



Munich Business School

University of Applied Sciences



Uliana, Minh and Julia, Students Bachelor International Business

BACHELOR'S PROGRAM



International Business

YOUR BACHELOR'S AT MBS



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SERVUS AND WELCOME TO MUNICH BUSINESS SCHOOL

We're delighted that you're reading the brochure for the Bachelor's program at Munich Business School (MBS) and are interested in studying at our institution! By taking the Bachelor International Business (Bachelor IB), you will lay the foundations for a career in international management. Our attractive and varied program certainly offers a few surprises.

Conceived as a generalist course of study, it will give you a fundamental understanding of business administration as well as the social skills required to develop a company and manage people. While all of these competencies are important for starting a career in the world of business, they will also keep your career prospects open to a wide range of opportunities.

During your studies, you will explore the various subject areas of business administration through integrated internships, workshops with companies and feedback from alumni. In the second half of your degree, you will have the opportunity to select the concentration areas of your studies and tailor your program to your strengths, interests and future field of work. Our professors, who balance their time lecturing with their own business commitments, will be happy to offer their expertise to support you.

In addition to practical relevance, internationality is another cornerstone of teaching at MBS. The semester abroad is a central part of our Bachelor's program; it allows you to develop your intercultural competencies and foreign language skills, preparing you for your future career working abroad and dealing with international clients. Keen to find out more? If so, read on to explore the full scope of our Bachelor's program in detail!

Prof. Dr. Stefan Baldi, Dean of Munich Business School

International students at MBS

 49%

Nationalities on campus

 65

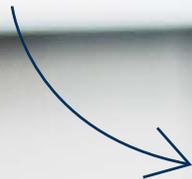
Female students at MBS

 47%

Male students at MBS

 53%

WHY MUNICH BUSINESS SCHOOL?

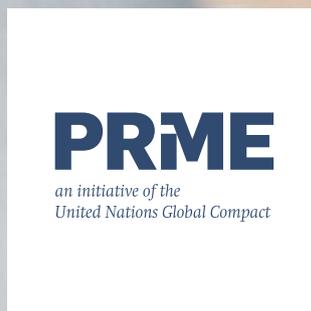


Sayuri and Pamela, Students Bachelor International Business

Accreditations – Recognized Quality

Since 2010, Munich Business School has enjoyed unrestricted state recognition and institutional accreditation by the German Council of Science and Humanities. All our study programs are accredited by the Foundation for International Business Administration Accreditation (FIBAA).

What's more, Munich Business School is an active member of numerous national and international associations and organizations:





100% Munich

The "metropolis with a heart" unites Bavarian tradition and international charm. A number of renowned companies operate from Munich, pulling the strings of the global business world.

100% International and Cosmopolitan

As a student, you will benefit from our international partnerships, which give you the opportunity to complete part of your studies abroad. MBS is also a cosmopolitan host institution for international students.

100% Personal

MBS gives you individual and personal support. Small class sizes, offering direct contact with lecturers, contribute to a pleasant learning atmosphere.

Build Your Business Network

As a student at MBS, you will benefit from a well-connected business network. This professional network offers you the opportunity to connect with national and international companies from various sectors.

Fit for the Working World of Tomorrow

Digitalization is transforming the world of work. MBS prepares you for these new challenges with sustainable management and offers you the opportunity for lifelong learning.

Rankings – Always Among the Best

MBS is among the Global Top 25 Performers for Student Mobility and is considered one of the best performing universities worldwide in the ranking 2020.

MBS is the Best Private Business School in Germany and ranks fourth among all German universities of applied sciences in the 2020 edition of this ranking.

MBS is among the Top 3 Private Universities of Applied Sciences in seven of the eight categories in the Trendence Graduate Barometer 2020.

MBS achieves top rankings in the categories "Support at the Beginning of Studies", "International Orientation" and "Labor Market and Occupational Relevance".



BACHELOR'S PROGRAM AT MBS



Our Bachelor's Highlights

Concentrations

 5

International students in the program

 47%

International Focus and foreign languages

 6

Internship weeks in companies

 30

Semester abroad

 1-2

Large projects (non-profit and start-up project)

 2

International partner universities

 60

Elective courses

 15



Yufan, Mauritius, Julia, Mara, Summer and Pascal, MBS Students

Hone Your Profile

For 30 years, Munich Business School has offered cosmopolitan, entrepreneurial-minded individuals an inspiring international academic environment to develop into the responsible leaders of tomorrow. The following pages introduce our Bachelor's program, designed to prepare you perfectly for your career!



Louis, Sayuri and Pamela, Students Bachelor International Business

BACHELOR INTERNATIONAL BUSINESS (B.A.)

Course Content Overview

The Bachelor International Business at Munich Business School will prepare you for a career in international management. To ensure you can find your bearings all around the world, Munich Business School offers the program in both bilingual (70% German, 30% English) and monolingual English variants. The course content ranges from the fundamentals of business administration to courses in marketing and taxation as well as specialist topic areas of international management and selected concentrations of your choosing. Lectures are complemented by several internships, both in Germany and abroad, as well as two major projects – one with a social focus and one start-up project.

