Boddien  
Head of International Office**

\*The SRH Distance Learning university cannot provide any information on the requirements and issuing of visas. Please contact the Federal Foreign Office or your responsible embassy for details.

# Your Bachelor's degree programmes

## **Business Management Bachelor of Arts**

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- 180 ECTS,
- 6 semesters
- € 419 per month
- € 15,084 total
- State approval by the ZFU  
(national central office for  
distance learning), No. 1158523

## **Industrial Engineering Bachelor of Science**

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- 180 ECTS,
- 6 semesters
- € 419 per month
- € 15,084 total
- Submitted for state approval



# Business Management (B.A.)



**Alyssa Colucci**  
**Your study advisor**  
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alyssa.colucci@  
srh-dlu.com



**Prof. Dr. Michael Koch**  
**Your programme director**  
michael.koch@  
srh-dlu.com

## **Your motivation**

**Your professional prospects are based abroad or within an internationally operating company in your home country, for a certain time at least.**

Your view is directed far beyond the horizon. You are fascinated by the complexity of interrelationships and the variety of decision-making parameters in superregionally oriented business organisations. You want to acquire the necessary tools to qualify for a job in this environment.

## **Your outlook**

**You will acquire practical and intercultural skills to gain a foothold in internationally operating companies.**

You will learn the necessary skills in a study programme which is held in English. Your skills will enable you to take on specialist and leadership tasks in operational and strategic management. Your portfolio also includes the development of strategic concepts and the management of operative service processes – from procurement to service provision and marketing. Your professional environment is in domestic companies with international business activities or in organisations with English as the company language.



# At a glance

## Degree

Bachelor of Arts (B.A.)

## Credit points

180 ECTS

## Standard period of study

6 semesters

## Language

English

## Tuition fees

— Flex 1 | 36 mo.  
instalments à € 419  
total € 15,084

## State recognition

State approval by the ZFU  
(national central office for distance  
learning), No. 1158523

## Admission requirements

- University entrance qualification certificate in English or German
- Knowledge of the English language level B1

## Programme content & competencies

**We accompany you on your ambitious path and focus on skills for international business.**

A wide range of courses open up your view of the big picture. You will acquire extensive business knowledge. Building on this foundation, you will subsequently learn to understand complex interrelationships and to classify them in an international context. For these objectives, you will focus in the following areas, among others:

### Competencies for study and work

Personal Skills, Language, Communication and Leadership, Business Law, Legal English

### General Business Administration

Situation Analysis in Management, Personnel and Organisation, Marketing Tools, Investment and Finance, Management of Risks

### International Management

International Relations, Operational and Strategic International Management

During this time of transformation and adversity, there is a distinct emphasis on contemporary business management concerns that encompass crucial aspects such as globalisation and digitalisation impacting organisations. In addition to this, a practical project and the Bachelor's dissertation prepare you for your intended occupation. You will learn how to transfer theoretical knowledge into your everyday professional life.

On the one hand, the programme is aimed at students in Germany who wish to obtain a degree in English. On the other hand, it also opens up the possibility for graduates abroad to obtain a German degree through distance learning.

# Your study programme.

To ensure that your studies are optimally adapted to your lifestyle, you have the choice when designing your study programme to determine what your individual study plan should look like and decide how to take your modules. With a few exceptions, you are free to choose the sequence.

## Semester

<b>01</b>	Academic Research	Personal Skills	Introduction to Economics	Introduction to Business Administration	Accounting and Reporting
	<b>Examination &amp; credits</b>	HA   6 ECTS	EA   6 ECTS	EA   6 ECTS	HA   6 ECTS
<b>02</b>	Foreign Language	Situation Analysis in Management	Operational Value Creation	Personnel and Organisation	Theory-Practice-Transfer
	<b>Examination &amp; credits</b>	RB   6 ECTS	HA   6 ECTS	EA   6 ECTS	KL   6 ECTS
<b>03</b>	Business Law	Case Studies in Management	Marketing Tools	International Relations	Regional Studies
	<b>Examination &amp; credits</b>	EP   6 ECTS	OT   6 ECTS	HA   6 ECTS	HA   6 ECTS
<b>04</b>	Internal Cost Accounting	Investment and Finance	Project Management	Operational International Management	Strategic International Management
	<b>Examination &amp; credits</b>	KL   6 ECTS	KL   6 ECTS	HA   6 ECTS	HA   6 ECTS
<b>05</b>	Legal English	Communication and Leadership	Business Culture and Ethics	Current Challenges in Business Administration	Management of Risks
	<b>Examination &amp; credits</b>	EP   6 ECTS	EA   6 ECTS	HA   6 ECTS	PR   6 ECTS
<b>06</b>	Qualitative and Quantitative Research Methods	Practical Project		Bachelor's Thesis	
	<b>Examination &amp; credits</b>	HA   6 ECTS	PjP   12 ECTS		Thesis   12 ECTS

The university reserves the right to make changes.

## Legend

♥ Elective module: Extension of knowledge	<b>FS:</b> Case Study	<b>OT:</b> Online Test	<b>PjP:</b> Project Examination
★ Specialisation: Deepening of knowledge	<b>GP:</b> Minutes	<b>PE:</b> Programme Design	<b>RS:</b> Role Play
✕ Compulsory intensive seminar	<b>HA:</b> Student Paper	<b>PfP:</b> Portfolio Examination	<b>Sim:</b> Simulation
<b>BL:</b> Blog Examination	<b>KL:</b> Written Examination	<b>PR:</b> Presentation	<b>RB:</b> Reflective Report
<b>DIV:</b> Various Examinations	<b>Lab:</b> Laboratory Examination	<b>PW:</b> Practically relevant creation	<b>WP:</b> Scientific Poster
<b>EA:</b> Submission Task	<b>LT:</b> Learning Journal		
<b>EP:</b> Submission Presentation	<b>Mü:</b> Oral Examination	<b>PxP:</b> Practical Examination	



# Industrial Engineering (B.Sc.)



**Hannah Schmidt**  
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**Prof. Dr.-Ing. Stefan Müller**  
**Your programme director**  
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## Your motivation

**You want to combine technical understanding with economic know-how.**

The demand for economically minded and technically qualified experts is increasing. You want to meet this demand. Technical systems fascinate you just as much as generalist economic knowledge. You want to immerse yourself in both worlds and understand them from the ground up. In this degree programme you will learn to combine the best of both: you will consolidate technical and scientific aspects with economic and legal aspects.

