



University of Europe for Applied Sciences (Berlin) Sales Management MBA

Study details

Course type: Master's degree

Degree: MBA in Sales Management

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

The MBA Sales Management programme at UE is delivered on campus, only the specialised modules are taught online.

Spotlight Module: "Strategic Sales Management "

In this module students will look at the development of the sales function e.g. as influenced by growing competition, market-saturation and up-scaling. The relationship between the sales objectives and the business objectives and the strategic choices that every business must make first.

Additional information

Drive Growth, Seal Success

The MBA with specialised modules in Sales Management teaches you effective sales strategies and enables you to develop, evaluate and implement outstanding sales concepts. This master's degree in sales management comprehensively covers all aspects that are central to successful sales.

During the MBA Sales Management at UE, you will not only learn the basics of sales strategies but also develop the ability to critically evaluate and adapt them using real-life scenarios. In addition, you will become familiar with relevant sales-related theories that will give you a rich understanding of the background and mechanisms of successful sales processes.

What happens after your studies?

After your studies, you will not only be an expert in business issues, but above all you will have the best qualifications and thus be decisive for the success of projects in various industries and organisations.

- **Career Opportunities:** International Sales Manager, Customer Relationship Manager, Strategic Sales Manager, Sales Analyst
- **Skills:** Sales Techniques and Methodologies, Customer Relationship Management, Sales Strategy Development & more