You'll spend your fourth semester at one of our international partner universities. In addition to the practical relevance of our programs, Munich Business School places an emphasis on a holistic approach. Consequently, the course will provide you not only with the required specialist knowledge but also the soft skills, digital skills and intercultural competencies crucial to your development as a responsible businessperson. What's more, here at Munich Business School, the interaction between students and teaching staff plays an important role. Your classes will always be held in small groups and your study coordinators will act as a source of personal support and guidance.

Concentrations and Electives

At Munich Business School, students have the opportunity to tailor their International Business program to their individual strengths and interests by choosing specific concentrations and electives. This allows you to determine the focus of subsequent postgraduate studies or future field of work and become a sought-after specialist in your subject area. Choose from five different concentrations and a broad spectrum of electives shaped by the specialisms of our teaching staff.

Concentrations

- **Marketing and Sales:**
Successful marketing of products and services, plus sales management.
- **Innovation Management:**
Developing ideas and implementing them in commercially successful products and services.
- **Financial Management:**
Financial assessments and decision-making on financial matters and investments.
- **HR Management and Leadership:**
Employee prospecting, leadership and developing employee satisfaction in a company.
- **Procurement, Production and Logistics:**
Planning, management and optimization of the flow of goods, from raw materials to the end customer.

Electives (selection)

- Luxury and Brand Management
- Sports and Tourism Management
- Media and Event Management
- Consulting and many more ...

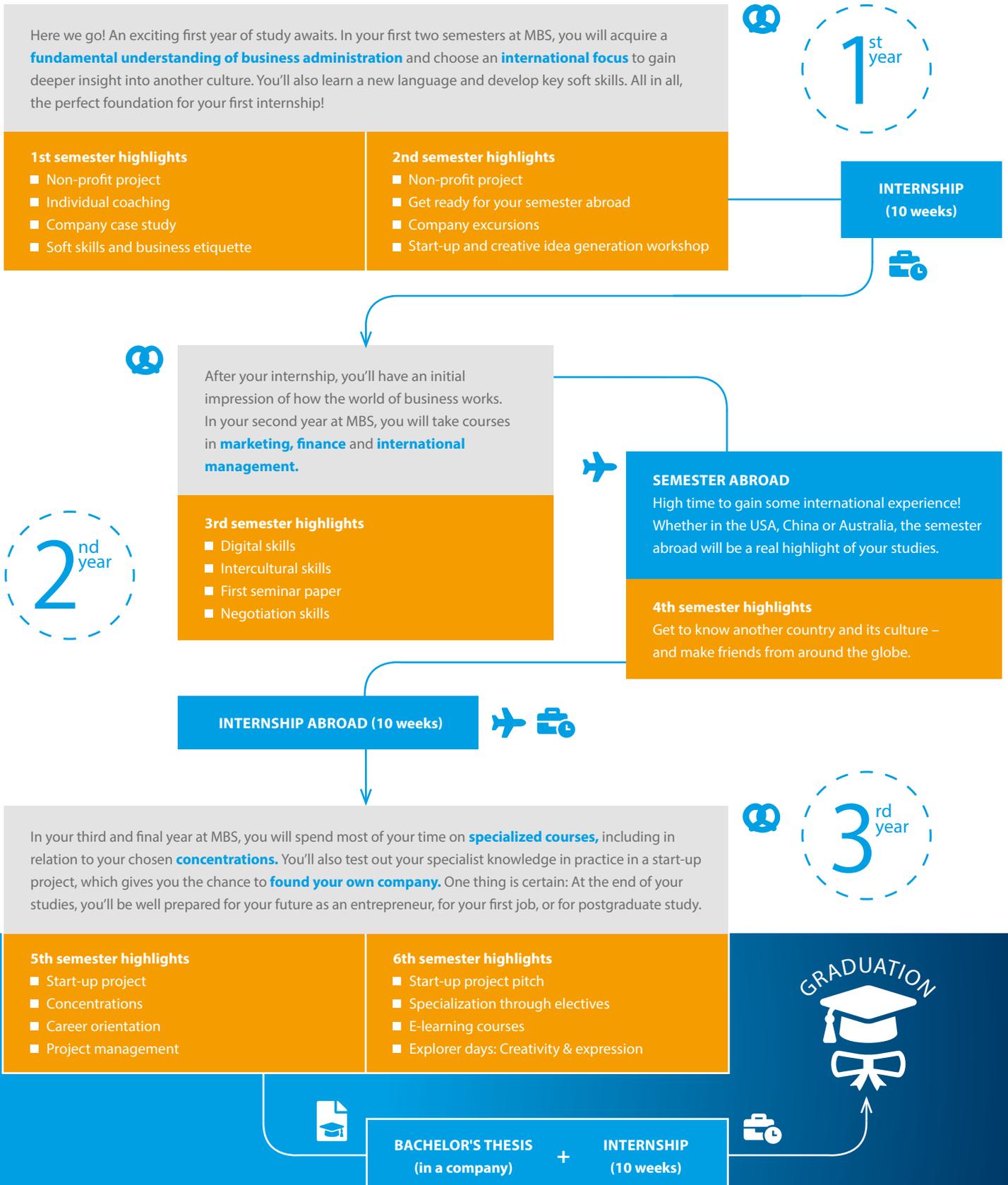


"Through practice-oriented courses, workshops, projects, internships, learning another foreign language and an integrated semester abroad, our Bachelor's program will help you develop as a responsible individual with a comprehensive understanding of the world of business. In your first few semesters, you will learn the basics, take soft-skills courses and develop digitalization skills. You can then choose concentrations and electives to tailor the second part of your studies to your strengths and interests. This will allow you to lay the foundations for your future career. We look forward to welcoming you!"

