

M.A. General Management

A project integrated online study course
with a duration of 24 months

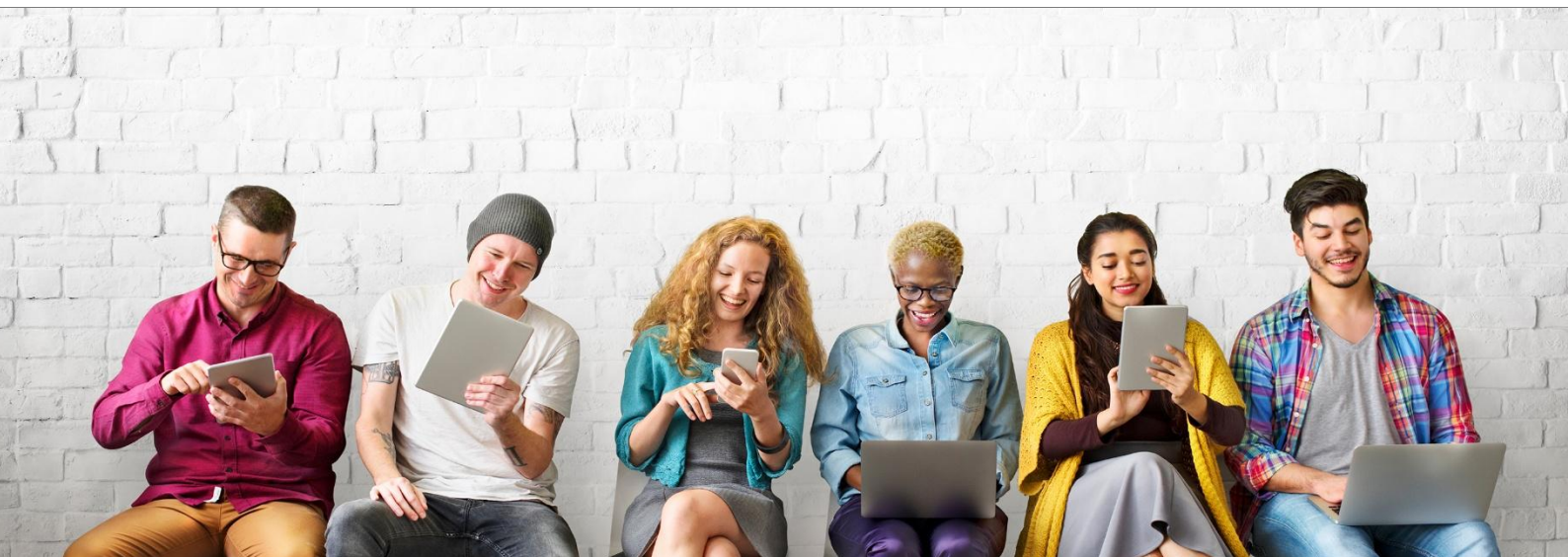
This master course is supporting companies and students in their global business development, technology transfer and especially in their international business activities. The current degree program is always pivoted around a unique project at the interface of technology and management that is developed by each student. This means that our sustainable educational concept has customized, adaptable and flexible concept, considering the requirements and conditions of each particular business situation (students' professional background, organizational peculiarities of the sponsoring company, training objectives, etc.).

The 'project-competence' degree program is a job-integrated study program with online courses, online colloquium, self-study activities, project papers and master thesis. The master program is based on a real-life project that a student receives from a supervising company. The project is then developed by a student during the whole study period. The courses are used to deliver theoretical knowledge and help students develop their competences in the use of methods important to accomplish the project in question. Students are supported and supervised by internationally active professors and experts. In this way, both the company and the student receive benefits in the form of qualified support and consulting during the entire period of study and writing/defending the Master's thesis.

The high standards of the SGIT program as well as the organizational network of the Steinbeis University allow us to train specialists in virtually all areas of management and production. Furthermore, scientific and project activity under the guidance of our experts contributes to the development of our students' personal, social and communication skills.



