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Master's degree



International Business Management (MBA)

Ludwigshafen University of Business and Society • Ludwigshafen am Rhein

Overview

Degree	Master of Business Administration (MBA)
In cooperation with	Zfh
Teaching language	<ul style="list-style-type: none">English
Languages	Courses are held in English (100%). This programme is also available in German (100%).
Programme duration	4 semesters
Beginning	Winter and summer semester
Application deadline	Application period: annually from the beginning of April to the end of June Lateral entry might be possible upon consultation.
Tuition fees per semester in EUR	2,250
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	No
Description/content	<p>This MBA distance learning programme provides graduates of economic study courses a four-semester programme that imparts comprehensive, cross-industry business management know-how as well as extensive social skills.</p> <p>The work-related course of study is organised in modules (compulsory modules and one elective module in the third semester) and is divided into self-study and presence phases. During the first three semesters, there is a two-week period in which students are present at the Ludwigshafen University of Business and Society. Alternatively, students can attend this part of the programme via webinar. The material learned beforehand will be improved and consolidated by means of exercises. Case examples, case studies, and projects have a practical relevance. At the end of each semester, the written examinations will take place in the second week of presence.</p> <p>Students who participate in the programme can also earn a certificate instead.</p> <p>The course of study is accredited by AQAS and has a workload of 90 ECTS. It is an offer of Ludwigshafen University of Business and Society in cooperation with zfh (Centre for Distance Learning at Universities).</p> <p>This Master's degree programme opens up access to the higher civil service and the possibility for</p>

Course Details

Course organisation

The content of the programme is designed in such a way to not only impart theoretical knowledge but also practical competencies in order to make students able to solve problems of professional practice. The attendance phases are particularly helpful to develop such competencies.

The MBA programme International Business Management comprises the following modules:

First semester

Marketing

- Marketing as market-oriented management
- International marketing

Social competency

- Philosophy (Ethics)

Logistics

- Manufacturing logistics
- Distribution logistics

Scientific Work

Second semester

Management

- Strategic management
- Controlling
- Business simulation

Social competency

- Rhetoric

International competencies

- International market research
- International corporate management
- Cross-cultural communication

Third semester

Human resource management

- International human resources management
- Psychology of work and organisational behaviour
- Organisation

Social competency

- Creativity

Optional compulsory modules (two of four selectable)

- Law
- Sociology
- Managerial finance
- Macroeconomics

Fourth semester

Master's thesis and Colloquium

The first three semesters are used for self-study with the aid of up-to-date tutorial notes, which are complemented by two one-week attendance phases each semester. The attendance phases take place at the Hochschule Ludwigshafen am Rhein. These courses can be attended via webinar as well.

The fourth semester is used for the completion of the Master's thesis.

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A Diploma supplement will be issued	Yes
International elements	<ul style="list-style-type: none"> • Training in intercultural skills • Study trips • International comparisons and thematic reference to the international context
Course-specific, integrated German language courses	No
Course-specific, integrated English language courses	No
The course of study can be taken entirely online	Yes
Digital learning and teaching modules	<ul style="list-style-type: none"> • Webinar
Description of e-learning elements	Face-to-face instruction will take place at the Ludwigshafen University of Business and Society. These courses can be attended via webinar as well.
Participation in the e-learning course elements is compulsory	Yes
Can ECTS points be acquired by taking the online programmes?	No
Can the e-learning elements be taken without signing up for the course of study?	No

Costs / Funding

Tuition fees per semester in EUR	2,250
Semester contribution	The social contribution at Ludwigshafen University of Business and Society is approx. 130 EUR per semester.
Funding opportunities within the university	No

Requirements / Registration

Academic Admission Requirements	<p>Ideally, you have a first university degree in the area of business studies or an accredited Bachelor's degree of a university of cooperative education ("Berufsakademie") with a good average grade (at least 2.5 when translated to the German grading system) and additionally, you have at least one year of work experience in the commercial field.</p> <p>If your average grade is lower than required, admission can be possible after a personal interview showing your motivation for the programme.</p> <p>For applicants without a first university degree, there is - under certain conditions - the possibility to receive admission after passing a qualifying examination. These applicants must be in possession of a university entrance qualification according to the legal provisions in Rhineland Palatinate and prove relevant professional work experience of at least three years. This work must comprise sufficient content-related connections to the course of studies chosen, above-average qualifications of the applicant, and international experience that is relevant for the programme. The qualifying examination is based on a motivational letter, an exam lasting approx. one hour and an interview of approx. 20-30 minutes.</p>
Language requirements	All applicants must hand in proof of English language proficiency on at least level B2 or higher according to the Common European Framework of Reference for Languages. The corresponding document must be no older than five years.
Application deadline	<p>Application period: annually from the beginning of April to the end of June</p> <p>Lateral entry might be possible upon consultation.</p>
Submit application to	https://www.zfh.de/en/for-prospective-students/registration/international-business-management-mba/