## Your outlook

**You will become an interdisciplinary specialist in industrial, trade and service companies.**

Germany stands for quality and innovation, but even innovation is in a constant state of transition. In the past, we encountered innovation primarily in the area of technology or product development. Today, we increasingly find innovation in customer experience, in processes and services or in the development of business models. This makes it more difficult to effectively bring together different fields of competence.

As an industrial engineer, you act at the interface between technology and business. Your degree programme will prepare you for this challenging task. You will acquire a broad understanding of both disciplines and learn to mediate between them. You will become an expert who optimises operational processes, while keeping an eye on technical processes as well as productivity and economic efficiency.

## Programme content & competencies

### Sharpen your profile with our specialisation in Production and Manufacturing

In this degree programme, you will deal with mathematical and scientific fundamentals, acquire relevant management knowledge and also benefit from our lectures in English.

The components of our degree programme are engineering, economics, management and targeted expert knowledge.

For this knowledge, you can take one future-oriented specialisation\*:

- Production and Manufacturing Technologies: You will become an expert in production technology and factory equipment.

\*more specialisations to come.

### With our strong practical focus, we prepare you for your professional life.

A variety of optional accompanying events help you to further develop your skills in an application-oriented context.

In our Smart Labs and mobile laboratory systems, you will experience possible applications of digital technology. Our simulated acquisition interviews reflect everyday working life.

# At a glance

## Degree

Bachelor of Science (B.Sc.)

## Credit-Points

180 ECTS

## Standard period of study

6 semesters

## Language

English

## Tuition fees

- Flex 1 | 36 mo.  
instalments à € 419  
total € 15,084

## State recognition

Submitted for state approval

## Admission requirements

- University entrance qualification certificate in English or German
- Knowledge of the English language level B1

# Your study programme.

To ensure that your studies are optimally adapted to your lifestyle, you have the choice when designing your study programme to determine what your individual study plan should look like and decide how you take your modules. With a few exceptions, you are free to choose the sequence.

## Semester

<b>01</b>	Academic Research	Business Mathematics	Introduction to Business Administration	Marketing Tools	Production and Logistics
	<b>Examination &amp; Credits</b>	HA   6 ECTS	KL   6 ECTS	HA   6 ECTS	HA   6 ECTS
<b>02</b>	Theory-Practice-Transfer	Physics	Introduction to Engineering	Introduction to Digital Engineering	Information Technology Basics
	<b>Examination &amp; Credits</b>	HA   6 ECTS	KL   6 ECTS	HA   6 ECTS	HA   6 ECTS
<b>03</b>	Qualitative & Quantitative Research Methods	Electrical Engineering	Performance Management	Machine Elements & Manufacturing Technology	★ Specialisation Module 1
	<b>Examination &amp; Credits</b>	HA   6 ECTS	EA   6 ECTS	KL   6 ECTS	EA   6 ECTS
<b>04</b>	Project Management	Accounting and Finance	Digital Transformation and Business Models	Process Analysis & System Planning	★ Specialisation Module 2
	<b>Examination &amp; Credits</b>	HA   6 ECTS	KL   6 ECTS	HA   6 ECTS	EA   6 ECTS
<b>05</b>	♥ Elective Module 1	Practice Project		★ Specialisation Module 3	★ Specialisation Module 4
	<b>Examination &amp; Credits</b>	DIV   6 ECTS	PjP   12 ECTS	DIV   6 ECTS	DIV   6 ECTS
<b>06</b>	♥ Elective Module 2	♥ Elective Module 3	♥ Elective Module 4	Bachelor-Thesis	
	<b>Examination &amp; Credits</b>	DIV   6 ECTS	DIV   6 ECTS	DIV   6 ECTS	Thesis   12 ECTS

The university reserves the right to make changes.

## Legend

♥ Elective module: Extension of knowledge	<b>FS:</b> Case Study	<b>OT:</b> Online Test	<b>PjP:</b> Project Examination
★ Specialisation: Deepening of knowledge	<b>GP:</b> Minutes	<b>PE:</b> Programme Design	<b>RS:</b> Role Play
✘ Compulsory intensive seminar	<b>HA:</b> Student Paper	<b>PfP:</b> Portfolio Examination	<b>Sim:</b> Simulation
<b>BL:</b> Blog Examination	<b>KL:</b> Written Examination	<b>PR:</b> Presentation	<b>RB:</b> Reflective Report
<b>DIV:</b> Various Examinations	<b>Lab:</b> Laboratory Examination	<b>PW:</b> Practically relevant creation	<b>WP:</b> Scientific Poster
<b>EA:</b> Submission Task	<b>LT:</b> Learning Journal	<b>PxP:</b> Practical Examination	
<b>EP:</b> Submission Presentation	<b>Mü:</b> Oral Examination		

# Specialisation

**This is how you sharpen your profile and become an expert.**

Do you have your sights firmly set on your goal and want to put a clear emphasis on this in your studies? Then our specialisation modules offer you the ideal opportunity to do so. Sharpen your profile in our specialisation area:

## Production and Manufacturing Technologies

Specialisation	Examination
Forming Machine Tools	HA
Material Science and Cutting Machine Tools	HA
Industrial Production Economy	KL
Digital Production and Logistics Management	EA

Further specialisations will be added at a later point.

## Electives

# Broaden your perspective.

As an industrial engineer, you have a wide range of opportunities in companies of all sizes and in all sectors - and our elective modules prepare you precisely for this diversity in your professional life.

Please contact us or write us an e-mail!

We are here for you.

