

Campus: GISMA Potsdam campus
Study mode: Full-time or part-time
Start date: January, April, July and October
Duration: From 12 months

Qualifications

- Bachelor's degree in a relevant discipline (business, economics or social sciences, psychology, law, engineering, computer science, or closely related sciences)
- English proficiency: IELTS (or equivalent) 6.0 overall, no less than 5.5 in any component

Application documents

- Completed application form
- Personal statement
- Passport copy / ID (can be identity card for EU students)
- Proof of bachelor's degree (certified copy; foreign language certificates must be accompanied by a German or English translation)
- Proof of required English language skills

Pricing

	Total Tuition Fees 1 Year Programme	Total Tuition Fees 2 Year Programme	Early Bird Discount Offer*
EU & Germany	€ 13,000	€ 17,000	20%
International	€ 15,500	€ 20,000	20%

Regional discounts are available for CIS, MENA and LATAM regions.
Please get in touch for more information.

*Early bird offer for applications submitted at least 8 weeks before orientation date.

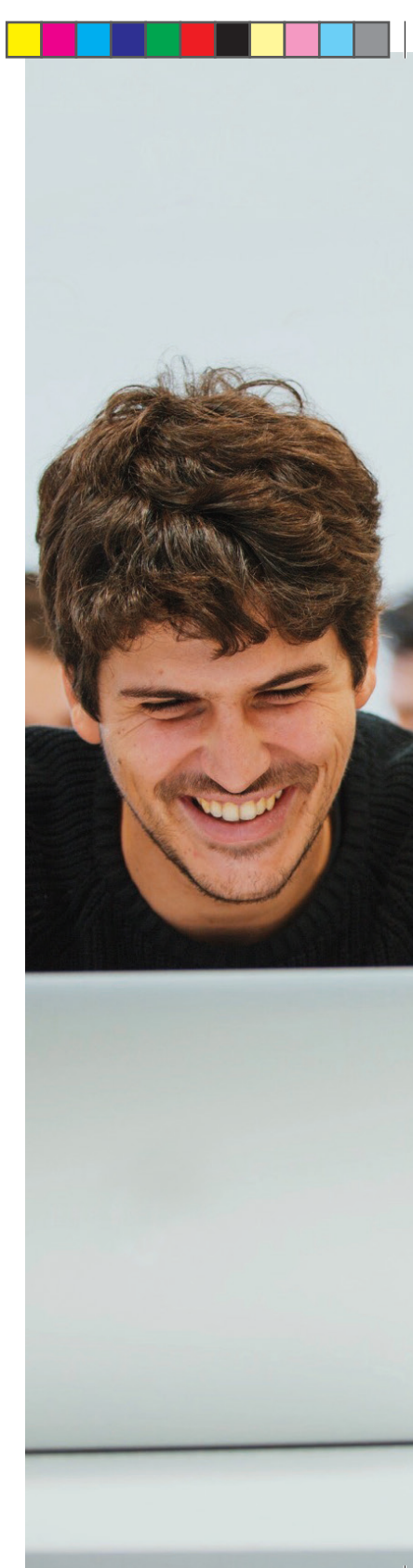
GISMA
BUSINESS
SCHOOL

MSc Business Management

**Management is the cornerstone
of any organisation. With this
degree you will be ready
for leadership with a core
specialisation.**

Get in touch

GISMA Business School, Think Campus,
Konrad-Zuse-Ring 11, 14469 Potsdam
T: +49 (0)511 54609-0
E: info@gisma.com
gisma.com



This master's degree programme is designed to prepare you for independent entrepreneurial activity or senior management positions with leadership responsibilities in corporations of all sizes and industries.

The course provides comprehensive knowledge and skills in internationality, interdisciplinarity, and information technology experience. Furthermore, management-relevant knowledge and application-specific specialisation skills are taught. As a student you will grow into an entrepreneurial individual who is aware of the needs of today's business world.

Through a number of optional specialisations, this programme supports various business management functional areas. The programme allows you to specialise in Marketing, Finance, Human Resources, Cybersecurity, or Project Management. These clearly structured and narrowly focused specialisations provide students with the opportunity to develop a qualification profile geared toward professional fields.

Why study at GISMA?

GISMA Business School is a state recognised University of Applied Sciences which also benefits from AMBA accreditation which was awarded for our Global MBA, an honour shared by only 6 business schools in Germany and 2% of all business schools worldwide. The prestigious AMBA accreditation represents innovation and excellence in education, which is core to our values at GISMA.

What you will learn?

