

Studying at Macromedia University

# Master of Business Administration

MBA

- » Data Analytics
- » International Business
- » Marketing
- » Master of Business Administration



**macromedia university**  
of applied sciences

MASTER OF BUSINESS ADMINISTRATION

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# Studying at Macromedia University

## Postgraduate courses for students who want more

Have you successfully completed a Bachelor's degree and gained basic professional experience in your chosen field of work? Let's assume you're now comfortable with participating in meetings, drawing up and delivering presentations, and conducting negotiations. However, you're starting to itch for something more. For more know-how and more responsibility – not to mention a higher salary ... does it sound like a familiar feeling? Then perhaps it's time to consider an MBA at Macromedia University! Over the course of three or four semesters (depending on your qualifications), we'll teach you key managerial competencies and leadership qualities. By the time you graduate with your officially recognised

Master of Business Administration degree, you'll be qualified to work in a wide range of challenging and exciting middle or senior management roles.

Our MBA is suitable for graduates of economic sciences as well as for young professionals with a university degree in humanities/science. If you've gained at least two years' worth of professional experience and are now looking to move further up the career ladder, then our MBA is perfect for you. To help you balance work and study, we've organised most lectures and courses in blocks at your chosen campus or online.



### ANY QUESTIONS?

Do you have any questions about studying at Macromedia University? Our student advisory team will be happy to help.

**Telephone and WhatsApp:**  
Germany: +49 30 2021512 310  
Worldwide: +39 37 556 743 55

**Email:**  
international@macromedia.de

Service hours: Monday to Friday  
9 a.m. to 5 p.m. (CET)

### COURSE FEES

Course fees vary depending on your chosen degree programme and place of study. To find out more about course fees, please contact our student advisory team. For information on financing your degree programme, please read our brochure on financing or visit [macromedia.de/fees-financing](https://www.macromedia.de/fees-financing)



**COMPLETION**

Master of Business Administration

**COURSES OF STUDY**

- » Data Analytics
- » International Business
- » Marketing
- » Master of Business Administration

WANTED: SENIOR EXECUTIVES!

# Your MBA degree programme

## Get ready to move up the career ladder!

The world is changing, and with it the world of business. Companies across all industries and sectors are impacted by megatrends such as digitalisation and globalisation. They also have to face up to international challenges such as the climate crisis and the demand for more sustainability. More than ever before, companies need competent senior executives who are able to develop creative solutions and safeguard their economic success. Moving forward, would you like to perform in a role that entails responsibility – a role in which you can actively shape the future of the company you work for? If so, an MBA degree programme at Macromedia University can help you achieve your goal.

Over the course of three or four semesters, you'll not only gain practical and relevant insights into corporate

management, accounting and change management, but you'll also develop on a personal level. For example, we'll teach you to think and act with an entrepreneurial mindset, recognise potential, and build and nurture networks. To help you put theory into practice, you'll be assigned practical projects that we offer in cooperation with renowned and reputable partners. As you work on real-life tasks from the world of business, you'll be able to practice soft skills such as teamwork and time management. The projects will also afford you opportunities to forge important business contacts.

Good to know: the MBA degree programme at Macromedia University is taught in English, thus laying an excellent foundation for your international career.

## Curriculum

Depending on whether or not you already have a degree in economic sciences and whether you begin with 180 or 210 ECTS, the curriculum is spread over 3 or 4 semesters. You can earn 30 ECTS (credit points) each semester.

### FIRST DEGREE IN ECONOMICS WITH 180 ECTS

1	MBA Onboarding	Advanced Digital Technologies   Current Issues in Management   Research-oriented project   Practical-based project	30 ECTS
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### WITHOUT FIRST DEGREE IN ECONOMICS

1	MBA Onboarding+	Advanced Digital Technologies   Current Issues in Management   Management Models/Management Theories   Bookkeeping and an Introduction to Accounting   Cost Accounting and an Introduction to Controlling   Economics	30 ECTS
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### FIRST DEGREE IN ECONOMICS WITH 210 ECTS

2	Leadership 1   Own Project 1 – Planning the Project   Business Administration 1   Compulsory Elective Module 1   Interpersonal Skills 1	30 ECTS
3	Leadership 2   Own Project 3 – Shapening the Project's Success   Business Administration 2   Economic Law   Interpersonal Skills 2	30 ECTS
4	Master's Thesis   Compulsory Elective Module 2   Interpersonal Skills 2	30 ECTS

Your actual module plan will be published on the student portal when you begin your course.

MASTER'S DEGREE IN 3 OR 4 SEMESTERS



COMPLETION

Master of Business Administration

CAMPUS

» Berlin » München

CHOOSE YOUR FOCUS

DEGREE PROGRAMME

# Master of Business Administration

## In-depth management expertise for all sectors

Our MBA degree programme is designed to prepare you thoroughly for a future management role. You'll attend lectures and seminars on various subjects that fall under the umbrella of business economics – e.g. bookkeeping, controlling and economic law. Moreover, you'll be given the opportunity to choose your own special areas of focus. Macromedia University's Master of Business Administration degree programme goes above and beyond providing you with a solid foundation and covering a wide range of topics. It also allows you to choose your own special focus on data analytics, international business or marketing.