Prof. Dr. Patricia Kraft and Prof. Dr. Arnd Albrecht, Academic Directors, Bachelor International Business

PROGRAM STRUCTURE

Step by Step on the Path to Success





INTERNATIONAL FOCUS



YOUR GATEWAY TO THE WORLD – DISCOVER NEW LANGUAGES & CULTURES

A key attraction of the Bachelor International Business is the prospect of being perfectly placed for a career abroad after graduation. By studying International Business at Munich Business School, you can set course for a future living and working wherever you want in the world. In your first year with us, you'll select an international focus and learn a second foreign language. The classes for your international focus will give you deeper insight into another part of the world as well as a fundamental understanding of business, law, politics and culture in your chosen region. You will also complete an intensive course in the region's language.

We offer a choice of six international focuses: Asia & Pacific, France & Francophone Countries, Spain & Latin America, Russia & Eastern Europe, Arabic Countries & the Middle East, and Germany & the European Union.

Please note:

For students who start the program in the summer semester, only the Asia & Pacific and Spain & Latin America international focuses are available. International students with little or no knowledge of German language should choose Germany & the European Union to develop expertise in business in Germany and Western Europe. Our foreign language courses do not require any previous knowledge as Munich Business School offers all courses for absolute beginners.

“The program’s strong international focus allowed me to find my bearings in a global enterprise like Google from my very first day.”

Anna Holzmayer,
Alumna Bachelor IB, Senior Startup &
VC Consultant at Google



Asia & Pacific

Asia is a fascinating economic sphere, while China and India have long been among the world's leading economic powers. In this focus topic, you will become familiar with the basics of **Chinese (Mandarin)** and acquire the specialist and background knowledge global companies will expect from their future business leaders in the Asia-Pacific region.



France & Francophone Countries

French is among the world's most widely spoken languages and is particularly important both for the European Union and in diplomatic contexts. Knowledge of **French** will open doors for you in many parts of the world. A solid understanding of business French and an awareness of the background of Francophone countries will offer a major advantage for commercial negotiations in Paris, Brussels, Montreal and across the African continent.



Spain & Latin America

After English, Spanish is the most commonly used language in international communications and opens the door to a multi-faceted world. In this focus course, you will learn **Spanish** – the key to successful relations with Spanish and Latin American business partners. By giving you deeper insight into the economies of Spain and Latin America, this course will prepare you for a wide range of international careers.



Russia & Eastern Europe

Russia and Eastern Europe are fast-growing economic regions. Developing your **Russian** skills and exploring the economic and social-political background of Eastern Europe will grant you access to an attractive economic sphere that, due to its above-average economic growth, is among the most important trade partners for Western Europe – and Germany in particular.



Arabic Countries & the Middle East

Commercial relationships between Europe and Arabic countries continue to develop, making the area an attractive economic sphere. There is therefore growing demand for business specialists with knowledge of the Arabic world. In addition to developing your **Arabic** language skills, this focus course concentrates on helping you to understand the practices and conventions of business in the region as well as its historical and religious background.



Germany & the European Union

The EU is the world's second-largest economy, with Germany in particular among its largest exporters. Key sectors include the automotive industry, electrical engineering and chemicals. International students with little or no knowledge of German take an **intensive German language course** and gain a fundamental understanding of the country – the perfect preparation for an internship or the start of a career in the German-speaking world.

Master's Top-Up Program

The Master's Top-Up Program, offered in cooperation with Bond University in Australia and Boston University in the USA, offers students the opportunity to complete a Master's degree in just two semesters.

If you start your Bachelor's degree in February, you will spend your seventh semester at Bond University or Boston University, where you will take selected Master's-level courses. After completing your Bachelor's degree, you'll spend two further semesters at the partner university to gain your Master's degree.



BOSTON
UNIVERSITY



Wellesley Summer School

Spend a summer at one of the most renowned women's colleges in the United States, where the alumni include Hillary Clinton and Madeleine Albright! This summer school, aimed at women studying at Bachelor's level, is exclusively offered to partner institutions of Wellesley College. During the four-week summer school, all students live and study together on campus at Wellesley College near Boston and tackle an array of leadership issues and topics relating to women.



WELLESLEY
W



"Having chosen Asia & Pacific as my international focus, a semester abroad in Hong Kong was the obvious choice for me. The MBS partner university is one of the best universities in Asia – and, of course, the city itself is unique!"

