

# *Master of Business Administration* **General Management**

*Continuing Education at the University of Potsdam*

# Full-time postgraduate four-semester master's degree program in Business Administration

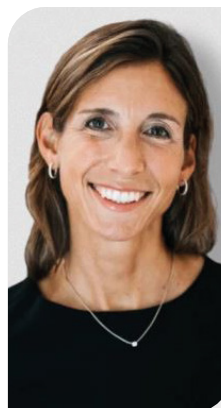
*fully taught in English*

## Key Facts

 Degree	 Duration	 Location	 Language	 Start
MBA	3 – 4 semesters	Potsdam	English	Spring & Fall

Kick-start your career with our MBA program in General Management. Earn your MBA full-time at the University of Potsdam near Berlin through self-studying periods and on-site block seminars on the beautiful Griebnitzsee campus at the top-ranked University of Potsdam.

With its highly practice-focused curriculum and diverse faculty, it is the ideal program for aspiring international leaders from the Berlin-Brandenburg region and around the world.



**Prof. Dr. Uta Herbst**  
*Academic Director*

“The curriculum of the General Management MBA at the University of Potsdam is carefully crafted to suit the needs of international mid-career professionals who want to take their career to the next level.”

## Welcome to the General Management MBA Program at the University of Potsdam

The General Management MBA program was developed by UP Transfer GmbH at the University of Potsdam. It provides aspiring business leaders with the skills and knowledge necessary to succeed in a dynamic and challenging business environment. The program offers a practice-relevant curriculum that prepares you to navigate complex international management decision-making.

During the program, students will engage in core business disciplines such as finance, marketing, operations, human resources, and entrepreneurship. They will build a solid foundation in these areas while exploring advanced topics such as leadership, innovation, and global business trends. The curriculum is carefully crafted to balance theory and practice, enabling graduates to tackle real-world challenges.



# Program Strengths

Our MBA program offers a holistic learning journey, blending practical, academic, and research-based approaches to business management.

## Blended Learning

The General Management MBA program is a full-time commitment, but we recognize the importance of balancing your professional and personal life. Consisting of in person and remote learning phases, the program integrates into your daily routine, allowing you to combine your studies with your professional and personal life. The seminars are conducted in concentrated block sessions.

## Unique Location in Berlin-Brandenburg

Located in the Berlin-Brandenburg region, based in the historic town of Potsdam, our MBA program benefits from this thriving scientific and economic landscape. The network of research institutions in this area promotes an environment of innovation and academic growth. Here, you can effectively bridge the gap between research and practice. The regional train from Berlin Main Station to Griebnitzsee campus, where most courses take place, takes about 30 minutes.



*Get in touch with us to see if your work experience can be credited so that you do not need to take the project module.*

## Academic Excellence and Accreditation at the University of Potsdam

We take pride in the rigorous academic standards of our program, accredited by ACQUIN under the University of Potsdam. This accreditation reflects our commitment to academic excellence and quality assurance, ensuring that your MBA is recognized and respected worldwide.

## Practical Learning

At our institution, *UP Transfer GmbH at the University of Potsdam*, we believe in the practical application of knowledge. We integrate insights gained from university research into our MBA teaching. This approach ensures that your education is immediately relevant to real-world challenges and opportunities. You will not only gain theoretical knowledge, but also first-hand experience in applying business concepts in various contexts.

## Project Module

The Project Module is a culminating and integrative academic endeavor in the final stages of our MBA program. It is only compulsory if you do not yet have two years of relevant work experience. It serves as a comprehensive and practical demonstration of your acquired knowledge, skills, and expertise in your chosen field of study. The primary purpose of this capstone project is to provide less experienced students with an opportunity to apply classroom learnings to real-world challenges, conduct independent research, and produce substantial work that demonstrates their proficiency and readiness for the professional world.

# Curriculum

## Main Modules | 30 ECTS

### Financial Management: Financing, Investment and Controlling

9 ECTS

- Methods, levels, and processes of accounting.
- Financing strategies, investment analysis, and cost control.
- Making decisions of entrepreneurial financial management with the help of scientific analyses.
- Static and dynamic methods of investment calculation.

### Accounting & Legal Environment of International Business

6 ECTS

- Different types of companies and corporate law.
- Company acquisitions and venture capital investment.
- Concepts of internal and external accounting.
- Overview of international accounting standards.

