M.A. Business Management & Development

Study models: CLASSIC | DUAL

The dynamics of overall economic development have never been greater, both nationally and internationally. The speed of the digital transformation is growing exponentially and requires excellently qualified experts on the entrepreneurial side who can oversee and control complex processes, who can oversee, control and implement them in a targeted manner. With our generalist M.A. Business Management & Development, which you can study flexibly in one of our study models at VICTORIA (DUAL | CLASSIC), you are perfectly positioned for a successful future in large and small companies alike.

Facts

- Degree: Master of Arts (M.A.)
- Models: CLASSIC | DUAL
- Language o. i.: German | English
- Duration: 4 semesters | 120 ECTS
- Fees: DUAL: no fees (usually covered by cooperating company), CLASSIC: 669 €/month
- Study location: Berlin | Baden-Baden
- Start date: Winter semester (10/1)

Fields of application

Consulting, marketing and communication, process and project management as well as business development in the sense of sustainable strategy development and corporate planning, predominantly in established service companies, small and medium-sized enterprises as well as in start-ups.

Job profiles

General Manager, Consultant, Business Development Manager, Entrepreneur (Founder), Intrapreneur, Project Manager

“Managers need a master’s degree, and experts advise completing a broad-based master’s degree. With the generalist master’s program at VICTORIA, you won’t limit your future job search too much, while opening up a high degree of flexibility for your professional future.”

Prof. Dr. Gabriele Mielke
Program Director
gabriele.mielke@victoria-hochschule.de
### Study plan

**CLASSIC Study model**

<table>
<thead>
<tr>
<th>SEMESTER 1</th>
<th>SEMESTER 2</th>
<th>SEMESTER 3</th>
<th>SEMESTER 4</th>
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<td>5 ECTS</td>
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<td>Methods of Holistic Leadership in Management</td>
<td>General Management</td>
<td>Change Management</td>
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<td>Holistic Management of SMEs</td>
<td>Quality Management</td>
<td>Applied Project Management</td>
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<td>Research Methods for Management</td>
<td>Process-oriented Management (EM)</td>
<td>Aspects of sustainable management</td>
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<td>International Economics and Management</td>
<td>Business Development (EM)</td>
<td>Psychological Perspective of Selected Management Aspects (EM)</td>
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<td>Knowledge Management and Technologies (EM)</td>
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<td>Dynamic Developments in IT and Society</td>
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Study models: DUAL | CLASSIC

Both the practice-integrating dual study program and the full-time attendance study program are based on the innovative “split week” model. While dual students spend 20 hours per week at the university and 20 hours per week at the cooperating company, the full-time study program is designed in such a way that, in addition to two study days per week, there is still time to gain work experience or to realize their own projects.

Our master’s program in Business Management & Development provides you with comprehensive expertise and methods for international business management.

**Your advantages at VICTORIA**
- The attractive, practice-promoting model of the split week
- An integrated semester abroad, e.g. in Dublin.
- Very good career opportunities.
- Our entire range of courses is accredited and certified
- On-campus accommodation.
- Language exams and courses tailored to your needs at

**Carefree Studies**
- Individuality instead of mass and intensive support for all challenges and concerns of your student life.
- Application-oriented studies – theory and practice complement each other in the best possible way.
- Support during application process
- Arrangement of accommodation
- Information about visa, health insurance and banking matters
- Advice on financing your studies
- Aid in finding cooperation partners

**Selected cooperating companies**

![Cooperating company logos]

**VICTORIA | INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES**

Supporting organization: International University of Applied Sciences for Economics, Technology and Culture gGmbH

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