



Friedrich-Alexander-Universität
School of Business,
Economics and Society

Global Master of Business Administration (MBA)



www.online.mba-fau.com

Global **MBA**

The „Global MBA“—at a glance

Part-time—100% online—completely in English
At Friedrich-Alexander-University Erlangen-Nuremberg
State University Program—internationally recognized MBA
The way to professional general management qualifications

Focusing on global management

- Qualifications for a successful career and leadership role
- Master program with MBA graduation from a state university
- A booster for your career and your income generation opportunities

Insight-driven, interactive and practice-oriented

- Gaining new management know-how in different fields
- Transfer and use of knowledge, methods and tools
- Expanding your leadership and social competencies
- Strengthening your social networks by meeting and working with managers from different firms and industries

Studying at a renowned State University: FAU

- FAU ranks No. 1 in Germany, No. 2 in Europe and No. 14 worldwide in the well-known Reuters-Ranking of the world's most innovative universities
- Graduation: Master of Business Administration (MBA)
- Tuition fees: 25.000 Euro (tax-deductible in many countries)

Studying “part-time”

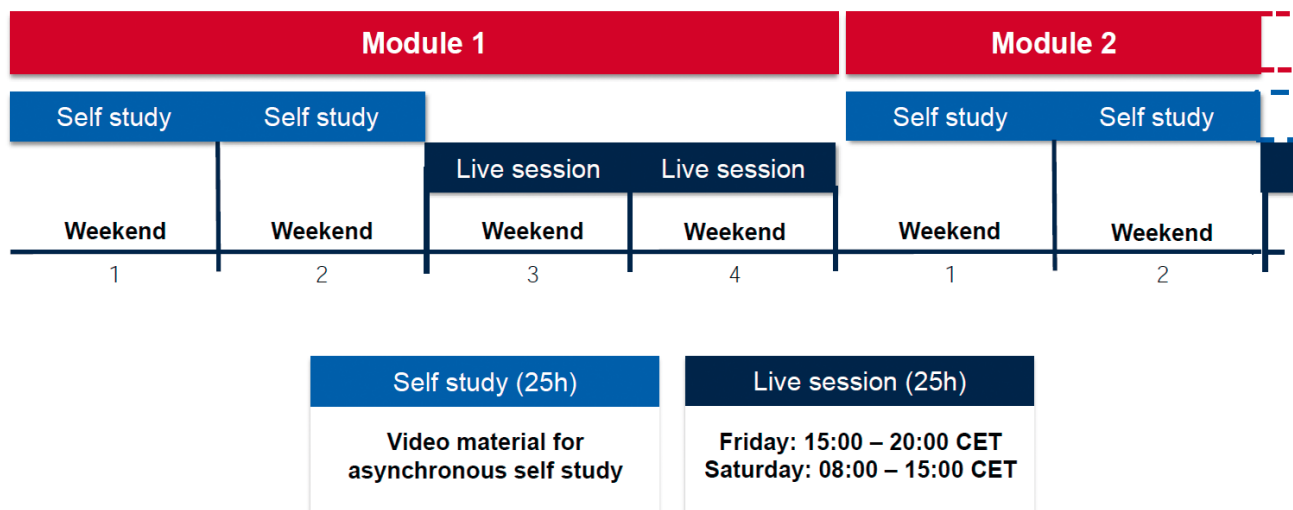
- Get a full-rank university MBA degree in 18 months!
- Way of studying: 9 modules with 50 working hours each, 25 hours in asynchronous online-modules and 25 hours in live sessions
- Live sessions of each module organized on two weekends (Fridays 15:00-20:00 CET, Saturdays 08:00 - 15:00 CET)
- Writing a master's thesis under professional academic supervision in the last 4 months of the program



The „Global MBA“—Structure

The Global MBA program can be studied in “part-time” with a high degree of personal flexibility, thanks to its asynchronous online elements and the user-friendly organization of the live sessions in each module.

Time procedure



Knowing our target group very well, we have optimized the structure of our program, delivering all necessary “up-to-date” management know-how with a high degree of target orientation.

We are driven by the conviction that the know-how of “General Management” comprises the ability to analyze complex situations and developments and the ability to make „good“ decisions although we normally have imperfect information. This know-how will be acquired by taking nine courses, while three of them can be clustered to the core area “Leading”, another three to “Acting” and the remaining three courses to the core area “Analyzing”.

Concrete management tasks and challenges will be analyzed in using academic methods and tools, based on newest management theory, enabling us to have a “clearer view” of the situation and to derive successful and responsible management decisions at the end. Critical reflection, so typical for an academic study, will be strongly combined with a high degree of practical experience and group-dynamic work—an educational approach that makes our Global MBA program so special and substantial.

