# German Global MBA

## Your workplace becomes *the MBA*.

Made in Germany.
Proven internationally for more than 25 years.



Delivered by

IBR
Institute
of International
Business
Relations

MBA degree
awarded by

Hochschule
Albstadt-Sigmaringen
Albstadt-Sigmaringen University

# This is not a *traditional MBA*

Differences that change how you learn -
and what your organisation gains.

01 **Your workplace drives the MBA.**

24 workplace assignments connect learning with the decisions you make at work.

02 **The MBA adapts to you.**

Apply every course to your role, organisation, industry and current challenges.

03 **Professors are your management consultants.**

Experienced professors teach, coach and challenge your decisions.

04 **Create value from day one.**

Use each course to develop solutions for your organisation while you study.

05 **Germany's Hidden Champion mindset.**

Put customer closeness, continuous innovation and long-term value creation to work.

06 **Leadership develops throughout the MBA.**

Practise executive management skills across every course, in your workplace.



THE VALUE BEYOND THE DEGREE

# Why do people pay a premium *for a BMW?*

People pay a premium for a BMW because they expect engineering, performance, quality and an experience that goes beyond transportation.

## THE SAME QUESTION APPLIES TO AN MBA

Many programmes award the same three letters. The premium lies in what you and your organisation gain beyond the degree: individual learning, direct professor guidance and solutions developed for your workplace - from the first course.

*Made in Germany makes the premium worthwhile.*

"This revelation was one of many and had me questioning, actually doubting, everything I've been taught about future-based thinking and planning."

Chris Lamprecht
Senior Business Analyst
ooba (PTY) Ltd., South Africa

**Watch Miranda's MBA experience**

Miranda Khumalo
Partner, Atherstone and Cook, Zimbabwe
Tap or scan to watch.

# Your workplace - not a case study - *drives the MBA*

Many MBA programmes describe themselves as practical because they use case studies or a final applied project. In the German Global MBA, workplace application is the organising principle of the entire programme.

### THE WORKPLACE IS WHERE LEARNING PROVES ITS VALUE

You test your recommendations against the realities of your organisation: what can be implemented, what might stand in the way and what value could it create? Your workplace becomes the proving ground for your management judgement.

### MADE IN GERMANY. PROVEN INTERNATIONALLY.

The model draws on Germany's centuries-old tradition of integrating learning with productive work. IBR has developed and delivered this approach internationally for more than 25 years, across Africa since 2009.



*24 workplace assignments.*
*24 opportunities to put learning into practice.*

## A proven revolution in executive learning:

# The MBA *adapts to you.*

The German Global MBA individualises learning: you apply every course to your role, organisation and current challenges. The curriculum provides a common framework; its application is individual. Every participant meets the same rigorous academic standards. One cohort. Up to 20 individual MBA journeys.

This is a revolution.

**BUILDING A COMPANY?**

Turn every course into support for growing your business.

**MOVING INTO EXECUTIVE MANAGEMENT?**

Develop the cross-functional executive perspective and decision-making capability required at the next level.

**ALREADY LEADING?**

Challenge assumptions, solve strategic problems and transform your organisational performance.



*One MBA built around the executive you are and the leader you want to become.*

# Professors are your *management consultants*

Your professors combine academic qualifications with international executive management and consulting experience. They work with you on your management challenges.

### PERSONAL TUTORIALS

Discuss your ideas directly with your professor. Receive coaching that challenges your thinking and helps you improve the solutions you develop for your organisation.

### WRITTEN CONSULTATION REPORTS

Detailed written consultation reports on your assignments connect academic insight with practical executive judgement, helping you strengthen your analysis and recommendations.

From your first course to your thesis, direct professor involvement supports your development as an executive manager.



Professor Kelling with German Global MBA participants

*Direct professor involvement is an investment in you - helping you turn learning into value at work.*

# Grow a world leader - *the world cannot do without.*

Germany's Hidden Champions rank among the top three companies in their global markets, generate revenues below €5 billion and remain largely unknown to the general public. Much of Germany's strength comes from these highly specialised companies.

## SUCCESS WITHOUT CELEBRITY BUSINESS SCHOOLS

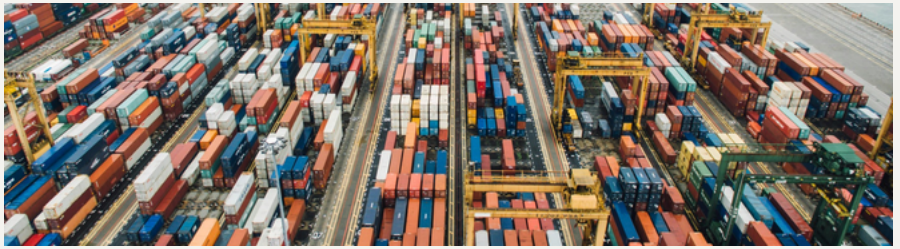
Their managers develop through Germany's decentralised network of regional and applied universities - institutions rarely visible in international rankings, but deeply connected to companies, workplace learning and applied innovation.

## THEIR MANAGEMENT LOGIC - NOW ACCESSIBLE TO YOU

In the Global MBA, you put this to work: deep expertise, close customer relationships, operational excellence, continuous innovation and long-term value creation.