**» The demand for economically minded and technically qualified experts is increasing. As an industrial engineer you will find fields of activity in companies of all sizes and in all sectors. «**

**Prof. Dr.-Ing. Stefan Müller**  
**Programme Director**

Electives	Examination
Operational International Management	HA
Case Studies in Management	OT
Communication and Leadership	EA
Regional Studies	EA
Strategic International Management	EA
Intercultural Management	HA
International Relations	HA
Personal Skills	EA
Situation Analysis in Management	HA
Personnel and Organisation	KL or HA
Current Challenges in Business Administration	PR
Management of Risks	Mü
Business Culture and Ethics	HA





# Your Master's degree programmes

## International Finance **NEW!** Master of Science

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- 60 / 90 / 120 ECTS
- 2 / 3 / 4 semesters
- € 699 per month (90 ECTS)
- € 12,582 total (90 ECTS)
- Submitted for state approval

## Business Analytics **NEW!** Master of Science

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- 60 / 90 / 120 ECTS
- 2 / 3 / 4 semesters
- € 699 per month (90 ECTS)
- € 12,582 total (90 ECTS)
- Submitted for state approval

## Design Management Master of Arts

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- 60 / 90 / 120 ECTS
- 2 / 3 / 4 semesters
- € 699 per month (90 ECTS)
- € 12,582 total (90 ECTS)
- State approval by the ZFU (national central office for distance learning), No. 2107123 (90 ECTS)

## UX & Service Design Master of Arts

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- 60 / 90 / 120 ECTS
- 2 / 3 / 4 semesters
- € 699 per month (90 ECTS)
- € 12,582 total (90 ECTS)
- State approval by the ZFU (national central office for distance learning), No. 1153323 (90 ECTS)



# International Finance (M.Sc.)



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**Dr. Tea Riedel**

**Your programme director**

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## **Your motivation**

**Are you passionate about staying updated on the latest trends and developments in the finance industry?**

Are you eager to embark on an exciting career in finance, whether it's within a multinational corporation, a prestigious bank, a renowned insurance company, or a top-tier consulting firm? Perhaps you've even envisioned yourself in a leadership role abroad someday. Look no further – our International Finance M.Sc. degree programme equips you with the essential skills to turn your aspirations into reality.

## **Your outlook**

**After completing this programme successfully, you'll be equipped with a solid foundation of multidisciplinary financial skills.**

You will be able to grasp complex financial concepts in the context of business decisions and have practical problem-solving skills using analytical methods. Your expertise will extend to the classification of risk factors and complex relationships within financial markets, enabling you to skilfully manage organisational change processes in response to current challenges and trends in the financial landscape.

You will also improve your language and communication skills, strengthen your personal competencies, and gain invaluable insights into the key success factors for your future career path. This programme not only opens up promising career prospects in Germany and abroad, but also prepares you for the demands of the global job market and ensures that you are ready for a world full of opportunities.

# At a glance

## Degree

Master of Science (M.Sc.)

## Credit-Points

60 / 90 / 120 ECTS

## Standard period of study

2 / 3 / 4 semesters

## Language

English

## Tuition fees

- 60 ECTS credits  
€ 799 per month | € 9,588 total
- 90 ECTS credits  
€ 699 per month | € 12,582 total
- 120 ECTS credits  
€ 599 per month | € 14,376 total

## State recognition

Submitted for state approval

## Admission requirements

- Completed university degree or equivalent (min. 180 ECTS)
- Knowledge of the English language level B1
- Basic understanding of economics
- At least one year of practical or professional experience
- If necessary, motivational interview

## Programme content & competencies

Upon graduation from this programme, you'll have the skills needed to take up a management position in a variety of financial areas, including banking, insurance, asset management, strategic financial advisory and finance departments within global corporations or financial institutions.

The curriculum places a strong emphasis on key subjects such as financial management and corporate decision-making, capital markets, economics, portfolio management, risk management, and financial statement analysis and valuation.

In addition to providing the fundamental theoretical knowledge, our approach is application-oriented, integrating qualitative and quantitative analysis to deepen your understanding. The curriculum also includes content on corporate governance and ethics, emphasising the importance of responsible behaviour in the financial world. Practical application is at the heart of your studies, where you'll have the opportunity to put your theoretical knowledge into practice through term papers, case studies and your Master's thesis.

In addition, our diverse range of electives allows you to tailor your studies to your specific interests. You can explore specialised topics such as mergers and acquisitions or alternative finance or delve into contemporary trends such as digitalisation and sustainability in the finance sector.

# Your study programme.

To ensure that your studies are optimally adapted to your lifestyle, when designing your study programme you have the option of deciding what your individual study plan should look like and how you take your modules. With a few exceptions, you are free to choose the order.

## Semester

<b>01</b>	Empirical Research	General Business Administration	Financial Management and Corporate Decisions	Financial Statement Analysis & Valuation	♥ Elective Module 1
	<b>Examination &amp; Credits</b>	HA   6 ECTS	HA   6 ECTS	FS   6 ECTS	FS   6 ECTS
<b>02</b>	Data Analysis (Options: Qualitative or Quantitative Alignment)	Capital Markets & Portfolio Management	Risk Management	Corporate Governance & Ethics	♥ Elective Module 2
	<b>Examination &amp; Credits</b>	HA   6 ECTS	Mü od. EA   6 ECTS	EA   6 ECTS	EA   6 ECTS
<b>03</b>	♥ Elective Module 3	Master's Thesis			
	<b>Examination &amp; Credits</b>	DIV   6 ECTS	Thesis and Colloquium   24 ECTS		

The university reserves the right to make changes.

## Legend

♥ Elective module: Extension of knowledge	<b>FS:</b> Case Study	<b>OT:</b> Online Test	<b>PjP:</b> Project Examination
★ Specialisation: Deepening of knowledge	<b>GP:</b> Minutes	<b>PE:</b> Programme Design	<b>RS:</b> Role Play
✕ Compulsory intensive seminar	<b>HA:</b> Student Paper	<b>PfP:</b> Portfolio Examination	<b>Sim:</b> Simulation
<b>BL:</b> Blog Examination	<b>KL:</b> Written Examination	<b>PR:</b> Presentation	<b>RB:</b> Reflective Report
<b>DIV:</b> Various Examinations	<b>Lab:</b> Laboratory Examination	<b>PW:</b> Practically relevant creation	<b>WP:</b> Scientific Poster
<b>EA:</b> Submission Task	<b>LT:</b> Learning Journal	<b>PxP:</b> Practical Examination	
<b>EP:</b> Submission Presentation	<b>Mü:</b> Oral Examination		

# Electives

## Broaden your perspective.

During your studies, you have the opportunity to select different elective modules, allowing you to deepen specific topics such as digitalization and sustainability in finance according to your individual interests. Build up your competence profile individually according to your own needs and keep your goal firmly in sight.

