



University of Europe for Applied Sciences (Berlin) International Business MBA

Study details

Course type: Master's degree

Degree: MBA in International Business

Study mode: Full time

Duration: 18 Month

Cost of study

Cost : 12 900 EUR

Reg. fee : N/A EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Mar/Sep

Requirements

Admission Requirements

- **HIGH SCHOOL/ BACHELOR DIPLOMA AND TRANSCRIPT**
Undergraduate degree (Bachelor's, MBA, or Master) officially translated to English or German.
- **CURRICULUM VITAE (CV) (Dated & Signed)**
 - Professional experience: at least 1 year after the first qualifying university degree
- **COPY OF PASSPORT (SCANNED)**
- **MOTIVATION LETTER (MIN 500 WORDS)**
- **LANGUAGE PROFICIENCY**
English language certificate
 - IELTS 6.0 overall / B2 Level
 - TOEFL iBT 72
 - TOEFL ITP (paper based) 543
 - Pearson Test of English (Academic) 59
 - Pearson Test of English (General) Level 1
 - Cambridge English Advanced and Proficiency 169 overall
 - Cambridge Exam First (FCE) B2 CEFR = First (FCE), 160
 - TOEIC Listening 400, Reading 385, Speaking 160, Writing 150
 - PASSWORD 6.0
 - EF SET (50-minute Test) 60 (only for students applying with a MOI letter)
 - Duolingo 105

Accommodation

What can you expect

- Animations Studios
 - Green Screen Studios
 - Motion Lab
 - TV Studio
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- Screen Printing Workshop
 - Photo Studios
 - Sound Lab
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- 3D Lab
 - Print/Scan Studio
 - Teleprompter and LED
 - Dark Room
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- Editing Room
 - Equipment Library
 - Rentable equipment
 - Mac Pools etc.

Speciality

MBAs at UE take place on campus, but the specialised modules will be taught online.

Spotlight Module "Cross-cultural Management"

In the specialization module "**Cross-cultural Management**", students delve into the intricacies of managing diverse **cultural environments** within organizations. They begin by reflecting on the concept of culture and various approaches to studying it, understanding its relevance to **organizational management**.

Additional information

Further your career - with an MBA in International Business

In addition to the basic concepts of international business, you will be trained in-depth to analyse the factors that influence marketing in different markets. Not only will you understand how cultural, social and economic differences affect consumer behaviour, but you will also be able to develop global marketing strategies that address these issues. An emphasis of the **MBA with specialised modules in International Business** is on exploring and solving complex challenges in the international business environment. You will learn how to identify, evaluate and solve potential problems that may arise in cross-border business activities.

Throughout your studies, you'll gain valuable skills in International Business Law and Regulations, International Marketing and Branding, as well as Global Market Analysis, among others. With these competencies, you're well-equipped to succeed in the international business world and advance your career.

With an **MBA in International Business**, you have a wide range of career opportunities available to you. Career paths include roles such as **Regional Marketing Manager, International Business Developer, Head of Exports**, and **Project Manager**.