Core areas and modules



LEADING—responsible management in the age of digitalization and sustainability

- **Strategy:** Developing fundamental visions and strategies for a company's success
- **Leadership:** Motivating people working in a multi-cultural context
- **Controlling:** Collecting, processing and evaluating information for successful value creation



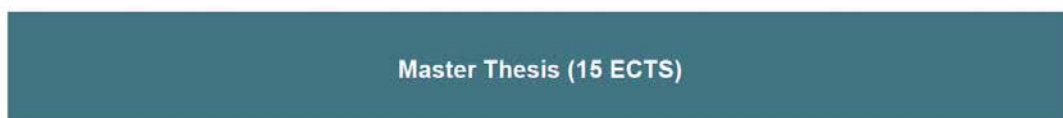
ACTING—excellent execution of value creating activities

- **Marketing & Sales:** Managing marketing, sales and distribution in the digital age
- **Innovation:** Finding and realizing new products, services and business models
- **Operations:** Understanding and managing global value networks



ANALYZING—understanding, evaluating and fostering a company's value creation processes

- **Finance:** Providing funding for an enterprise in the framework of sustainability
- **Accounting:** Financial reporting and accounting for different stakeholders
- **Data & Process Analytics:** Analyzing data to optimize business processes



Master's Thesis

In the last four months of your MBA study, a master's thesis has to be written. Depending on the mid-term goals of our participants, we can offer three different forms of master's theses:

- **Job Development** Based on a practical topic—an unsolved problem, a new challenge, a complex situation that needs structured analysis—, a solution concept or an action plan is derived from theory that can be transferred into practice
- **Business Development** Writing a business plan for a startup or as preparation to realize an innovative idea within an existing firm
- **PhD** Writing one or more research papers on a relevant topic, i.e., in preparation of a doctoral study after finishing the MBA Program



The „Global MBA“—Get to know the FAU

Friedrich-Alexander Universität Erlangen-Nürnberg | FAU

- Founded in 1743
- 5 faculties, 261 study programs
- 323 chairs, 603 professors, more than 14.200 employees
- 40.000 students from more than 130 countries
- Germany's most innovative university, Top 14 worldwide (Reuters Ranking)
- More than 500 international partner universities
- More than 130 research cooperations with top universities worldwide

School of Business, Economics and Society

- 40 chairs, 49 professors, 14 honorary professors
- 9.962 students
- 2.291 first-year students
- 1.695 graduates
- 52 PhD candidates
- Scientific community with over 100 active partnerships worldwide
- Internationally oriented study programs with experienced lectures



The „Global MBA“— Testimonials



Kristin de Oliveira

AREVA NP

MBA alumna, Dipl.-Übersetzerin Univ.

“The selected, top-class students in your own MBA class and the alumni network are an additional asset.”



Benedikt Kornis

ZF Friedrichshafen AG

MBA alumnus, Dipl.-Wirtschaftsing. (FH)

“The excellent group dynamic helps everyone to successfully manage the study workload and encourages each individual to achieve their personal best.”



Dr.-Ing. Marc Stricker

Speck Pumpen GmbH & Co. KG

MBA alumnus, Dipl.-Ing. Univ., Dr.-Ing.

“This program helps me as a member of the management board to evaluate situations holistically and make valid decisions.”



Dr. Marlen Braune

Biotronik SE & Co. KG

MBA alumna, Dipl.-Biologin Univ., Dr. rer. nat.

“You can already successfully apply the know-how which you acquired over the weekend on monday in your own company.”

The „Global MBA“—Networking

The Global MBA offers diversity in terms of age and background, academic expertise and professional know-how, industry and company size. Each member of our Global MBA class with his/her special qualifications contributes to our credo: Be open to learn from each other! And benefit from diversity!



The „Global MBA“—Apply now

Your interview will take place promptly after we have received your application. In order to guarantee a high quality, our MBA program in Global Business Management is limited to a maximum of 25 participants per year. Because of the consistently high demand, we therefore recommend all potential candidates to apply as soon as possible for our Global MBA program. Thereby you increase your chances of a successful application.

Requirements

- Completed Bachelor's degree (180 ECTS)
- At least one year of practical experience upon commencement of the MBA program (e.g. qualified internships, student work, professional experience)
- Good command of English

Application process

- Start of the Global MBA program: Each year in October
- Two-step application process:
 - Evaluation of all your application documents
 - Personal interview

Documents

- Letter of motivation and curriculum vitae
- Certificate of first professional degree (e.g. Bachelor)
- Certificate of University entrance qualification
- Proof of periods spent abroad (times, certificates of achievement)
- Proof of English language skills (if available)
- Proof of previous professional experience



**Apply
now!**

The „Global MBA“—Contact us

Do you need further information, have questions or would you like to receive individual consulting? We are happy to assist you!



Prof. Dr. Kai-Ingo Voigt
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Dean of Executive Education
Chairman of the Global MBA Examination Board
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