Electives	Examination
Accounting	HA
Alternative Financing	HA
Digital Finance	HA
Economics	HA
Financial Markets & Institutions	EA
FinTech	PfP
Green Finance Basics	EA
International Business Law	HA
Mergers & Acquisitions	FS
Sustainable Finance	FS

# Business Analytics (M.Sc.)



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**Prof. Dr. Ajinkya Prabhune**  
**Your programme director**  
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## Your motivation

**There's an incredible global phenomenon unfolding before your eyes: organisations around the world are using cutting-edge data science techniques to tackle real-world challenges.**

If you're excited by the promising career prospects this trend offers, you can seize the opportunity to combine technical skills with business know-how in your academic journey. In doing so, you'll be positioning yourself in a high-demand field where skilled professionals are currently in exceedingly high demand.

## Your outlook

**With this innovative degree, you will bridge a skills gap that has recently become increasingly apparent in the field of business analysis and data science.**

You will achieve this by combining technical expertise with a strong grounding in business intelligence. Specifically, your portfolio will include a diverse range of subjects, including machine learning, data management and engineering, storytelling and visualisation, and cloud technologies, complemented by essential areas such as leadership, strategic management and financial management.

After graduating, you'll have a wealth of career opportunities open to you, from a technically adept data scientist to a versatile business analyst. Your skills will play a key role in shaping strategic decisions and improving operational efficiency across a wide range of industries and functions. Armed with deep domain knowledge and exceptional analytical skills, you'll be well-prepared to move into more senior roles, expertly addressing the needs and challenges of today's businesses.



## Programme content & competencies

**This degree programme offers an excellent opportunity to upskill or re-skill in the dynamic field of business analytics.**

Whether you're looking to enhance your existing qualifications or acquire entirely new skills, the choice is yours. You have the flexibility to tailor your focus beyond the core modules, choosing either the data science track or delving into management topics.

In the first semester, you will build a strong foundation by studying key topics such as data analytics, ML fundamentals, empirical research, data visualisation and Python programming. In the second semester, your journey continues with a deep dive into

- Streaming platforms & NoSQL databases
- Neural Networks and Deep Learning
- Smart ETL pipelines with ML
- And a choice between Business and Strategy or Advanced Data Analytics.

A practical assignment in this semester will allow you to apply your knowledge to a real-world case and build an end-to-end data analytics pipeline.

In the third semester, you will further develop your expertise through advanced topics such as MLOps, cloud platforms and business intelligence. You will also have the opportunity to refine your learning direction with a further elective. To put what you've learned into practice, you will complete an industry project or a business analytics project. Finally, your journey culminates in the Master's thesis, which is characterised by a high degree of practical relevance and provides a fitting conclusion to the programme.

# At a glance

## Degree

Master of Science (M.Sc.)

## Credit-Points

60 / 90 / 120 ECTS

## Standard period of study

2 / 3 / 4 semesters

## Language

English

## Tuition fees

- 60 ECTS credits  
€ 799 per month | € 9,588 total
- 90 ECTS credits  
€ 699 per month | € 12,582 total
- 120 ECTS credits  
€ 599 per month | € 14,376 total

## State recognition

Submitted for state approval

## Admission requirements

- Completed university degree or equivalent in computer science (at least 180 ECTS) or with information science knowledge of at least 24 ECTS
- Knowledge of the English language level B1
- At least one year of practical or professional experience
- If necessary, motivational interview

# Your study programme.

To ensure that your studies are optimally adapted to your lifestyle, when designing your study programme you have the option of deciding what your individual study plan should look like and how you take your modules. With a few exceptions, you are free to choose the order.

## Semester

<b>01</b>	Data Analytics – Fundamentals	Machine Learning – Fundamentals	Data Visualization and Storytelling	Empirical Research	Data Science Bootcamp
<b>Examination &amp; Credits</b>	OT   6 ECTS	OT   6 ECTS	PW   6 ECTS	HA   6 ECTS	PE   6 ECTS
<b>02</b>	Streaming Platforms and NoSQL Databases	Machine Learning – Neural Networks & Deep Learning	Data Management and SMART Data	Practical Project 1 – BAY	♥ Elective Module 1
<b>Examination &amp; Credits</b>	PR   6 ECTS	HA   6 ECTS	PR   6 ECTS	PjP   6 ECTS	DIV   6 ECTS
<b>03</b>	♥ Elective Module 2	Master's Thesis			
<b>Examination &amp; Credits</b>	DIV   6 ECTS	Thesis und Colloquium   24 ECTS			

The university reserves the right to make changes.

## Legend

♥ Elective module: Extension of knowledge	<b>FS:</b> Case Study	<b>OT:</b> Online Test	<b>PjP:</b> Project Examination
★ Specialisation: Deepening of knowledge	<b>GP:</b> Minutes	<b>PE:</b> Programme Design	<b>RS:</b> Role Play
✕ Compulsory intensive seminar	<b>HA:</b> Student Paper	<b>PfP:</b> Portfolio Examination	<b>Sim:</b> Simulation
<b>BL:</b> Blog Examination	<b>KL:</b> Written Examination	<b>PR:</b> Presentation	<b>RB:</b> Reflective Report
<b>DIV:</b> Various Examinations	<b>Lab:</b> Laboratory Examination	<b>PW:</b> Practically relevant creation	<b>WP:</b> Scientific Poster
<b>EA:</b> Submission Task	<b>LT:</b> Learning Journal	<b>PxP:</b> Practical Examination	
<b>EP:</b> Submission Presentation	<b>Mü:</b> Oral Examination		

## Advanced Analytics and Tools

Electives	Examination
Text Mining & NLP	PR
SAS Data and Visual Analytics	EP
Business Intelligence in Enterprises	HA
MLOps and Cloud Platforms	PR
Quality assurance and Explainability in Data Science	HA

## Business and Strategy

Electives	Examination
Leadership	HA
Strategic Management	HA
Financial Management and Corporate Decisions	FS
General Business Administration	HA
Requirement Analysis and Communication	PR
Design Thinking and Innovation Management	EP

# Electives

## Broaden your perspective.

In the second and third semesters, you build your individual skills profile by choosing two modules from the areas of Advanced Analytics and Tools or Business and Strategy.