Services

Specific specialist or non-specialist support for international students and doctoral candidates	<ul style="list-style-type: none"> • Welcome event • Specialist counselling
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Society



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The **Ludwigshafen University of Business and Society** (German: Hochschule für Wirtschaft und Gesellschaft Ludwigshafen) is a public university located in **Ludwigshafen, Germany**. It was founded in 1965 as Higher School of Commerce Ludwigshafen. In 1971, it became part of the University of Applied Sciences Rhineland Palatinate, which split up into seven autonomous universities in 1991. The university offers Bachelor's and Master's degrees in several areas of **business administration** and **social affairs**.

<https://www.hwg-lu.de/en.html>



University Location

Study in Ludwigshafen, the Economic Powerhouse of the Metropolitan Rhein-Neckar Region.

Ludwigshafen am Rhein is a young city. It was first established in 1853 when the founding fathers laid the foundation of the Rheinschanze bridgehead and the winter harbour. With 168,347 inhabitants (2010), Ludwigshafen is the second-largest city and the economic centre of Rhineland-Palatinate. Ludwigshafen forms, together with Mannheim (located on the opposite side of the Rhine), the centre of the metropolitan Rhein-Neckar region, an economic powerhouse with over 134,000 companies, excellent infrastructure, and around 770,000 workers. It is the region with the largest chemical industry cluster in Europe and with BASF, the largest chemical corporation in the world, Ludwigshafen belongs to the three leading "life sciences locations" in Germany, along with Munich and Berlin. The region is also a top location for material sciences and boasts the second-largest IT-network in the world—not only because of SAP, which is located in the neighbouring city of Walldorf. Goods are delivered to the entire world from the Mannheimer Hafen, one of the largest inland harbours in Europe, and from the Rangierbahnhof, the second-largest rail yard in Germany.

The economic success of the region is closely linked to its superior scientific and research environment. With the universities of applied sciences and universities of Ludwigshafen, Mannheim, and Heidelberg, and numerous external research institutions and educational establishments, the metropolitan Rhein-Neckar region is well known for its distinctive culture of innovation. National and international rankings continually confirm the quality of the local higher educational environment. Regionally rooted and internationally connected, the metropolitan Rhein-Neckar is a popular destination for students from Germany and the entire world.

The "Kurpfälzer" Way of Life

In addition to the dynamic economy and top-class research and teaching, the region brings together history and culture with quality of life. Places of historical interest include Worms, the centre of the Nibelungensage (ancient heraldic poem), Speyer with the Kaiserdom cathedral, and the Hambacher Schloss, the birthplace of German democracy, to name just a few. The Pfälzer forest, picturesque wine villages, and the proximity to the Odenwald and Alsace enchant visitors with delightful landscapes, a Mediterranean-like climate, culinary

delicacies, and a wide range of recreational activities.

Culturally, Ludwigshafen itself has much to offer. With the appointment of Hansgünther Heyme as director of the Pfalzbau Theatre, the Ludwigshafen Festival was launched. Its popularity radiates far beyond the city limits. The nationally renowned Wilhelm-Hack-Museum features interesting visiting exhibitions, which regularly attract large audiences. The German Film Festival on the Parkinsel is one of the loveliest festivals in Germany. Ludwigshafen is also well-ranked in competitive sports. Everyone knows the TSG 1899 Hoffenheim soccer club. In ice hockey, the German Ice Hockey League (DEL) record holder Adler Mannheim celebrates home games in the SAP arena and the Rhein-Neckar Lions handball team plays in the first division of the national German league.

Contact

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🌐 Course website: <https://www.hwg-lu.de/studium/master/international-business-management-mba.html>

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International Programmes in Germany - Database

www.daad.de/international-programmes

www.daad.de/sommerkurse

Editor

DAAD - Deutscher Akademischer Austauschdienst e.V.

German Academic Exchange Service

Section K23 – Information on Studying in Germany

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GATE-Germany

Consortium for International Higher Education Marketing

www.gate-germany.de

Disclaimer

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