Thomas Hipp,
Alumnus Bachelor International Business,
semester abroad in Hong Kong, China

STUDY ABROAD

YOUR SEMESTER ABROAD – AN INTERNATIONAL HIGHLIGHT

Spending a semester abroad at one of over 60 MBS partner universities around the world will be an unforgettable experience. A semester at a foreign university will enable you to develop your intercultural skills, enhance your linguistic proficiency, and make friends for life. Find out more about our students' experience abroad: munich-business-school.de/en/study-abroad-blog

A Selection of Partner Universities From Each Continent:



A world map is centered on the page, with blue lines connecting it to boxes containing the logos of partner universities from various continents. The logos are arranged as follows:

- North America:** PACE UNIVERSITY
- South America:** Tecnológico de Monterrey
- Europe:** UCLA
- Asia:** EDHEC BUSINESS SCHOOL, 서울대학교 (SEOUL NATIONAL UNIVERSITY), 香港大學 (THE UNIVERSITY OF HONG KONG)
- Australia:** THE UNIVERSITY OF MELBOURNE
- South Africa:** UNIVERSITY OF CAPE TOWN (YUNIBESITHI YASEKAPA - UNIVERSITEIT VAN KAAPSTAD)
- South America (bottom left):** FUNDACIÓN UADE
- Spain:** upf. Universitat Pompeu Fabra Barcelona
- New Zealand:** THE UNIVERSITY OF AUCKLAND (Te Whare Wānanga o Tāmaki Makaurau)

CAREER OPPORTUNITIES



Human Resources / Talent Manager

Your duties would include HR management, prospecting and personnel administration. You would also be responsible for coaching and training managers and specialist staff and helping them to gain new qualifications.

Required attributes:

- Sound knowledge of HR management and labor law
- Management knowledge and skills
- Structured approach and open manner
- Intercultural competencies

Relevant program elements:

- Concentration: HR Management and Leadership
- Electives: Organizational Psychology, Family Firms
- Project with a real non-profit company
- Internship in the HR department of a company such as the BMW Group
- Thesis on HR-related topic in cooperation with an MDAX-listed company
- Soft-skills courses: Communication, presentation and negotiation training



Financial / Investment / Fund Manager

You would create financial strategies and select suitable investment opportunities and portfolios. In these roles, you would conclude transactions on the stock exchange and analyze financial markets.

Required attributes:

- Analytical mindset and approach
- Specialist knowledge of finance, controlling and accounting
- Specialist knowledge of international finance, corporate finance, portfolio management and corporate strategy
- Structured approach

Relevant program elements:

- Concentration: Financial Management
- Courses: Financial and Cost Accounting, Corporate Taxation
- Electives: International Accounting, Risk Management, Mergers & Acquisitions, Banking
- Internship at an investment company
- Soft-skills courses: Communication, presentation and negotiation training



Communications / Events / Social Media Manager

These roles would see you take responsibility for communication with customers, employees and other partners, plan events around the world or, as a Social Media Manager, oversee communication across all social networks.

Required attributes:

- Creativity
- Excellent communication skills
- Developed customer understanding
- Specialist knowledge of CRM, marketing and sales
- Talent for organization

Relevant program elements:

- Concentrations: Innovation Management, Marketing and Sales
- Study abroad with further marketing and communication courses
- Electives: Media and Event Management, Coding
- Courses: Business Intelligence, Big Data Analysis
- Soft-skills courses: Communication, presentation and negotiation training

"Serving as an assessor at an application day for prospective Bachelor's students sparked my enthusiasm for recruitment. After completing my degree, I turned my passion into my career and started work at the HR service provider Hays."

Sophia Eisenhut-Beigel,
Alumna Bachelor IB, Key Account
Manager Contracting, Hays



"My degree sparked my interest in capital market developments. I was able to gain valuable knowledge of corporate finance, accounting and valuation – laying the foundation for a career on global financial markets."

Jaby Felix Coronel, Student
Bachelor IB, Student Master Financial
Management, Boston University



"My internship at Personio in London gives me the opportunity to organize and plan events. In this context, my project management and marketing courses have stood me in good stead and helped me to work efficiently."

Minh Tran, Student Bachelor IB,
Intern Business Development,
Personio



Where will your career take you after graduation? What doors will be open to you? During your Bachelor International Business studies, you'll gain a sound, wide-ranging understanding in the first part of your degree before specializing in the second. This means that, after graduating, you will have the opportunity to take your first steps in very different areas of the world of work. The following examples are just a selection of the potential careers open to you.



Joining / taking on a family business

After completing your Bachelor's, you might join a family business that you will go on to control in future. Working in different areas of the company will afford you both an overview of its operations and insight into its future viability.

Required attributes:

- Strategic focus
- Specialist knowledge of business management
- Analytical mindset and approach
- Structured approach
- Visionary thinking

Relevant program elements:

- Concentrations: HR Management and Leadership, Financial Management
- Electives: Family Firms, Organizational Psychology
- Courses: Sustainable Business Management, Corporate Governance
- Internship at a consultancy
- Soft-skills courses: Communication, presentation and negotiation training



Founder / Entrepreneur

Taking this path would see you found your own start-up and develop the entire value-creation chain – from product development through to sales. You would need to recruit and manage employees and develop a viable financial model.

