Master International Business with Regional Focus (MBA)

The Programme at a Glance

- **Programme language**: English
- **Academic degree**: Master of Business Administration (MBA)
- **Credit points awarded**: 90 ECTS
- **Study start**: every winter semester (1 October)
- **Programme duration**: 3 semesters (1.5 years)
- **Tuition fee**: 5,500 EUR per semester plus administrative fee [incl. public transportation ticket] of ~150 EUR per semester
- **Application deadline**: 31 July
- **Online application form**: [www.fhws.de/mba](http://www.fhws.de/mba)

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**University of Applied Sciences Würzburg-Schweinfurt**

Campus for Professional Development

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**Programme website** (in German and English)
[www.fhws.de/mba](http://www.fhws.de/mba)

**Facebook**
@MBA.FHWS

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Control your own destiny or someone else will.
Jack Welch

Marienburg Fortress in Würzburg
The Curriculum

1st Semester
- Module Business Simulation
  (Business Game, Innovation Management and Entrepreneurship)
- Module Language Competence German/Russian/Mandarin/Spanish
  (General and Business Language Competence)
- Module Intercultural Management
  (Organizational Behaviour, Cross Cultural Management)
- Module Project Management
  (Research Projects, International Project Management)

2nd Semester
- Module Doing Business in and with Focus Region
  (Western Europa/Eastern Europa/Asia/Latin America)
- Module Managing International Businesses
  (International Management, International Economics)
- Module Strategic Competences
  (Strategic Management, Operations Strategy in the Digital Age)
- Module International Financial Management
  (International Management Control, International Finance)
- Module International Leadership
  (Organizational Development and Leadership, Business Ethics)
- Module Managing International Markets
  (International Marketing, Management of International Supply Chains)

3rd Semester
- Module International Regulatory Frameworks
  (International Law, International Financial Reporting)
- Module Managerial Decision Making
  (Decision Theory and Practice, Management Information Systems)
- Module Master’s Thesis

The Study Requirements
- Bachelor’s degree (or comparable) in any subject
- >1 year of work experience after graduation
- English language skills at B2 level

The Unique Features

Small and international study group
The study group comprises max. 25 students that come from all over the world.

General management programme with international focus
The programme covers all disciplines of business administration, all functions of management as well as leadership topics. In every course, a dedicated focus is put on the special challenges of doing business internationally. Social and personal competences are fostered e.g. in two off-site team trainings.

Regional Focus
Every student chooses one of the following focus regions as an area of specialisation:
- Western Europe
- Eastern Europe
- Asia
- Latin America
With language courses, the students are prepared for an integrated stay of ~4 weeks at a partner university in Russia, Taiwan or Colombia respectively, where the module „Doing Business in and with Focus Region“ is taught. For the focus region Western Europe, the module is taught at FHWS.

Practice-orientation
The courses are held by a well-balanced mix of experienced professors and practitioners from the business world.

Work while studying
Even though the MBA International Business is a full-time programme, courses are mainly held on Fridays and Saturdays. This allows keeping up existing work or gaining practical experience while studying.

The Study Location
The city of Würzburg has around 130,000 inhabitants and is the capital of Lower Franconia. It is located in the State of Bavaria and lies right in the centre of Germany. Würzburg is not only well-known for its historical landmarks like the UNESCO World Heritage Site „Residenz“, but also for the wines produced in the vineyards in and all around the city. Würzburg has excellent public transport and direct connection to highways and high-speed trains. With altogether around 40,000 students, Würzburg is a vibrant university town.

The University
The University of Applied Sciences Würzburg-Schweinfurt (FHWS) was established in 1971, with its predecessor institutions dating back to 1807. Its focus lies on practice-oriented academic education and applied research. With around 9,000 students, it is one of the largest of its kind in Germany. FHWS buildings are situated in the city centre of Würzburg.

The Programme
The non-consecutive master’s programme „International Business with Regional Focus“ prepares its students for management and leadership positions in companies or other organizations that do business internationally. After 1.5 years (incl. Master’s Thesis), the students are awarded the worldwide renowned academic degree „Master of Business Administration (MBA)“.