Our MSc Business Management degree is a dynamic and specialised programme that covers key areas of business with a high demand for qualified employees. You will graduate with the knowledge, skills,

and practical experience needed to thrive in your career in the field from strategic business to sustainability management, fintech, cybersecurity, human resource management, and customer experience design, depending on the specialisation you choose.

How will you study?

GISMA Business School supports flexible and individual learning by applying a systematic hybrid learning scheme. You will spend part of your lectures in class at our Potsdam campus. These face-to-face phases are complemented by e-learning sessions. You will work on cases, reflect on readings, take part in online discussions, and participate in group exercises and projects. This variety of learning methods is part of our unique teaching strategy, which includes student-centred pedagogy, project-based learning, collaborative learning, and personalised coaching.

Our course is available to study both full-time and part-time. The standard period of study is two years full-time, part-time correspondingly longer. You may be eligible to shorten the study period to one or one and a half years depending on your relevant work experience or previous education.

Career progression

A business management degree provides the academic knowledge and skills to pursue global career opportunities and helps you develop a broad and diverse understanding of businesses. With your choice of specialism, you will have the skills and knowledge to delve into a specific field within business management.

Graduates of business management are presented with a variety of job opportunities in:

- Management
- Consultancy
- Marketing and advertising
- Human resources
- Retail and sales
- Finance

Our dedicated Career Centre will help students fulfil their career goals through a variety of specialised services and establishes long-lasting relationships with alumni and employers.

MSc Business Management & Cybersecurity

General Business Competencies

- International Strategic Management
- International Economics
- Innovation Management and Digital Transformation
- CSR, ESG and Ethics
- Management of People in Cross Cultural Environments
- Emotional Agility in International Business
- Finance and Risk Management
- CEO Decision Making and Case Studies
- Study abroad or Internship or Business Project

Scientific and Methods Competence

- Research Methods and Scientific Work
- Research Seminar
- Master Thesis

Specialisation: Cybersecurity

- Cybersecurity and Digital Risk Management
- Data Management & Protection
- Cryptology
- Cyber Forensics
- Business Project in Cybersecurity

MSc Business Management & Finance

General Business Competencies

- International Strategic Management
- International Economics
- Innovation Management and Digital Transformation
- Management of People in Cross Cultural Environments
- Behavioural Competencies in Virtual Teams
- Emotional Agility in International Business
- CEO Decision Making and Case Studies
- Study abroad or Internship or Business Project

Scientific and Methods Competence

- Research Methods and Scientific Work
- Research Seminar
- Master Thesis

Specialisation: Finance

- International Accounting
- Finance and Risk Management
- FinTech, Blockchain & Crypto Assets
- M&A and Structuring the Firm
- ESG and ESG Reporting
- Asset Management and Derivatives

MSc Business Management & Project Management

General Business Competencies

- International Strategic Management
- Innovation Management and Digital Transformation
- International Marketing
- Management of People in Cross Cultural Environments
- Behavioural Competencies in Virtual Teams
- CSR, ESG and Ethics
- Emotional Agility in International Business
- Study abroad or Internship or Business Project

Scientific and Methods Competence

- Research Methods and Scientific Work
- Research Seminar
- Master Thesis

Specialisation: Project Management

- Project Management
- Project Costing & Control
- Corporate Governance & Risk Management
- Project Communication & Stakeholder Management
- Management Consulting
- Management of IT Projects

MSc Business Management & Marketing

General Business Competencies

- International Strategic Management
- Innovation Management and Digital Transformation
- International Economics
- Management of People in Cross Cultural Environments
- Behavioural Competencies in Virtual Teams
- CSR, ESG and Ethics
- Emotional Agility in International Business
- Digital Competencies: Electives in Cloud Computing, Big Data, Cyber Security
- Study abroad or Internship or Business Project

Scientific and Methods Competence

- Research Methods and Scientific Work
- Research Seminar
- Master Thesis

Specialisation: Project Marketing

- International Marketing
- Pricing Policy
- Brand Management & Product Development
- Digital Marketing & Analytics
- Customer Experience Design

MSc Business Management & Human Resources

General Business Competencies

- International Strategic Management
- Innovation Management and Digital Transformation
- International Economics
- Behavioural Competencies in Virtual Teams
- CSR, ESG and Ethics
- Emotional Agility in International Business
- International Marketing
- Digital Competencies: Electives in Cloud Computing, Big Data, Cyber Security
- Study abroad or Internship or Business Project

Scientific and Methods Competence

- Research Methods and Scientific Work
- Research Seminar
- Master Thesis

Specialisation: Human Resources

- Employment Law
- Cognitive Psychology & Leadership
- HR Management and Organisation Design
- HR Analytics
- Management of People in Cross Cultural Environments