

Master of Business Administration (MBA) Entrepreneurship & Management



Studies Programme Content

Today there is a demand for intelligent solutions which strengthen the competitive edge of the mid-sized business sector, both domestically and against foreign competitors. Thus there is a need for entrepreneurial personalities possessed of effectiveness and vision, who – in addition to economic know-how – have acquired an international orientation. Against this background, the in-service studies programme is comprehensive, practice-oriented and international in scope, in order to prepare you to lead a company at the management level. The MBA Studies Programme's didactic concept has proven particularly effective. Through the implementation of various learning methods, it caters to the student's individual learning style and thereby enables the creation of one's personal ideal learning atmosphere. The studies programme focuses strongly on the practical applicability of the learned material. Numerous case studies, excursions, practitioner colloquiums, and projects give one repeated opportunities

to apply her or his knowledge practically. Furthermore, the Fachhochschule des Mittelstands (FHM) - University of Applied Sciences maintains an extensive cooperating network. Whether in the context of expert presentations, conferences or publications – current project results from the economy are essential components of the teaching events. The study content is comprised of a unique combination of elements from the areas of General Management, Management of Medium Sized Businesses, International Management, and Leadership & Communication, so that you receive comprehensive preparation for your leadership role in a company, and have at your disposal

a broad basis of interdisciplinary understanding. Graduates are thus in a position to move in international circles. Events presented in English, international project work, and an integrated, intensive Business English course bring your English skills to the level of fluency in a purposeful manner. A special highlight of the studies programme is the international excursion, because international management can be learned theoretically only to a limited extent (there are additional charges for the excursion). The Fachhochschule des Mittelstands' MBA degree programme Entrepreneurship & Management is designed to qualify international students who intend to enrol in a high position in an international company.

Studies Form

Information Current As Of: April 2015

Full-Time

Study Location: Schwerin
Programme Begins: October
Duration of Studies Programme: 24 months (6 Trimesters) including 6 months of industrial placement

Studies Programme Content

General Management

- › Strategic & Operations Management
- › Marketing Management & Research Methods
- › Sales Management, Key Account Management & CRM
- › International & Business Law

International Management

- › International and Cross Cultural Management
- › International Experience including Excursion
- › International Accounting and Financial Management

Management of Medium Sized Businesses

- › Management of Medium Sized Business
- › TQM, Knowledge & Information Management
- › Business Cases
- › Start up (setting up a Medium Sized Business)

Leadership & Communication

- › Human Resource Management, Leadership & Communication
- › Coaching One's Self (Personality Development)

The Department of Economics

With its study offerings in the Department of Economics, the Fachhochschule des Mittelstands (FHM) qualifies technical and leadership personnel for the small- and mid-sized economic sphere and for administration. The programme's focus is on the close linkage between theory and practice, in order to provide students with intensive preparation for their future professional lives.

In small- and mid-sized businesses in particular, in which hierarchies are flat, decision processes short, and resources limited, the demand is for generalists, who can adapt flexibly to a wide variety of challenges. Entrepreneurial thinking and action are among the most important key

competencies. Whether in Marketing, Sales and Distribution, Accounting, Personnel, Logistics or Procurement – the Department of Economics offers a broad spectrum of diverse study content which is perfectly tailored to the requirements of the small- and medium sized economic sphere. In cooperation with companies, the Fachhochschule des Mittelstands offers customised study- and advanced training programmes for various industries and professional fields, and thus provides a wide range of commercial career opportunities for students with various qualifications and goals. Beyond the acquisition of expert knowledge, personal and social competencies are put squarely in focus.

www.fh-mittelstand.de



Master of Business Administration (MBA) Entrepreneurship & Management

Corporate Management In All of Its Many Facets

MBA Entrepreneurship & Management

Internationalisation, global competition and constantly changing market conditions: medium sized business, the backbone of the German economy, recognizes the need for further development and change. Operating locally without consideration of foreign markets is hardly even an option anymore. This places new demands on mid-sized management, and presents companies with the challenge of finding competent personnel. You – as an entrepreneurial personality – are urgently

needed! For example: in the future you take on the corporate management of a mid-sized company, or the responsibility for the strategic company development of a foreign subsidiary. As Sales Manager you open new sales markets or, as Marketing Manager, you develop new marketing strategies and identify new target groups. But perhaps you are also interested in a management role in finance, or are making plans to fulfil your dream of self-employment in the consulting sector.