Required attributes:

- Entrepreneurial spirit, hands-on mentality
- Innovation, creativity
- Excellent understanding of customers
- Specialist analytical and digital skills

Relevant program elements:

- Concentrations: Innovation Management, Marketing and Sales, HR Management and Leadership
- Start-up project
- Semester abroad in L.A. at the heart of Tech Valley to experience the latest trends up close
- Thesis as part of the business plan for your start-up
- Soft-skills courses: Communication, presentation and negotiation training



Product Manager / Brand Manager

You would be responsible for products, services and brands and ensure successful brand positioning. These roles would require you to take responsibility for pricing, conceive sales initiatives and design ad campaigns.

Required attributes:

- Creativity and innovation
- Excellent understanding of customers
- Analytical skills
- Specialist knowledge of CRM, marketing and sales

Relevant program elements:

- Concentrations: Innovation Management, Marketing and Sales
- Start-up project
- Study abroad with further marketing courses
- Electives: Luxury Brand Management, Media and Event Management
- Thesis in cooperation with a marketing agency
- Soft-skills courses: Communication, presentation and negotiation training

"I used the internships during my Bachelor's to gain insights into other types of companies that have not been shaped by families in the same way as our company. It's the best way to identify the differences."

Josephine Dransfeld, Alumna Bachelor IB, business owner & CEO, HEUNEC International



"Being an entrepreneur is pure adrenaline – both in a positive way, such as when your first TV ad runs, and in a negative way, when you have to commit fully to decisions with major financial risk to begin with."

Moritz Keller, Alumnus Bachelor IB, founder & CEO, Keller Sports GmbH



"Studying at MBS was the perfect preparation for entering the world of business. I learned how the economy works and developed as a person."

Alla Schäfer, Alumna Bachelor IB, Product Manager, Microsoft



MBS CAREER CENTER



“The Bachelor International Business, filled with guest lectures and chances to network, has given me valuable opportunities, including studying in Miami and working in Paris. These enriching experiences not only expanded my horizons but also helped me to pursue my career goals.”

Amandine Matthé,
Alumna Bachelor IB,
Cloud Solution Specialist
at Oracle, Amsterdam

PRACTICAL RELEVANCE AT ITS BEST – THE PERFECT START TO YOUR CAREER

At MBS, you'll be taught by lecturers who gained their knowledge of the business world through more than just reading books. Part of our teaching philosophy is for experts with practical experience of corporate life to teach up-to-date, practically relevant content and methods. You will also complete at least three internships over the course of your degree. This will give you the chance to apply your new theoretical understandings in practice, gain valuable experience of the world of business, and start to build your professional network.

Former Bachelor International Business students have completed internships at these top companies:

Sony Salesforce Toyota Adidas MAN Tesla
Sixt Nestlé Lufthansa BMW Google Ernst & Young
Deutsche Bank Deloitte Audi Boston Consulting Group Siemens
KPMG
Allianz Mercedes-Benz
PricewaterhouseCoopers



Everest and Tebogo, MBS Students



“In a constantly changing business world, it is important to know and constantly improve your own abilities. My goal is to actively support you and work with you to advance your career and personal development.”

Stephanie Raschen,
Career Center Manager
and certified Business Coach

WE’LL MAKE YOU FIT FOR THE FUTURE

We also support you in achieving your professional goals outside of the classroom. The MBS Career Center is the connecting link between Munich Business School students and companies.

It takes care of our students’ career needs, establishing connections to the business world to help companies recruit the very best talent. Companies are thus omnipresent at Munich Business School. All MBS students receive comprehensive support in planning and realizing their professional goals.

This begins with the search for internships in Germany and abroad, continues with help with making initial contact with companies, and extends to guidance services in later career phases and when graduating.

Individual Career Coaching

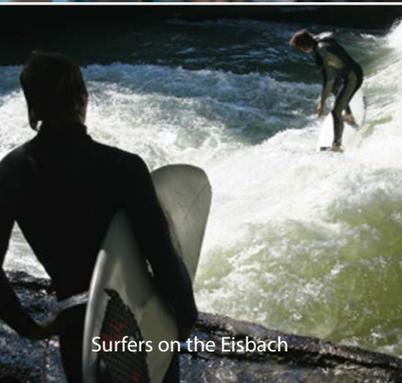
To find your way in an increasingly dynamic business world, it is important to know your own strengths and to build on them. Our Career Center will help you actively shape your career and personal development in order to determine an individual and successful career path for you.

International Network

MBS is proudly international! Some 50 % of students are international, hailing from 65 different countries. You can further expand your own global network during your semester abroad at one of more than 60 international partner universities.

Personal Career Development

Various career and networking events at MBS offer students exciting behind-the-scenes insights into a wide variety of businesses, enabling you to make your first contacts and thus prepare yourself perfectly for entering the job market.



Surfers on the Eisbach



Winter sports

WHY MUNICH?

Munich is Germany's #1 business hotspot: Germany is the economic and technological powerhouse of the European Union.

