

# Online M.A.

## IN GENERAL MANAGEMENT



SCHOOL OF INTERNATIONAL BUSINESS  
AND ENTREPRENEURSHIP  
STEINBEIS UNIVERSITY BERLIN

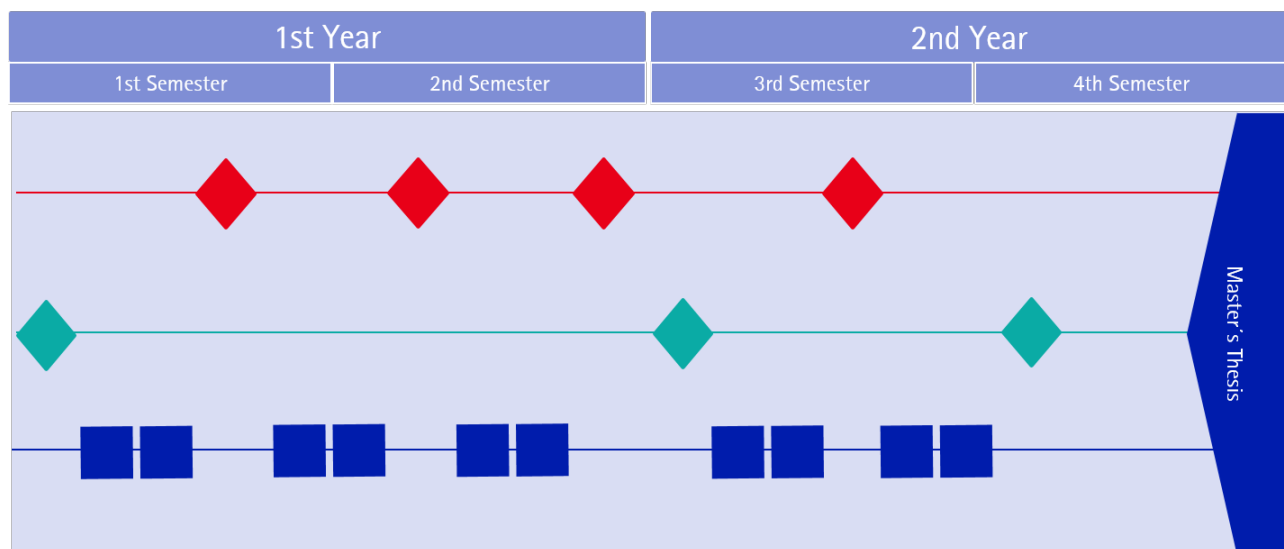


## AT A GLANCE

The Online M.A. presents a unique opportunity for candidates to pursue the development of their competencies combined with application-based research. The program differs significantly from other online programs in interactivity by intensive contact and intercommunication between students and lecturers. The number of course participants is deliberately kept low with maximum 20 students from all over the world. This international program will change your perspective: you'll learn to think globally and build a worldwide network.

We recommend this study program to those who wish to develop their career and want to make the most of their individual competencies in addition to acquiring the necessary subject-related knowledge.

## STRUCTURE AND KEY MILESTONES



- Application-based study project**  
Work full-time and complete an application-based study project
- Academic supervision of the projects**  
Implement your study projects on a sustainable basis under continuous academic supervision by SIBE faculty in our online project coaching courses (6 weeks)

- Knowledge and skills in general management**  
Develop your knowledge of general management in our specialized courses (4 weeks).
- Systematic competency development**  
Supervision and documentation of the competency development will take place within the framework of the SIBE Competency Assessment (SCA) (2-6 weeks)

## COURSES OF STUDY

The Online M.A. comprises 17 courses as well as a master's thesis and final exam. The courses include both specialized courses and project seminars. Specialized courses last four weeks, while project courses last six weeks and are organized in individual units. At the latest on the first day of a course, you will be given access to the relevant unit as well as full transparency with regard to the content, assignments, exams and grading criteria. Thus, you know exactly when you need to do which assignments and can plan how you will achieve the respective course objective. Your learning platforms at SIBE cover the application-based research relating to your actual study project as well as teaching content aimed at competency development. Your project is the primary topic of five courses. In these project courses, you will perform research, engage in discussions and complete written assignments relating to your chosen project.

## EXAMPLE COURSE WEEK

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Input Phase		Online Forum				
<ul style="list-style-type: none"> <li>Digital Media (papers, videos, podcasts...)</li> <li>Weekly Feedback</li> <li>Webinars with Professors</li> <li>Project Coaching Sessions with Professors</li> <li>Competence Coaching Sessions with Professors</li> </ul>		<ul style="list-style-type: none"> <li>Online forums are a tool for critical discussion around the topics of each course.</li> <li>Students are required to participate in online forums where they will share their analysis and individual experience in applying the knowledge directly in their projects.</li> <li>Professors will facilitate the discussion, monitor the online forum and provide feedback on the performance of each student. Contributions will count as class participation.</li> </ul>				

## STUDY PROJECT

The aim of the M.A. is to prepare you for a successful career in management in your chosen field. Successful specialists and managers distinguish themselves with their self-organization and ability to effectively handle complex, dynamic situations that are difficult to assess and predict. This type of capacity to act requires knowledge and experience. That's why you develop your expertise and qualification for the master's degree in an application-based project. Over the course of the program, you will also develop your personal expertise, skills and capabilities in your chosen specialty. Under the guidance of professors and experienced teachers at SIBE and in exchange with your fellow students, you will carry out the project independently. Using sound research methods, you will plan and analyze the various aspects of the issue you are investigating, conduct interviews (with experts), propose hypotheses and principles, and develop strategies. You will document the results of this work in project papers, which in turn form the basis of your master's thesis.

