



SRH Berlin University of Applied Sciences  
Berlin School of Management

# General Management | Executive MBA

# Our Unique Curriculum for You

You learn how to build and implement sustainable strategies in a globalised, digitalised economy. Your ability to react to current developments in an agile, future-oriented and innovative way enables you to make creative and promising management decisions. During your studies, you will strengthen your analytical, leadership, and communication skills and deepen your knowledge of management concepts, methods, and techniques. This programme will equip you to lead organisations and manage critical areas in a fast-paced global environment.

## Competencies and Curriculum

- Leadership and management of organisations
- Development and implementation of strategies
- Marketing in an international context
- Quality management
- Accounting
- Operations management



## Semester 1

Focus Strategy: Strategic Management, Strategic Leadership

Focus Human: Motivation, Leadership, Organisational Behaviour

Focus Analysis: Corporate Finance, Managerial, and Financial Accounting

Focus Data & Digital: Big Data, Agile Leadership, Artificial Intelligence, and Machine Learning

Focus Practice: Internship or Project

Elective: Module from another programme or school

## Semester 2

Focus Marketing: Strategic Marketing, Marketing Research, International Marketing

Focus Process & Quality: Process and Quality Management, Service Design, Six Sigma

Focus Team & Collaboration: Social Trust, Ethical Leadership, Game Theory

Master's Thesis

## Your Future Career

The Executive MBA programme provides you with practical, first-class management training that strengthens essential soft skills and enables you to broaden your professional horizons.

## Your Success Is Our Mission

- Globally recognized and renowned degree programme (state accredited)
- Holistic and hands-on approach to learning
- Personal guidance by our Career Service
- Interactive, enjoyable learning centred on individual support
- "Customise your studies" exclusive offer
- 114 partner universities for international experiences
- Teachers with practical background balance state of the art and pragmatic approaches

## Financing Your Studies

- Find support with student loans such as Daka Berlin: Repay your loan only when you are employed and earn a certain income.
- Education funds such as the SRH Berlin Bildungsfonds from Brain Capital also provide financial help: When you start working and have a fixed minimum income, you pay back a percentage of your salary.
- Additionally, there is Bafög and various other scholarships. Find more information on our website.

**"We designed this EMBA to expand your skills and competencies as a manager to assert your success in an increasingly globalised and digitalised world."**

## Key Facts and Figures

### Start

April and October

### Duration

1 year

### Mode

Full time

### Credits

60 ECTS

### Degree

Executive MBA

### Language

English

### Tuition Fees

EU: €1260 per month

Non-EU: €7560 per semester

### CORE Principle

Find all information on our CORE Principle here:

[www.srh-berlin.de/en/core](http://www.srh-berlin.de/en/core)



**Ian Towers**  
Professor

# Our Executive MBA Programme for Inspirational Leaders with Attitude

## Berlin School of Management

The Berlin School of Management offers a variety of prestigious business degree programmes to choose from. Studying here is unique: Our modern style of learning aims to refine your skills with practical experience and hands-on education. Our university is located in the heart of Berlin and characterized by cultural diversity. Experience a stimulating teaching and learning environment here as well as at our international partner universities.

## Entry Requirements

- Bachelor's degree
- Min. 5 years of professional managerial experience
- Letter of motivation
- Proof of English language proficiency
- Secondary school certificate
- Curriculum vitae
- Copy of your passport/ID
- High motivation for academic success

**Any questions?**  
**We're happy to help out.**  
**Email us or give us a call.**  
**+49 30 515 650 200**  
**studyinberlin@srh.de**  
**www.srh-berlin.de/en**

Find out more!