### Did you know...

that you can request the module handbook with details on the study contents from your personal student advisor? Please contact us! We are here for you.

### The choice is yours.

Depending on your previous qualifications and already earned ECTS, you can choose between three study variants with 60, 90 or 120 ECTS.

You can find more information on our website!



# Design Management (M.A.)



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**Prof. Dr. Jürgen Faust**  
**Your programme director**  
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## **Your motivation**

### **Your goal is to lead through design.**

You are a designer, manager or have a strong interest in design. Well-managed design processes and creative teams as well as the professional management of creative processes inspire you. This degree programme is suitable for you if you have completed a Bachelor of Arts and would like to qualify for the management of design processes.

## **Your outlook**

### **You will become an expert in design processes.**

As an expert in design processes, you will become skilled in using design thinking to approach problems with a creative mindset. Design processes and design thinking are used throughout companies to generate innovative solutions. Your role will be to guide these creative processes successfully, drawing on your knowledge of both creative and management techniques. This expertise will make you highly sought after in industries that require creative problem-solving, such as design and media agencies or product and service companies.

You will have the opportunity to work in various positions within these organisations or lead creative teams as a Chief Design Officer. Your skills will open up exciting career opportunities for you to steer and guide companies towards success.

### Programme content & competencies

#### **You are the interface between design and management.**

Our Master's degree programme in Design Management offers practical and professionally sound content that prepares you for the intersection of design and management. Through partnerships with businesses and design companies, you will have the opportunity to experience and evaluate real-world problems and solutions. Our programme combines design, management, and research methods with creative and professional practice. You will gain fundamental insights into design thinking and problem-solving at the intersection of management, including contemporary models and theories and the skills to apply them to your environment. You will develop both management and design knowledge, as well as sound communication skills to take on leadership roles in creative environments. Using scientific methods, you will learn to design for a constantly evolving global environment. With your acquired professional and interdisciplinary knowledge and skills, you will be able to manage increasingly complex design requirements successfully and responsibly in a wide range of organisations.

## At a glance

### Degree

Master of Arts (M.A.)

### Credit points

60 / 90 / 120 ECTS

### Standard period of study

2 / 3 / 4 semesters

### Language

English

### Tuition fees

- 60 ECTS credits  
€ 799 per month | € 9,588 total
- 90 ECTS credits  
€ 699 per month | € 12,582 total
- 120 ECTS credits  
€ 599 per month | € 14,376 total

### State recognition

State approval by the ZFU  
(national central office for distance learning), No. 2107123 (90 ECTS)

### Admission requirements

- Completed university degree or equivalent (min. 180 ECTS)
- Knowledge of the English language level B1
- Design-specific basic understanding
- At least one year of practical or professional experience
- If necessary, motivational interview

# Your study programme.

To ensure that your studies are optimally adapted to your lifestyle, when designing your study programme you have the option of deciding what your individual study plan should look like and how you take your modules. With a few exceptions, you are free to choose the order.

## Semester

<b>01</b>	General Business Administration	Design Management Leadership	Design Research & Design Methods	Design Theory, Scientific Design Concepts & Design Science	Project 1 – Practice-based research
	<b>Examination &amp; credits</b>	HA   6 ECTS	EP   6 ECTS	EA   6 ECTS	HA   6 ECTS
<b>02</b>	Marketing	Decision Making, Management and Design	Design Management Strategy	Design Systems & Designing in complexity	Project 2 – Research-based project
	<b>Examination &amp; credits</b>	HA   6 ECTS	EA   6 ECTS	EA   6 ECTS	LT   6 ECTS
<b>03</b>	Change Management	Master's Thesis			
	<b>Examination &amp; credits</b>	HA   6 ECTS	Thesis and Colloquium   24 ECTS		

Curriculum for the variant with 90 ECTS credits.  
The university reserves the right to make changes.

## Legend

♥ Elective module: Extension of knowledge	<b>FS:</b> Case Study	<b>OT:</b> Online Test	<b>PjP:</b> Project Examination
★ Specialisation: Deepening of knowledge	<b>GP:</b> Minutes	<b>PE:</b> Programme Design	<b>RS:</b> Role Play
✕ Compulsory intensive seminar	<b>HA:</b> Student Paper	<b>PfP:</b> Portfolio Examination	<b>Sim:</b> Simulation
<b>BL:</b> Blog Examination	<b>KL:</b> Written Examination	<b>PR:</b> Presentation	<b>RB:</b> Reflective Report
<b>DIV:</b> Various Examinations	<b>Lab:</b> Laboratory Examination	<b>PW:</b> Practically relevant creation	<b>WP:</b> Scientific Poster
<b>EA:</b> Submission Task	<b>LT:</b> Learning Journal	<b>PxP:</b> Practical Examination	
<b>EP:</b> Submission Presentation	<b>Mü:</b> Oral Examination		



# UX & Service Design (M.A.)



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**Prof. Dr. Jürgen Faust**  
**Your programme director**  
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## Your motivation

**You want to design user experiences to satisfy customers.**

If you are passionate about designing user experiences to satisfy customers, our UX & Service Design (M.A.) degree programme is for you. With services accounting for around 70% of the gross value added (GVA) generated in the European Union, designing services to meet customer needs is becoming increasingly important. In this programme, you will learn to develop interactive processes and features, as well as professional services. This programme is suitable for anyone who has completed a Bachelor of Arts degree and is enthusiastic about managing and designing user experiences to develop first-class services.

## Your outlook

**You will become an expert in user experience and service design.**

As an expert in user experience and service design, you will become skilled in designing the entire user experience with products, from material goods like furniture to services in hospitals and interfaces. Your goal will be to make services, products, and systems user-oriented and successful by researching and understanding user behaviour. You will learn methods from both UX and service design disciplines and have the option to specialise as a UX designer or a service designer. Your expertise will be in demand in classic design and in UX design agencies or in the industry, where you will be able to develop user-oriented solutions for both product and service industries.