### Leadership and Human Resource Management

6 ECTS

- Development of leadership skills and strategies.
- Terms, actors, and processes of personnel management.
- Effective human resource management practices.
- Theories of successful leadership.

### Marketing and Sales / Procurement and Business Development

9 ECTS

- Marketing as a management philosophy and as an operational task.
- Comprehensive study of marketing, sales, and business development.
- Strategies for successful procurement and expansion.
- Components and application of purchase management systems.

### Strategic Management and Hot Topics (Crisis Management)

6 ECTS

- Position and profile of strategic management.
- Theoretical frame of reference for strategic management in the context of a technology and investment-intensive future.
- Crisis management and adaptability in changing environments.
- Essential theories and models of crisis communication.

### Management Skills and Negotiations

6 ECTS

- Reflection and development of management and leadership style.
- Enhancement of communication and leadership behavior.
- Overview of the different approaches of negotiation research.
- Process steps of negotiation management.

### Digital Transformation & Business Process Management & Entrepreneurship

9 ECTS

- Delimitation and significance of digitalization, digital transformation, and digital convergence.
- Implications of digitalization for companies and their organization, processes, and culture.
- Procedures, methods, and instruments used in the context of new business models.
- Business process management insights and entrepreneurship principles.

### International Management & Intercultural Communication & Design Thinking

9 ECTS

- Concepts and challenges of internationalization.
- Theories of intercultural management.
- Knowledge of intercultural situations and negotiations.
- Methodology of design thinking.

## Project Module | 30 ECTS

- Immersive project-based learning experience.
- Application of knowledge to real-world challenges.
- Practical outcomes that show the practical application of knowledge.
- Reflective component to discuss your professional and personal growth during the project.
- Only compulsory if you do not have two years of work experience that is directly relevant to the study program's content.

## Master Thesis and Disputation | 30 ECTS

- Independent academic research and thesis preparation.
- Oral defense and academic disputation.





“An MBA program is undoubtedly an excellent choice to deepen your leadership and strategic thinking skills. The University of Potsdam allows me to seamlessly combine the business aspects with the subject-specific considerations. The MBA program not only makes me feel more confident but also enables me to manage my professional tasks more efficiently. This experience has significantly enriched my professional career and strengthened me for future challenges.”

**Philipp Neuenfeldt**

## Application Requirements

You should have at least two years of professional experience and an undergraduate degree. English language skills at level B2 of the Common European Framework of Reference for Languages (CEFR) are also required.

Intakes and Deadlines (for non-EU applicants)

**Summer Intake: classes starting in April**

- Application Deadline: 15 December

**Winter Intake: classes starting in October**

- Application Deadline: 15 July

## Required Documents

- Proof of the academic degree; for foreign university degrees: copy of the degree certificate and transcript with a translation into German or English certified by a sworn translator or interpreter
- Copy of an official identity document
- CV in tabular form
- Simple non-certified copies of the university entrance qualification (e. g. high school diploma)
- Copies of employment certificate(s) or evidence of previous professional experience
- Proof of English language proficiency (B2)

## Fees and Financing

The fee for the study program is EUR 19,000. The amount is usually paid in four installments, but individual arrangements are also possible. For questions, please get in touch with the program coordinator.

Upon enrollment at the University of Potsdam, an additional semester fee of approximately EUR 300 per semester is due.

## University of Potsdam: Where knowledge grows

Founded in 1991, the University of Potsdam has excelled in research and teaching and is well positioned both on a national and international scale. Currently more than 20.000 students are enrolled. The University has been awarded with the Education Prize for Teaching Excellence by the German Association for the Promotion of

Science and the Conference of the Ministers of Education and Cultural Affairs. Unique is the network which connects the University of Potsdam with 21 non-university research institutes and creates an extensive network for external partners in the context of further education.

### MBA Potsdam – an offer of the UP Transfer GmbH at the University of Potsdam

UP Transfer GmbH at the University of Potsdam is a non-profit subsidiary and close collaborative partner of the University of Potsdam. It plays a determinant role in facilitating a modern and competitive transfer of knowledge and technology at the university location of Potsdam. Knowledge transfer provides an effective complement to excellence in research and teaching through the professional transfer

of scientific research results. The University of Potsdam is the main shareholder, and owns 76% of the company's shares. The range of services offered by UP Transfer GmbH rests on three pillars: Executive Education for specialists and executives, Applied Research & Development and Support Services for academia and business.

## Are you interested in applying? Contact us!

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*Ein Unternehmen der  
Universität Potsdam*