During the first semester you will create your application-based project idea on basis of your program goal. The application-based project will be connected to one of our research areas in order to support you in our fields of expertise. Both in our teaching as well as our research, SIBE deliberately focuses on the primary

areas of leadership, personal qualities and innovation as well as those areas of tension arising from the combination of these factors.

Leadership	Personality	Innovation
Leadership education	Development of personality	Quality of innovation
Digital leadership	Competency development	Transfer research
Entrepreneurship	Personell Development	Futures research
Foresight management	...	All forms and multiple dimensions of innovation (including products, markets, service offering, structures and processes, finance, infrastructure, digitization)
...	...	...

## COMPETENCY DEVELOPMENT FOR FUTURE LEADERS AND FOR A DIGITAL WORLD

With the increasing importance of overall competency in mind, SIBE uses competency assessment procedures consistently and systematically both prior to and during the program of study - and offers these as an option after you have completed your degree. At SIBE, these evaluations of your own competencies are carried out primarily with the two assessment methods known as KODE® and SCA Center.

The KODE® method permits differentiated statements about how the student approaches problem-solving and what individual (possibly unrecognized) potential he or she actually possesses. The "competency atlas" provides an in-depth characterization of the four core competencies of a person. Moreover, the four core competencies are then differentiated into a total of 64 sub-competencies that can be used both to formulate requirements and to describe skills. The SCA Center is used to explore competency potentials. The SCA Center is an extension of the so-called KODE®X and the Poffenberger KODE®X (Keim, Wittman 2009; Keim, Erpenbeck, Faix 2010), all developed by SIBE. The SCA Center focuses on those sub-competencies described in the KODE® Competency Atlas as being particularly important for employees pursuing a career in management.

We extended our research on development of competencies to include competencies required in the digital world as well. For this purpose, we created the Digital Competency Assessment (DCA), here we focus on sub-competencies in the KODE® Competency Atlas as being particularly important for employees interacting within the digitized world. We firmly believe that future managers must likewise develop their capabilities in the area of digitalization. Thus, over the course of the program, assessments based on the DCA are used to determine what students have already achieved and where further development is still required.

# MODULE OVERVIEW

## Basics 1 – Economics

- Macroeconomics
- Microeconomics
- Managerial Economics

## Basics 2 – Project Management and Entrepreneurship

- Methods of Project Planning and Management
- Principles of Practical Corporate Management
- Practical Corporate Management
- Innovation Management
- Entrepreneurship

## Methods of Empirical Social Research

- Interdisciplinary Scientific Work
- Methods of Empirical Social Research 1
- Methods of Empirical Social Research 2
- PSP: Plan of Project Genesis

## Market Analysis

- Market Research
- Competition Analysis
- Management Research
- PSP: Market Analysis and Evaluation Plan

## Objectives and Strategy

- Corporate Strategy
- Business Strategy
- Management of Strategies

## Functional Area of Management 1: Communication, Marketing and Sales

- Principles of Marketing
- Marketing and Sales Management
- Communication Marketing
- E-Marketing

## Functional Area of Management 2: Management Accounts and Corporate Finance

- Principles of Accounting
- Financial Analysis
- Financial Reporting and Corporate Planning
- Principles of Corporate Finance
- Models and Systems

## Functional Area of Management 3: Influencing Factors

- Foresight Management
- PSP: Influencing Factors

## Law

- Principles of Law
- Legal Framework and Fields of Activity for Executives
- Mergers and Acquisitions

## International Business Development

- Intercultural Management
- Growth and Globalization
- PSP: Plan of International Business Development

## Leadership and Competencies 1

- Personality
- Development of Competencies 1
- Public Speaking and Presentation Skills
- Development of Competencies 2

## Leadership and Competencies 2

- Leadership
- Organizational Management
- Organizational Behaviour
- Human Resource Management
- Competency Development 3
- PSP: Competency Development Plan

HARD FACTS	
Degree	Master of Arts in General Management (M.A.) from Steinbeis University Berlin
Duration	24 months
Credit Points	120 Credit Points (ECTS)
Entitlement to proceed with a doctorate	Yes*
Format	100 % Online, 100 % English
Examination	<ul style="list-style-type: none"> <li>▪ 5 Project Study Paper (PSP)</li> <li>▪ 4 Transfer Paper (TP)</li> <li>▪ 9 Transfer Documentation Reports (TDR)</li> <li>▪ Student Engagement in online forums</li> <li>▪ Master's thesis &amp; final exam</li> </ul>
Fees for M.A. program	Euro 13.512,- payable in 24 monthly installments, Euro 563,- each One-time fee of € 60 for the KODE® test (including VAT)
Admission requirement	<ul style="list-style-type: none"> <li>▪ Completion of first university degree</li> <li>▪ Very good command of English</li> <li>▪ Initial (international) practical experience is desirable</li> <li>▪ Successfully completed the SIBE selection process</li> </ul>
Starting date	3 times per year

\* In accordance with the applicable regulatory requirements of the relevant promotion regulation.

**I am available at any time to answer any questions you may have.**



**Franziska Sauer**

Junior Consultant Talentmanagement  
Projektleitung – M.A. Online

Phone: +49 176 19458014

E-Mail: [ma-online@steinbeis-sibe.de](mailto:ma-online@steinbeis-sibe.de)