This means that before you embark on the degree programme, you can decide to concentrate either on international business relationships and how to nurture them, or on how to analyse trends via statistical analyses, or on how to plan marketing campaigns. Regardless of your chosen focus, your MBA will help you hone your managerial skills and unlock your leadership potential. By the end of the degree programme, you'll be ready to embark on a promising career in the industry of your choice – because our MBA degree programme will equip you for senior management positions across all industries.

OVERVIEW



**Start and deadlines**

- » Summer semester: 15 March  
Deadline for applications: 15 February
- » Winter semester: 1 October  
Deadline for applications: 15 August



**Duration and credits**

- » 120 ECTS in 4 semesters
- » 90 ECTS in 3 semesters
- » 120 ECTS in 3 semesters with online modules in English



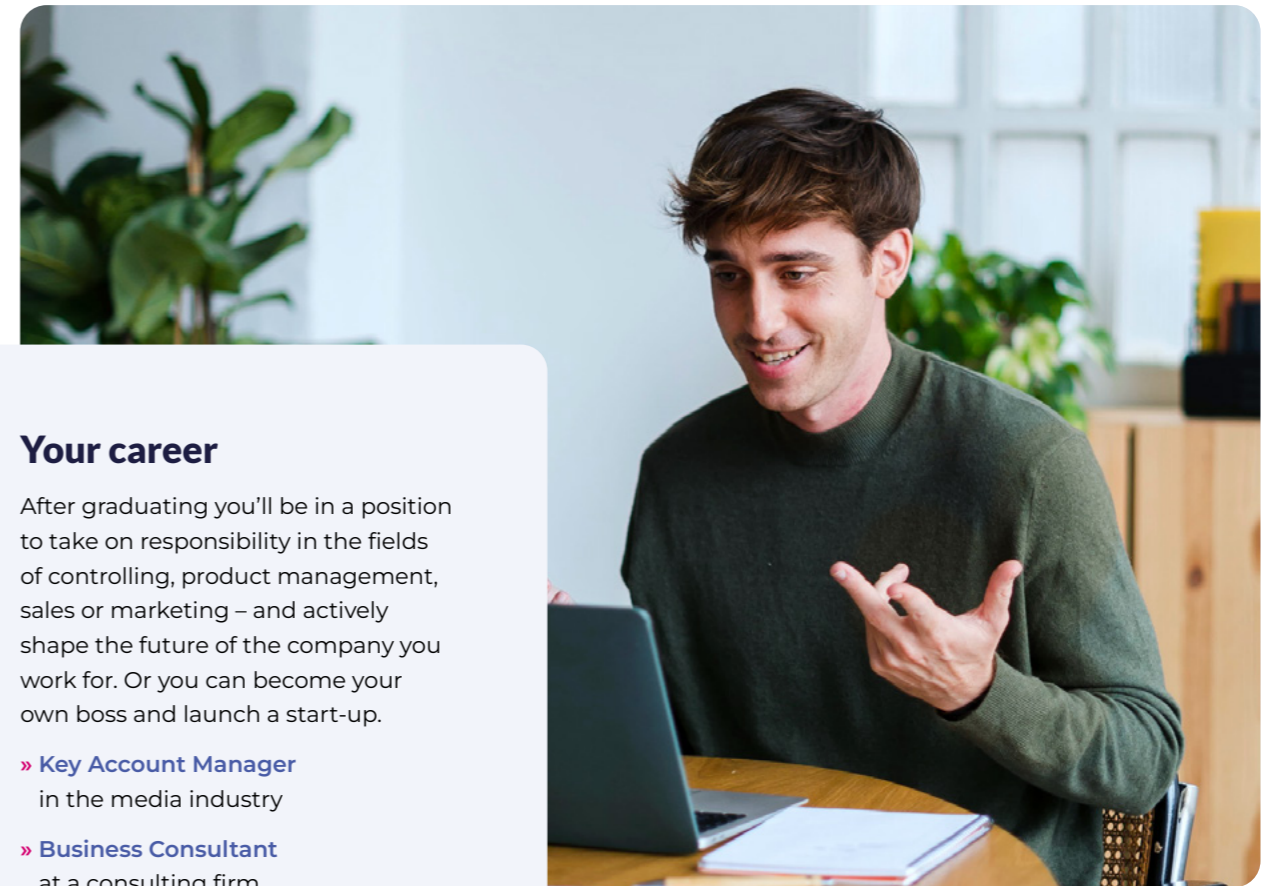
**Admission requirements**

- » University degree/Bachelor's degree with at least 180 ECTS
- » No minimum grade (numerus clausus – NC)
- » More information on [page 13](#)



**Course language**

- » English



## Your career

After graduating you'll be in a position to take on responsibility in the fields of controlling, product management, sales or marketing – and actively shape the future of the company you work for. Or you can become your own boss and launch a start-up.