Learn how to build, grow and internationalise a company that can lead its market and create lasting prosperity for your community.



*Global perspectives. Shared ambition. Your own path.*

# Management is *a craft*

## The entire MBA is *your training ground.*



Management is not mastered when a course is completed. Like every craft, it develops through repeated practice, expert feedback, reflection and renewed action in real management situations. This cycle is the DNA of the German Global MBA.

### THE WALLS BETWEEN COURSES DISAPPEAR

Our MBA transforms separate academic subjects into one integrated skills-development journey. Courses such as strategy and finance build your management knowledge. Across every course, you practise leadership, critical thinking, analytical ability and problem-solving directly in your workplace - not once, but throughout the MBA.

Each learning experience builds on the last until knowledge and skills come together in the craft of management - equipping you to take your career or organisation to the next level.

*This is executive management education - made in Germany.*



THE INSTITUTIONS BEHIND YOUR MBA

# Two institutions. *One distinctive MBA.*

## IBR INSTITUTE OF INTERNATIONAL BUSINESS RELATIONS

The educational innovator that developed and delivers the work-integrated MBA model, coordinates the international professors and supports you throughout your individual learning journey.

## ALBSTADT-SIGMARINGEN UNIVERSITY

The German state university holds academic responsibility, safeguards examination standards and awards the internationally accredited MBA degree. It is located in one of Germany's leading Hidden Champion regions.

# Distinctive by design.
# *Externally validated.*

The German Global MBA has pioneered work-integrated executive management education for more than 25 years.

Its distinctive design has repeatedly been recognised by German industry and independently validated through six FIBAA accreditations.

The latest review confirmed fulfilment of every formal and academic-content criterion. The programme was accredited without conditions until 2031.

*An extraordinary MBA model - proven over time.*

Accredited until

**2031**





# Your MBA *at a glance*

A two-year programme designed around your working life.

## *24 months*

18 months of workplace learning, followed by a six-month management thesis.

## *24 assignments*

Apply course learning to real management challenges in your organisation.

## *6 workshops*

Five in-person residentials and one online workshop, each lasting five days.

### YOUR STUDY COMMITMENT

Allow approximately 8–12 hours a week. Study and work overlap because assignments address real management problems in your organisation. Time requirements vary by assignment.

### INTERNATIONAL LEARNING

Continue your career and remain based at home between residentials. Locations and dates are confirmed for your cohort. Discuss travel arrangements with IBR.

# How your *learning journey works*

Learn, apply, receive feedback and develop your management practice.

### MONTHS 01–18 | WORKPLACE LEARNING

Across 24 workplace assignments, connect reading and course discussions with management challenges in your organisation. Your professors coach you and give feedback as you develop practical solutions.

### THROUGHOUT | INTERNATIONAL RESIDENTIALS

Six five-day workshops bring together structured learning, discussion with professors and exchange with fellow participants. Five take place in person in different countries; one takes place online.

### MONTHS 19–24 | MANAGEMENT THESIS

Investigate a larger management problem at work, with guidance and coaching. Bring together the knowledge and management skills developed throughout the programme.

### WHAT YOU WILL STUDY

Develop a cross-functional executive perspective across International Management, Strategy and Transformation, Finance, Marketing, Human Resources, Operations, and Digital Leadership and Transformation, followed by the Management Thesis.

*Your work connects every stage of the journey.*

# Your *entry and practical arrangements*

## ENTRY REQUIREMENTS

A completed bachelor's degree, at least two years of professional and leadership experience after your first degree, and current employment or self-employment.

IBR reviews your academic qualifications. Applicants with 180 ECTS can complete the additional 30 credits before registering their master's thesis.

If English is your mother tongue or you were educated in English, no additional language test is required. Otherwise, TOEFL iBT 100 or comparable evidence of English proficiency is required.

Admission to the university's external examinations is governed by its examination regulations. Discuss your individual eligibility with IBR.

## FEES AND YOUR NEXT INTAKE

Tuition fees depend on your home country. IBR will explain the fees, payment options, next intake and residential arrangements that apply to you.

# Prepare for *your MBA journey*

## 1. Personal consultation

Discuss your goals, eligibility, commitments and fees with IBR.

## 2. Interview and application

Discuss your experience and motivation with IBR, then submit your online application and supporting documents.

## 3. IBR review and preparation

IBR reviews your application and communicates its enrolment decision. Receive guidance on your cohort and first course.

### YOUR SUPPORTING DOCUMENTS

Prepare your degree and transcript, signed CV, motivation letter, two recommendations, passport and photograph, and evidence of employment, university entrance qualification and English proficiency where required. Ask IBR about certification and translations.

You do not need to prepare your application before your first conversation with IBR.

# What could your *individual MBA look like?*

Your professional experience, organisation and ambitions are different. Your MBA journey should be different too.

Speak with Timur Freimann about your eligibility, study schedules, tuition fees, payment options and the next available cohort. Discuss the challenges you want to solve and how the MBA could support your development at work. Take the time you need to understand the programme and decide whether it is right for you.

*Tap or scan to start your WhatsApp conversation.*




## Speak with Timur Freimann

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2027.03