### Programme content & competencies

#### You combine innovation, technology, management and the customer.

In our UX & Service Design (M.A.) degree programme, you will learn to combine innovation, technology, management, and customer experience to design the user's overall interaction with digital and analogue systems. You will have the opportunity to set individual focus areas through the projects you design and apply your newly acquired knowledge in a practical context. As potential managers, you will use your expertise in both UX and service design to organise and control design processes. Service design promotes a holistic view of processes within companies and how they contribute to the overall customer experience. You will learn to research models and methods at the interface between business, marketing, design, and technology, adapting them as necessary and developing new methods if required.

## At a glance

### Degree

Master of Arts (M.A.)

### Credit points

60 / 90 / 120 ECTS

### Standard period of study

2 / 3 / 4 semesters

### Language

English

### Tuition fees

- 60 ECTS credits  
€ 799 per month | € 9,588 total
- 90 ECTS credits  
€ 699 per month | € 12,582 total
- 120 ECTS credits  
€ 599 per month | € 14,376 total

### State recognition

State approval by the ZFU (national central office for distance learning), No. 1153323 for 90 ECTS

### Admission requirements

- Completed university degree or equivalent (min. 180 ECTS)
- Knowledge of the English language level B1
- Design-specific basic understanding
- At least one year of practical or professional experience
- If necessary, motivational interview

# Your study programme.

To ensure that your studies are optimally adapted to your lifestyle, you have the choice when designing your study programme to determine what your individual study plan looks like and decide, how you take your modules. With a few exceptions, you are free to choose the sequence.

## Semester

<b>01</b>	General Business Administration	Service Design – Principles & Methods	User Experience Design – Principles & Methods	Design Research & Design Methods	Project 1 – UX Practice-based Research
	<b>Examination &amp; credits</b>	HA   6 ECTS	EA   6 ECTS	EA   6 ECTS	EA   6 ECTS
<b>02</b>	Marketing	User Experience and Prototyping	Design Systems & Designing in complexity	Design Theory, Scientific Design Concepts & Design Science	Project 2 – Service Design Research-based Project
	<b>Examination &amp; credits</b>	HA   6 ECTS	LT   6 ECTS	LT   6 ECTS	HA   6 ECTS
<b>03</b>	Change Management	Master's Thesis			
	<b>Examination &amp; credits</b>	HA   6 ECTS	Thesis and Colloquium   24 ECTS		

Curriculum for the variant with 90 ECTS credits.  
The university reserves the right to make changes.

## Legend

♥ Elective module: Extension of knowledge	<b>FS:</b> Case Study	<b>OT:</b> Online Test	<b>PjP:</b> Project Examination
★ Specialisation: Deepening of knowledge	<b>GP:</b> Minutes	<b>PE:</b> Programme Design	<b>RS:</b> Role Play
✕ Compulsory intensive seminar	<b>HA:</b> Student Paper	<b>PfP:</b> Portfolio Examination	<b>Sim:</b> Simulation
<b>BL:</b> Blog Examination	<b>KL:</b> Written Examination	<b>PR:</b> Presentation	<b>RB:</b> Reflective Report
<b>DIV:</b> Various Examinations	<b>Lab:</b> Laboratory Examination	<b>PW:</b> Practically relevant creation	<b>WP:</b> Scientific Poster
<b>EA:</b> Submission Task	<b>LT:</b> Learning Journal	<b>PxP:</b> Practical Examination	
<b>EP:</b> Submission Presentation	<b>Mü:</b> Oral Examination		



# Your MBA degree programmes

## **Global Business Administration Master of Business Administration**

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- 60 / 90 / 120 ECTS
- 2 / 3 / 4 semesters
- € 699 per month (90 ECTS)
- € 12,582 total (90 ECTS)
- State approval by the ZFU  
(national central office for  
distance learning),  
No. 1158523 (90 ECTS)

## **Global MBA in Sustainability Master of Business Administration**

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- 60 / 90 / 120 ECTS
- 2 / 3 / 4 semesters
- € 699 per month (90 ECTS)
- € 12,582 total (90 ECTS)
- Submitted for state approval



# Global Business Administration (MBA)



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## **Your motivation**

**You aspire to take on a managerial role in an internationally oriented company or would like to improve your current management position with fresh perspectives.**

In doing so, you trust in the power of globalisation, which has long since turned from a buzzword into reality. Equipped with the essential management functions, you understand change as an opportunity on the path to a new future, especially in difficult times.

## **Your outlook**

**Borders are disappearing, the world is growing closer together. You are well informed of the current affairs and with your ability to connect ideas and to think strategically, you will be a source of hope in highly complex times.**

The Global Business Administration degree programme stands for diverse and efficient management skills. As a graduate, you embody the knowledge and values of a new generation that meets major challenges such as digitalisation, globalisation and increasing complexity openly, actively, and systematically. The comprehensive degree programme enables you to responsibly shape the future of business. The purely English-language content makes you a sought-after candidate, especially for globally operating companies. You will also benefit from our international student community. This creates an intercultural network that additionally promotes your development and career opportunities.

### Programme content & competencies

The postgraduate programme **Global Business Administration** combines all essential management functions in one course of study.

Do you have an international mindset? Would you like to upgrade your education in business administration, management and leadership? If your answer to these two questions is yes, the MBA programme Global Business Administration is just right for you.

- You will acquire business knowledge, analyse companies and derive concrete measures and fields of action from it
- You will get to know relevant management disciplines
- You will gain an overview of corporate structures and processes
- You will engage scientifically with empirical research and apply your knowledge to business administration in a practice-oriented way
- You will deepen your knowledge of methods and thus strengthen your profile
- You will deal with the basics of project and change management
- You will expand your competences for a more responsible management and refine your skills for managing teams and organisational areas

Due to the international orientation of the programme, the language of instruction is English.