"Made in Germany" is a seal of quality: A German university degree is highly respected by employers worldwide.

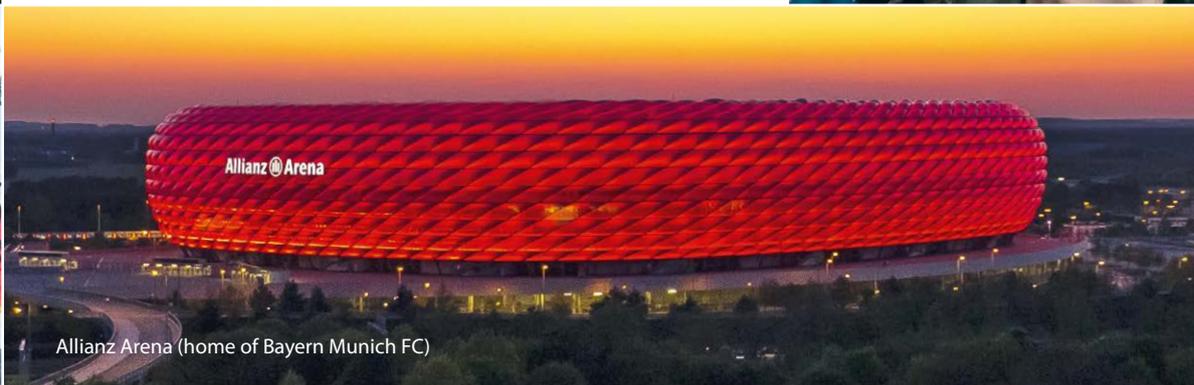
Stay in Germany: As a non-EU citizen, you can stay in Germany for another 18 months after graduation to find a job. You will be eligible for a permanent residency permit after working here for just two years.

Germany is a safe country, and Munich is its safest city: You can move freely day or night without having to take any special precautions.

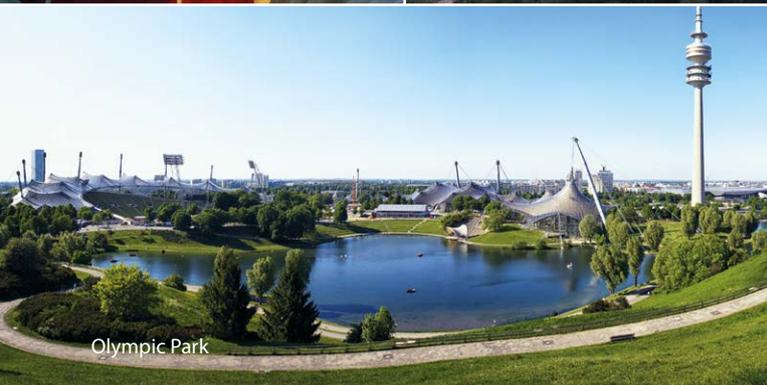
Munich is one of the most liveable cities in Germany: The city offers diverse leisure activities and plenty to experience and discover.



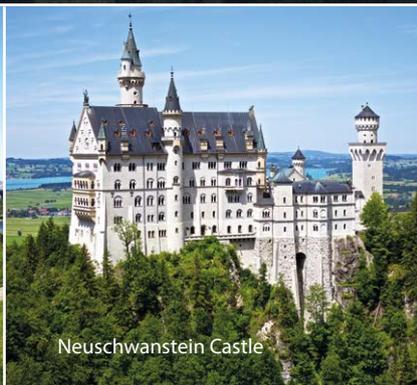
Oktoberfest



Allianz Arena (home of Bayern Munich FC)



Olympic Park



Neuschwanstein Castle



GET INVOLVED

In addition to the regular curriculum, you can also get involved in a variety of student associations. These initiatives not only enrich local campus life at Munich Business School, but also promote the development of soft skills such as communication, teamwork and project management. As well as events, parties and excursions, there's also an impressive range of sports on offer.

The student associations play an important role in Munich Business School's commitment to training the business leaders of tomorrow to be responsible, successful and economically minded.

Another option is getting involved in our Buddy Program: If you are interested in meeting exchange students, supporting them during their stay in Munich and swapping ideas, the Buddy Program is just right for you. It will give you the opportunity to make international friends during your time at MBS, act as a mentor and refresh your language skills.

Student Associations

- MBS Helps
- MBS get2gether
- MBS Film Club
- MBS Debate Club
- MBS Sports
- MBS International
- MBS Entrepreneurship Society

CAMPUS LIFE

Summer: Pascal and Julia, MBS Students





PRE-BACHELOR STUDY PROGRAM

GETTING READY FOR YOUR BACHELOR'S STUDIES

A team of instructors will prepare you for studying at university in a one-semester program held from June to August or September to December. You will hone your English and Mathematics skills, take a basic course in Business & Management and acquire helpful learning strategies for your studies at university. You will also have the option of taking online language courses, such as in French or Spanish. This program is topped off with a Munich outreach project and excursions in and around Munich. The program will help you get your studies off to a successful start.

Following the Pre-Bachelor Study Program, you will move straight onto the Bachelor International Business and, after studying for a total of four years, graduate with a Bachelor of Arts degree.



