

A modern lecture hall with rows of white tables and chairs. Large windows on the left side offer a view of a cityscape. The room is decorated with colorful, abstract, pixelated overlays in shades of blue, green, and yellow. A black projector is mounted on the ceiling.

On-Campus

MBA

Management & Innovation

TURN YOUR DREAMS INTO CAREER SUCCESS IN GERMANY

The demand for skills in innovation and agile management is high. According to Bain & Company's 2023 report, there is a significant focus on resilience and agility within organizations, emphasizing the need for leaders who can navigate and lead through economic uncertainties. Companies are increasingly valuing managers who can innovate and adapt swiftly to changing environments.

This study program, specializing in Management & Innovation, is designed to equip students with critical skills in leading and innovating within various business contexts. It emphasizes a blend of strategic management techniques and the ability to foster innovation, preparing graduates to handle the challenges of an ever-evolving business landscape. The program also focuses on developing leadership skills, crucial for managing modern, agile teams that are responsive to rapid market shifts.

Your Profile

For whom is this program made?

Our Management & Innovation specialization is designed for individuals seeking to master strategic management, innovation, and business development. Whether you aspire to create successful ventures, enhance sales strategies, or excel in global business operations, this program is tailored to help you achieve your goals.

Your Career Prospects

What could be the job you get after graduating?



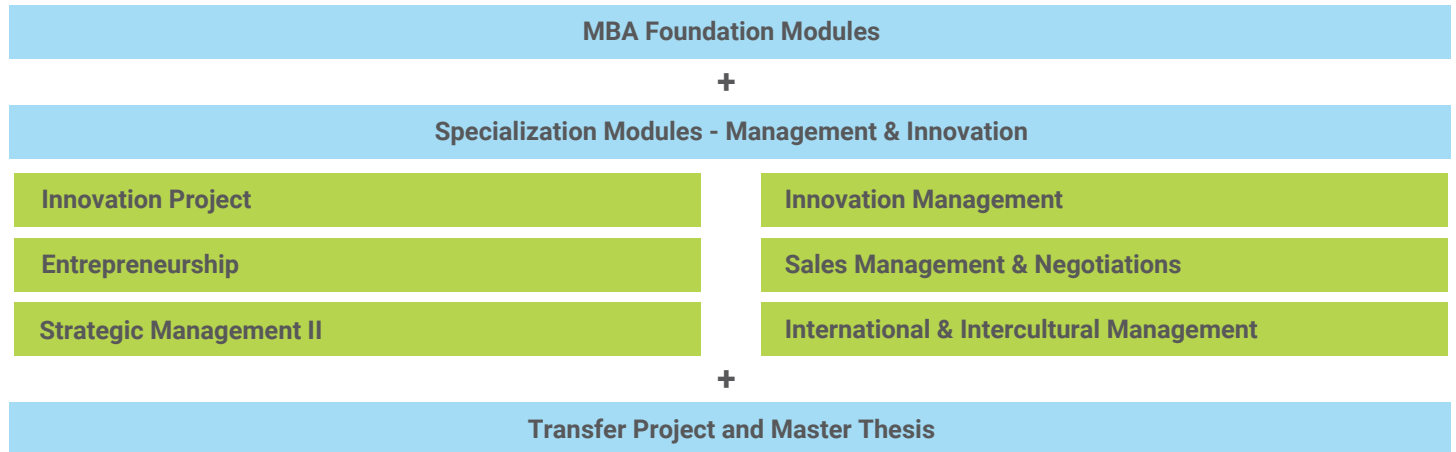
The career prospects for graduates from this MBA program are diverse and promising. Upon completion of the program, graduates can pursue a wide range of career opportunities in various industries and roles. Some potential career paths include:

- Innovation Manager
- Strategic Management Consultant
- Product Manager
- Startup Founder
- Business Development Manager
- Chief Innovation Officer
- R&D Director

Your Specialization Modules

What customized study content lies ahead?

Here is the overview of our comprehensive curriculum that covers the MBA essential topics. The foundation modules are complemented by the specialization modules of Management & Innovation as well as the Transfer Project and Master Thesis.



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