## At a glance

### Degree

Master of Business Administration  
(MBA)

### Credit points

60 / 90 / 120 ECTS

### Standard period of study

2 / 3 / 4 semesters

### Language

English

### Tuition fees

- 60 ECTS credits  
€ 799 per month | € 9,588 total
- 90 ECTS credits  
€ 699 per month | € 12,582 total
- 120 ECTS credits  
€ 599 per month | € 14,376 total

### State recognition

State approval by the ZFU  
(national central office for distance  
learning), No. 1158523 (90 ECTS)

### Admission requirements

- Completed university degree or equivalent (min. 180 ECTS)
- Knowledge of the English language level B1
- At least one year of practical or professional experience
- Basic understanding of economics
- If necessary, motivational interview

# Your study programme.

To ensure that your studies are optimally adapted to your lifestyle, you have the choice when designing your study programme to determine what your individual study plan shall look like and decide how to take your modules. With a few exceptions, you are free to choose the sequence.

## Semester

<b>01</b>	Empirical Research	General Business Administration	Human Capital Management	Marketing	Change Management
<b>Examination &amp; credits</b>	HA   6 ECTS	HA   6 ECTS	HA   6 ECTS	HA   6 ECTS	HA   6 ECTS
<b>02</b>	Data Analysis (Options: Qualitative or Quantitative Alignment)	Accounting	Financial Management and Corporate Decisions	International Business Law	Leadership
<b>Examination &amp; credits</b>	HA   6 ECTS	EA   6 ECTS	FS   6 ECTS	HA   6 ECTS	HA   6 ECTS
<b>03</b>	Strategic Management	Master's Thesis			
<b>Examination &amp; credits</b>	HA   6 ECTS	Thesis and Colloquium   24 ECTS			

Curriculum for the variant with 90 ECTS credits.  
The university reserves the right to make changes.

## Legend

♥ Elective module: Extension of knowledge	<b>FS:</b> Case Study	<b>OT:</b> Online Test	<b>PjP:</b> Project Examination
★ Specialisation: Deepening of knowledge	<b>GP:</b> Minutes	<b>PE:</b> Programme Design	<b>RS:</b> Role Play
✕ Compulsory intensive seminar	<b>HA:</b> Student Paper	<b>PfP:</b> Portfolio Examination	<b>Sim:</b> Simulation
<b>BL:</b> Blog Examination	<b>KL:</b> Written Examination	<b>PR:</b> Presentation	<b>RB:</b> Reflective Report
<b>DIV:</b> Various Examinations	<b>Lab:</b> Laboratory Examination	<b>PW:</b> Practically relevant creation	<b>WP:</b> Scientific Poster
<b>EA:</b> Submission Task	<b>LT:</b> Learning Journal	<b>PxP:</b> Practical Examination	
<b>EP:</b> Submission Presentation	<b>Mü:</b> Oral Examination		





# Global MBA in Sustainability



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## **Your motivation**

**You assume social responsibility and want to shape the future.**

As a sustainability manager, you will anchor the multi-dimensional sustainability agenda of the United Nations based on the 17 UN Sustainable Development Goals in your organization. You shape the future here and now and you design and implement a corporate sustainability strategy. In doing so, you promote a sustainable change process in business and society at large.

## **Your outlook**

**You become a specialist in sustainability and set up your organisation for a sustainable future.**

In the future, companies will have to address the issue of sustainability in a credible manner in order to secure their competitive advantage and assume responsibility for a world worth living in. Companies of all sizes and industries will need experts who develop, plan, implement and report on strategies to achieve sustainability goals.

You will become familiar with the legal requirements and societal expectations for the sustainability of companies and organisations in the private, public and non-profit sectors. To meet these, you will formulate realistic goals, set focal points, and agree on priorities. You will then determine effective measures in sustainability management, which you will implement in practice. You communicate the achieved sustainability performance internally and externally.

### Programme content & competencies

#### You will deal with the social responsibility of companies.

To do so, you will learn the theoretical and historical foundations of international sustainability issues. You will acquire the necessary competencies to apply the whole range of the sustainability agenda to organisations such as private companies and public administration. As a sustainability manager, you will be able to develop goals, measures and the corresponding internal and external reporting for sustainability strategies. You will learn to analyse the different interests of stakeholder groups such as employees, customers and investors of a company with regard to sustainability and to take them into account in your strategy. With this business-oriented degree programme, you will acquire all the knowledge and skills you need to take on management responsibility in companies.

You will combine management skills such as Change Management, Leadership as well as Values and Conflict with sustainability topics. These range from the Basics of Sustainability Management to the Goals and Standards of Sustainability to Communication about Sustainability. Ecological, social and economic aspects of sustainability are also covered.

Through our elective modules, you keep your eye firmly on your goal and specialise in the area of management or sustainability.

## At a glance

### Degree

Master of Business Administration  
(MBA)

### Credit points

60 / 90 / 120 ECTS

### Standard period of study

2 / 3 / 4 semesters

### Language

English

### Tuition fees

- 60 ECTS credits  
€ 799 per month | € 9,588 total
- 90 ECTS credits  
€ 699 per month | € 12,582 total
- 120 ECTS credits  
€ 599 per month | € 14,376 total

### State recognition

Submitted for state approval

### Admission requirements

- Completed university degree or equivalent (min. 180 ECTS)
- Knowledge of the English language level B1
- Basic understanding of economics
- At least one year of professional experience
- If necessary, motivational interview

# Your study programme.

To ensure that your studies are optimally adapted to your lifestyle, you have the choice when designing your study programme to determine what your individual study plan should look like and decide how you take your modules. With a few exceptions, you are free to choose the sequence.