- » **Key Account Manager**  
in the media industry
- » **Business Consultant**  
at a consulting firm
- » **Data Analyst**  
in a tech company
- » **Strategy Manager**  
in an international organisation

## Compulsory elective modules

Depending on your degree programme, you'll choose two compulsory electives:

**Data Analytics**

- » Digital Transformation and Operations
- » Business Intelligence and Analytics
- » Social Media Management

**International Business**

- » Foresight and Global Trends
- » Digital Transformation and Operations
- » Strategy and Innovation Processes

**Marketing**

- » Marketing Strategy
- » Brands and Branding
- » Business Intelligence and Analytics
- » Social Media Management

**Generic MBA**

Here you can select from any of the modules for all three degree programmes.



CURRICULUM: P. 7

## Partner companies

Practical projects play an important role in our MBA degree programme. Macromedia University organises these in cooperation with renowned partners such as Adidas, Microsoft and Google.

As a result, you'll gain detailed insights into the workings of modern companies – whilst simultaneously forging contacts to high-level managers and decision-makers.

**Deloitte.**

 Microsoft

**SIEMENS**



  
adidas

**Google**

Do you dream of starting up your own company? If so, our MBA degree programme at Macromedia University will lay the foundation you need to achieve your goal. You'll learn different management approaches and leadership styles, get to grips with innovations and digital technology – and find out what true entrepreneurship means. By the time you graduate, you'll be in a position to live your dream and set up your own business.

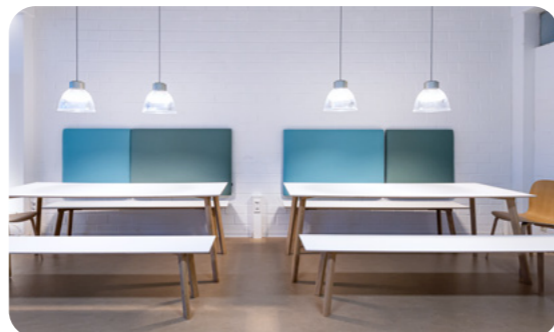




MACROMEDIA UNIVERSITY

# Enjoy an authentic campus experience

Macromedia University expects much of its students in terms of study workload. But we also want you to enjoy your academic studies, which is why we make sure our locations offer a relaxed environment. Whether they're being used for lectures or personal study, our rooms are bright and airy, and equipped with state-of-the-art technology. Each campus has its own highlights to make sure you enjoy studying and can unfold your full creative potential. Complete your group projects in our cosy lounge areas, or make use of the technical equipment we provide in our VR labs and studios. Our libraries are havens where you can study in peace and quiet, while the cafeteria is a place for meeting your fellow students. Life-long friendships have been forged here!



YOUR MBA DEGREE PROGRAMME

# Admission and entry requirements

You're only a few steps away from beginning an MBA degree at Macromedia University! The admission requirements for students starting the European Bachelor's degree in Germany are as follows:

**BACHELOR'S DEGREE**

Credits (ECTS) awarded and the subject of your Bachelor's degree will determine whether you can complete your MBA in three or four semesters:

**Bachelor's in Business/Management**

- » 210 ECTS: MBA takes 3 semesters
- » 180 ECTS: MBA takes 4 semesters (incl. MBA onboarding)

**Bachelor's in other disciplines**

- » MBA takes 4 semesters (incl. MBA onboarding+)

**MBA onboarding and onboarding+ see page 7**

**LANGUAGE**

Proof of English proficiency:

- » **TOEFL iBT** score must be at least 72 out of 120
- » **IELTS** (at least 6 out of 9)

Other recognised qualifications may be accepted.

**WORK EXPERIENCE**

For the MBA degree, you need at least **2 years** of qualified professional experience.

**DOCUMENTS**

Applicants need to submit the following **documents for admission** to the MBA:

- » A recognised Bachelor's certificate
- » A CV (curriculum vitae)
- » A motivation statement
- » A student visa (if required)

**INTERVIEW**

Admission to the MBA degree at Macromedia University is dependant on successful completion of a **personal interview** with the Student Advisory team and/or a Macromedia professor.

Please remember: any foreign-language document must be accompanied by **officially certified translated** versions in English or German.

# Applications and contact details

You can apply for your place online in a few easy steps. All you have to do is fill in the online application form and upload your CV. If you have any questions concerning the application form or the admission procedure, please contact our Student Advisory team. Our friendly staff will be very happy to help!

## Applying for a place in three steps

- 1 Admission check (optional)**  
We offer an admission check of foreign secondary education certificates free of charge.
- 2 Online application**  
Submit your complete application online [macromedia.de/apply-online](https://macromedia.de/apply-online)
- 3 Admission interview (online)**  
After the complete application has been submitted, all documents will be reviewed by Macromedia University. Successful applicants will be invited to a personal interview (45 to 60 min, either on campus or via Skype) with a member of the Student Advisory team and/or a professor of the respective subject area.

## Contact

If you have any questions, please feel free to contact our [Student Advisory team](#).

### Telephone and WhatsApp:

Germany: +49 30 2021512 310

Worldwide: +39 37 556 743 55

### Email:

[international@macromedia.de](mailto:international@macromedia.de)

Service hours: Monday to Friday  
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