STUDENT COACHING



Constantin, Alumnus Bachelor International Business



“The Student Coaching Program at MBS offered me a new perspective on my private and professional lives, and helped me to better understand the relationship between the two. The trustworthy advice and mentor-like stability helped to make the start of my career more successful.”

Lennart Uhrenbacher,
Content Creator,
Social Network Group



AN EXPERIENCED STUDENT COACH IN YOUR FIRST TWO SEMESTERS

Living independently for the first time, finding your bearings in a new city, making new contacts and handling a different workload in an unfamiliar environment – starting a degree entails a lot of changes and often poses significant challenges for young adults.

Munich Business School has developed a student coaching program to support students during this difficult initial phase. This program pairs interested new students with a student coach for their first two semesters; the coach stands ready to offer individual guidance and advise the student on personal matters.

Before being matched with a student, coaches receive special training from a senior business coach who trains them to “help students help themselves”. The aim of the student coaching program is to consolidate the student’s identity, develop their capacity for self-reflection, and prepare them for their academic and professional future.

“Student coaching is an excellent opportunity for self-optimization. By deftly asking the right questions, coaches stimulate their students’ capacity for self-reflection – allowing them to identify their own shortcomings and find their own strategies to improve their situation.”

Prof. Dr. Arnd Albrecht,
Academic Director,
Bachelor International Business

KEY FACTS

How to Apply

Prepare to Apply

An overview of the admission requirements can be found online: [munich-business-school.de/ba-admission](https://www.munich-business-school.de/ba-admission)

Online Application

You will need the following documents:

- **Certified copies of school leaving certificate** (alternatively certified copies of the last three transcripts)
- **Letter of motivation**
- **CV/Résumé + recent photo**
- For non-native speakers of English: **Proof of English language skills** (TOEFL, IELTS or ELS 112)

Participate in the Application Day

consisting of a personal interview, a team assignment and group presentation (alternatively online interview)

Done!

Congratulations and welcome to Munich Business School!

Key Facts

Study Start

- **Pre-Bachelor Study Program:** June and September
- **Bachelor International Business:** September and February

Program Structure

- **6 semesters + Bachelor's thesis,** incl. 1 semester abroad and 30 weeks of internship
- **Optional:** 7 semester + Bachelor's thesis (add a second semester abroad and another 10 week internship)

Languages of Instruction

- **English** (English Track)
- **English/German** (Bilingual Track)

Study Fees

- **Enrollment fee:** EUR 690 (EU/EFTA), (for international students EUR 1,490)
- **Pre-Bachelor Study Program:** EUR 5,200
- **Bachelor program in total:** EUR 36,400 (7 semester installments à EUR 5,200, alternatively payment on a monthly basis)

Explore MBS

Parents and prospective students have a variety of opportunities to explore MBS and our study programs online or on campus:

- **Bachelor Info Day:** Program presentation, trial lecture and joint lunch with current Bachelor students.
- **Bachelor Info Session:** Program presentation with Q&A session and campus tour by study advisors and students.
- **Online Bachelor Info Sessions:** Online info event with professors and students
- **Personal consultation:** Arrange an individual appointment with our study advisor!
- **College fairs in Germany and abroad**
- **Student for a Day:** You will experience MBS for a day by sitting in lectures and meeting current Bachelor students.

For the exact dates, please visit our website: [munich-business-school.de/ba-dates](https://www.munich-business-school.de/ba-dates)



Your Contact

Christine Heber, M.A.
Study Advisor

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- 📍 Munich Business School
Elsenheimerstr. 61 · D-80687 Munich

 [bachelor.munich-business-school.de](https://www.bachelor.munich-business-school.de)

SUPPORT FOR YOUR STUDIES



Financing

Munich Business School offers various models for payment in installments – making it easier for you to invest in your professional future. Your study advisor can also advise you on other funding opportunities, such as German BAföG, student loans, and education funds.

Just get in touch!

Scholarships

In addition to various financing options, Munich Business School offers partial scholarships to outstanding candidates. Applying for one of these partial scholarships usually involves submitting a personal statement when applying to the program. For detailed information about all our scholarships, visit our website:

munich-business-school.de/scholarship

■ MBS Bavarian Scholarship:

The MBS Bavarian Scholarship supports talented and committed future students who complete the Bachelor International Business Bilingual Track. The scholarships are worth a maximum of EUR 2,600 (10–50 % off the Bachelor's semesters 1 and 2).

■ MBS Explorer Scholarship:

The MBS Explorer Scholarship is aimed at future students who do not have the financial means to afford private studies. The scholarships are worth a maximum of EUR 2,600 (10–50 % off the Bachelor's semesters 1 and 2).

■ MBS Best Scholarship:

The MBS Best Scholarship is aimed at particularly high-performing and committed future students. The scholarships are worth a maximum of EUR 2,600 (10–50 % off the Bachelor's semesters 1 and 2).