M.A. in General Management is accredited
and has been awarded the premium seal of FIBAA



Certificate Name	Master of Arts in General Management Emphasis on Technology Management
Certificate Issued By	Master of Arts in General Management (M.A.) issued by Steinbeis University
Program Director	Prof. Bertram Lohmüller, Ph.D.
Program Faculty	Program directors and faculty members deputed as per their discretion. Select guest faculty may also be invited for the program.
Duration	The duration of the study programme is 24 months. Optional, 7 days visits to German hidden champions.
Who Should Attend / Target Segment	Candidates who are involved in international management Candidates with a project Candidates from all faculties with a project related to the area of e.g., international management, business development, innovation and technology management
Pedagogy	Each module will be taught with the help of relevant and live examples and general discussions. The programme is conducted as a residential course in Germany and as an online course abroad
Project	The program is related to a project from a company or organisation. This project gives the framework for the study program and the student has to write transfer papers/project papers and a master thesis related to this project.
Objective	Main goal is to provide up-to-date knowledge in the field of global management and leadership for companies and organisations and train them in the use of the IMLead®-concept of integrated management and leadership. This approach ensures innovation, organizational competitiveness, sustainable business development, a high degree of adaptability and, at the same time, corporate stability.
Structure	100 training days consisting of compulsory attendance, webinars, web-based trainings, online colloquium 100days self-learning 200 days project and transfer work, including master thesis 12 transfer papers, 5 project study papers and 1 master thesis
Modules	Economics Project Management and Methods of Empirical Social Research Market Analysis Objectives and Strategy Communication, Marketing and Sales Management Accounts & Corporate Finance Law International business development according to the IMLead® concept Leadership & Competences 1 Leadership & Competences 2
Program Format	The 'project-competence' degree programme is a job-integrated study programme with webinars, e-learning, online colloquium, self-study and project papers. The master programme is based on a real-life project that a student receives from a supervising organisation. The project is then developed by the student during the whole study period. The courses are used to deliver theoretical knowledge and help students develop their competences in the use of methods important to accomplish the project in

	question. Students are supported and supervised by internationally active professors and experts.
Program Schedule	<p>Online seminars</p> <p>Group work for case studies and simulations</p> <p>Optional, study tour to Germany</p> <p>The exact day and session time are given in the framework schedule</p>
Evaluation Methodology	<p>Examination/evaluation of transfer papers, project study papers</p> <p>Examination/evaluation Master thesis</p>
Admission Format	<p>First degree of minimum Bachelor's level from a state recognized university with 180 Credit Points according to the European Credit Transfer System (ECTS) or international equivalent</p> <p>Application form with all requested documents (CV, degrees, project information, etc.), see also application platform academyFIVE</p> <p>After formal approval by Steinbeis University student gets an invitation to a self test and a mini case study</p> <p>Personal (skype) interview between student and Steinbeis professor</p> <p>After successful test and interview signing of the study contract and enrolment at Steinbeis University</p>
Degree	<p>'M.A. General Management', 120 credit points</p> <p>With the enrolment documents of Steinbeis University graduates have a chance to get a student visa in Germany based on the regulation of the German government.</p>
Accreditation	M.A. in General Management is accredited and has been awarded the premium seal of FIBAA
Costs Online Course	<p>13,500 Euro</p> <p>1st payment after successful completion of the admission test and before enrolment of 1,500,- Euro plus 24 monthly installments with 500,- Euro</p>
Costs internship	<p>Optional 7 days trainings in Germany and visits to German hidden champions</p> <p>2,000.00 Euro per participant, excluding flight costs and visa cost. Included: accommodation, 3 star hotel in double bed-room, transportation, breakfast, lunch (dinner on own costs)</p>
Instructors	Professors and experts from the practical field, experienced in academic education
Place	Online courses: Studio location is Stuttgart
Language	English (minimum B2 English level)
Contact	<p><i>Steinbeis University SGIT Steinbeis Global Institute Tübingen, Konrad-denauer-Straße 13, 72072 Tübingen, Germany</i></p> <p><i>For Program-related queries, please call Ms. Cornelia Röhm +49 (0) 7071 94 25 55 30</i></p> <p>cornelia.roehm@steinbeis.education https://steinbeis.education</p>