## Semester

<b>01</b>	Empirical Research	Foundations in Sustainability	Goals and Standards in Sustainability	Communications in Sustainability	Change Management
	<b>Examination &amp; credits</b>	HA   6 ECTS	HA   6 ECTS	KL   6 ECTS	PR   6 ECTS
<b>02</b>	Data Analysis	Ecologic Dimensions of Sustainability	Social Sustainability	Economic Dimensions of Sustainability	♥ Elective module 1
	<b>Examination &amp; credits</b>	PjP   6 ECTS	PR   6 ECTS	HA   6 ECTS	HA   6 ECTS
<b>03</b>	♥ Elective module 2	Master's Thesis			
	<b>Examination &amp; credits</b>	DIV   6 ECTS	Thesis and Colloquium   24 ECTS		

Curriculum for the variant with 90 ECTS credits  
The university reserves the right to make changes

## Legend

♥ Elective module: Extension of knowledge	<b>FS:</b> Case Study	<b>OT:</b> Online Test	<b>PjP:</b> Project Examination
★ Specialisation: Deepening of knowledge	<b>GP:</b> Minutes	<b>PE:</b> Programme Design	<b>RS:</b> Role Play
✘ Compulsory intensive seminar	<b>HA:</b> Student Paper	<b>PfP:</b> Portfolio Examination	<b>Sim:</b> Simulation
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<b>EA:</b> Submission Task	<b>LT:</b> Learning Journal	<b>PxP:</b> Practical Examination	
<b>EP:</b> Submission Presentation	<b>Mü:</b> Oral Examination		

# Electives

## Broaden your perspective.

During the second and third semester, you have the opportunity to select two modules, allowing you to flexibly shape your professional future. You do not have to choose between management and sustainable business practices; instead, you can integrate both aspects in your studies.

Build up your competence profile individually according to your own needs and keep your goal firmly in sight.

### Electives

### Examination

Leadership	HA
Values and Conflict	HA
Strategic Management	HA
Global Supply Chain Management	HA
Culture and Ethics	HA
Human Capital Management	HA
International Business	HA



# Successful future in mind? At our university, we provide you with the best conditions to achieve it.

You have high aspirations. And so do we.  
You can rely on the outstanding quality of our  
programmes. We are one of the few private  
universities that enjoy permanent state  
recognition.

## Our quality standards

Award-winning and internationally recognised:  
our degree programmes!



Online Learning



We are system-accredited – which means that the excellent quality of our degree programmes is guaranteed, as is the recognition of your degree. The quality seal of the German Accreditation Council acknowledges the high standards of teaching and learning at our distance learning university. Moreover, we are entitled to use our tested quality assurance processes to accredit our degree programmes internally. You can

therefore be sure that the degree you take will be up-to-date, application-oriented and methodologically tested. And you can rest assured that we plan, teach and assess according to certified processes.

## Cooperative activities with business partners

Strong partners for enhanced prospects.

University degrees completed at our university are highly acclaimed by practitioners, as demonstrated by our numerous cooperative activities with companies, institutions and associations.



## Our alumni network

Keep in touch. And engage in international networking.

Alaska? Malaysia? Faroe Islands? You will continue to have ties to our university wherever you live and work. After graduating, you become part of our alumni network, enabling you to catch up with students and lecturers, and also expand your connections.



# We want our future to be good.

As a company and as a university, we are aware of our special responsibility towards future generations, and we act accordingly. With our sustainability strategy, we assume responsibility for people and the environment.



**CLIMATE NEUTRAL**  
UNIVERSITY  
certified by Fokus Zukunft  
climate neutral via offsetting



### **Our guiding principle**

**We live and teach sustainability and are committed to society and the environment.**

### **Our understanding of sustainability**

Our understanding of sustainability follows the UN Sustainable Development Goals (SDGs). The 17 main goals and 169 sub-goals are summarised in the 2030 Agenda and are aimed at governments of all countries, the private sector and civil society. The SDGs cover the three central dimensions of sustainability: Environmental, social and economic sustainability.

As a university, we are focusing our attention on the fourth key goal: to ensure inclusive, equitable and quality education and promote lifelong learning opportunities for all.

### **We are carbon neutral.**

For our carbon footprint, we have collected and offset our greenhouse gas emissions from 2019 and 2020 through 566 certificates for a recognised rain-forest conservation project in Brazil. In addition, we have planted 566 native trees in the German Black Forest. Through measures in the field of ecology, we will further reduce our greenhouse gas emissions in the coming years. A calculation of our carbon footprint, and thus the evaluation and adjustment of our measures, is carried out regularly every 2 years.

### **Our sustainability strategy**

The specific fields of action of our sustainability strategy are based on the German, university-specific sustainability code HOCH-N. In each of the following six fields of action, four sustainability goals have been formulated.

#### **Teaching**

We want to motivate and enable students to act sustainably.

#### **Research**

We want to generate and share knowledge on applications of sustainability.

#### **Ecology**

We continue to develop our university while protecting the natural resources.

#### **Social**

We assume social responsibility towards our students and staff.

#### **Transfer**

We exchange knowledge and experience beyond our university and thus promote the sustainable development of society.

#### **Governance**

We anchor sustainability as a cross-sectional task in all areas and activities of the university.



**Simply scan the QR code and find out more about our sustainability strategy!**



# Ready to get started or still undecided? Pursue your chosen path. We are here for you!

Would you like to start studying straight away or do you need a bit more time to think about it? Whatever steps you intend to take, we are here for you! Our services are designed to make it easy for you to take the right decision.

## Why not get to know us better: at an online information session.

Thank you for your interest in studying with us! No doubt you will now want to find out more. You can do this easily on a tablet or laptop, no strings attached: by participating in one of our online information sessions, you can find out directly from our professors about their study programmes and our flexible study model. If you still have questions, you can chat live with the teaching staff or contact them directly via email. Please visit our website to find out the latest dates and how to register for one of our online information sessions.

## Have you decided to join us? Then we look forward to your enrolment.

Let's get started: the best way to register with us is to use our online application portal, where all your data will be transmitted confidentially and in encrypted form. If you prefer not to use our online application portal, simply download the enrolment form from our website whenever it suits you, complete it online,

and email it – as a PDF file, together with your documents in the usual formats (JPG, PDF, PNG) – to [info@srh-dlu.com](mailto:info@srh-dlu.com). Incidentally, it is up to you to decide exactly when you want to embark on your studies – we offer different starting dates for our programmes.

## Yes, I do!

You have chosen us.

That delights us! Here is the link to the online application portal. Simply scan the QR code with your mobile device.



**Any questions?  
We are here for you.  
Simply give us a call  
or drop us a line.  
+49 7371 9315-0  
info@srh-dlu.com  
www.srh-dlu.com**