Munich Business School

University of Applied Sciences

Bachelor

International Business  

Master

International Business  

International Marketing and Brand Management 

Innovation and Entrepreneurship 

Sports Business and Communication 

MBA

General Management (Full-time) 

General Management (Part-time) 

DBA

with Sheffield Hallam University (UK) 

Executive Education



Munich Business School · Elsenheimerstr. 61 · D-80687 Munich



+49 89 547678-0



info@munich-business-school.de



munich-business-school.de/en/insights





Application Bachelor International Business

Please return your application documents by mail to Munich Business School, Elsenheimerstr. 61, D-80687 Munich, Germany or by email to admission@munich-business-school.de. Please note that you will receive further information by email.

Bachelor Program

Please indicate which language track you would like to apply for:

Bachelor International Business English Track (English)

Bachelor International Business Bilingual Track (English / German)

Personal Details

Last name, first name		male	female	diverse
Date and city of birth		Please insert photo		
Citizenship				
Street, zip code, city, country				
Phone				
Mobile				
Email				

Entry and Program Start Bachelor Program

First year student

Transfer student 2nd or 3rd semester

Start September 20 __

Start February 20 __

Application Pre-Bachelor Study Program (optional)

Start June 20__

Start September 20__

International Concentrations (Choose 2 out of 5)

Marketing and Sales (Customer Relationship Management)

Financial Management

Innovation Management (Product Lifecycle Management)

Human Resources Management and Leadership

Procurement, Production and Logistics (Supply Chain Management)



International Focus and Foreign Language (Please choose 1 Focus)

For applicants with LITTLE German language skills

Germany and European Union (German for absolute beginners)

Germany and European Union (German min. level A1.1)

For applicants with GOOD German language skills

For absolute beginners

Asia-Pacific (Chinese)

Russia and Eastern Europe (Russian)

Arabic Countries and Middle East (Arabic)

Spain and Latin America (Spanish)

France and Francophone Countries (French)

For applicants with language skills min. level A2

France and Francophone Countries (French)

Spain and Latin America (Spanish)

Please note: Students with program start in February may choose between German, Chinese or Spanish for beginners.

School Leaving Certificate

(Please submit official transcripts, a certified copy of your school leaving certificate or of your last 3 school certificates. MBS will check all non-German school leaving certificates for validity)

Title of school leaving certificate (e.g. IB Diploma, Abitur, etc.)			
School			
Street, zip code, city, country			
School leaving date		Grade	

Vocational Training / Work Experience (Please submit official transcripts or proof of graduation)

Qualification		Period (MMYY - MMYY)	
Company		Grade	
Street, zip code, city, country			

Academic Background (Please submit official transcripts or proof of graduation)

Degree program			
Name of institution			
Street, zip code, city, country			
Academic degree		Period (MMYY - MMYY)	



Language Skills (Please submit written proof of language ability where appropriate)

	Mother tongue	Advanced level	Intermediate level	Elementary level
German				
English				
Spanish				
French				
Arabic				
Russian				
Chinese				

TOEFL, alternatively: IELTS or ELS

TOEFL (IBT): min. 85 (min. 20 in all sections, min. 22 in writing), MBS TOEFL Institution Code is 5772.

Alternatively: IELTS min. level 6.5 - Academic Module or ELS Advanced Level min. 112

If you don't have your test results yet, please hand in your confirmation of test registration which includes your planned test date.

Pre-Bachelor students submit a proof of English language proficiency min. B2 and will take the TOEFL test in the Pre-Bachelor program.

Score (IBT)

(planned) Test date

Contact Details Parents

Last name, first name		mother	father
Phone			
Email			

Application Day at MBS (For current dates please check www.munich-business-school.de)

Selected date:

Applicants living outside of Germany can optionally participate in a personal interview via video conference.



Application Checklist

Letter of motivation (1 page)

Résumé/CV

Recent photograph (professional, in color with light background)

Certified transcripts or certified copies of the last 3 school certificates if no school leaving certificate available yet (no photos)

Proof of English language proficiency

If interested in MBS scholarships: personal statement (1 page)

Checklist Only for Transferring into the 2nd or 3rd Semester

Proof of prior academic achievements (transcripts, certificates) and course descriptions

Document of good academic standing from Examination Office of previous university

Declaration

I declare that the information provided in this application is complete and correct. I shall make the payment of the non-refundable processing fee of € 60 to the following account:

Munich Business School GmbH, Deutsche Kreditbank AG, IBAN: DE23 1203 0000 1020 1322 29, BIC: BYLADEM1001.

PayPal details: Our email address is paypal@munich-business-school.de

City, date

Signature

Privacy Policy

I hereby declare my consent that my data may be used by Munich Business School to process my enquiry and that I may also be informed in the future by email, SMS, telephone and post about suitable education programs and information events. I have the right to revoke this consent at any time without giving reasons with effect for the future (e.g. by email to datenschutz@eso.de), without affecting the legitimacy of the processing of my data based on my consent until revocation. I also confirm that I am 16 years of age or older and that I accept the data protection regulations, which I have taken note of.

More information on the MBS privacy policy at <https://www.munich-business-school.de/en/legal/privacy>.

I hereby confirm that I have taken note of the privacy policy.

City, date

Signature