The MBA degree programme Entrepreneurship & Management is your path to a diversified management or consulting role in mid-sized companies, and systematically prepares you to recognise changing conditions and position your company optimally in the market. Entrepreneurial thinking and action are among the most important key competencies in the future, especially in the mid-sized business sector.



Prof. Dr. Gerald Wogatzki
Director of Academic Studies



For whom?

What is your goal? Is it to take on the challenges of the mid-sized economic sphere as an expert or executive, and pursue additional qualifications at a very high level? Perhaps your plans include pursuing your objectives within the framework of self-employed status, or you hope to assume the company succession of a mid-sized firm. Regardless of which among these individual goals you choose to pursue: if you aspire to a sustainable and internationally viable management qualification, and wish to use an MBA as a building block in your career, the Entrepreneurship & Management studies programme is exactly

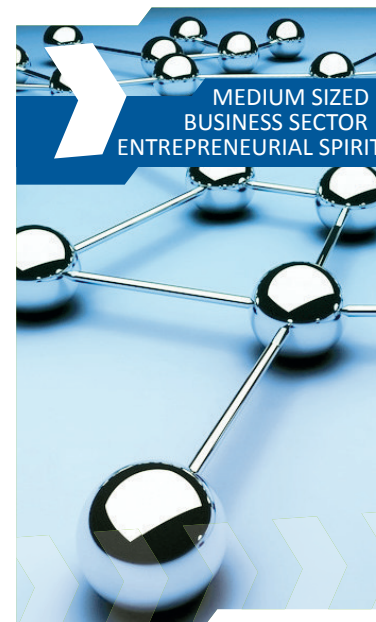
the right choice!

Not only are you capable and ready to be an achiever, but you enjoy addressing and resolving problems and projects in your business environment using business management methods and instruments. Your strengths also include good communicative skills, decisiveness, and intercultural sensitivity. As an individual with "high potential" you not only wish to develop yourself professionally and methodically, but are interested in personality formation and network building.

The programme is oriented toward interested persons in medium sized companies,

Possible later areas of activity and employers:

- › Corporate Management of a Mid-sized Company
- › Strategic Company Development
- › Procurement- or Sales Management at the International Level
- › (Intl.) Accounting or Controlling
- › Export or Import Trade
- › Market Research
- › (Intl.) Customer Relations Management
- › Management of Foreign Subsidiaries- or Distributors of German Companies
- › (Intl.) Quality Management
- › Intl. Project Management



We will be happy to give you more information in person:
› Individual Consultation – on location or via telephone
› Try-Out Opportunity – pre-enrolment sample of studies programme content



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as there is an especially pronounced need for qualified managers here, due to structural factors in the small- and mid-sized economic sector and associated dynamic development. On the contrary: our goal is to make technicians and management personnel available to the local economy, who can then successfully represent our locally-based companies in other countries as well. You have already earned a university degree. Now you wish to build on your knowledge and practical experience, and address yourself to the needs and demands of the mid-sized economic sphere, in order to attain practical qualification for the assumption of a leadership position at the highest level. The MBA programme Entrepreneurship & Management offers the ideal path for your professional future, with the option of an in-depth advanced qualification: for example, in association with a promotion.

MBA-students are accommodated in double bedrooms or apartments, fully

outfitted with a bed, wardrobe, desk, chair and WiFi in Schwerin (Northern Germany). All bedrooms are en-suite and all apartments comprise shared kitchen. Laundry facilities are also available. Lessons take place in the morning till afternoon. Late afternoons and evenings are dedicated to sporting activities such as table tennis, badminton, basketball or soccer.

„Attractive course content, very good organisation, and outstanding networking in the strong German mid-sized sector were the motivating factors in my decision in favour of the MBA at Fachhochschule des Mittelstands (FHM).“

Christian Poschmann
graduate and Project Manager at
HELLA KGaA Hueck & Co. Lippstadt