



Staatlich anerkannte, private  
**Fachhochschule des  
Mittelstands (FHM)**



**English  
language**

# **Master of Business Administration (MBA) and Technology Major Automotive & Mobility**

## Automotive and Mobility Management

The increasing interdependence of world economies forces companies to face international competition and take action with a sense of urgency. Firms looking to thrive in the present and in the future will not be able to rely on outdated Management concepts or practices. The next generation of managers and leaders in international companies will only be successful when equipped with innovative general management skills and additional specialized knowledge to master the present and preempt the future.

In addition to globalization opportunities, companies will act and innovate upon the emerging digitalization. Traditional business management approaches and leadership styles will be insufficient to stand the test of time. Therefore it is imperative to develop leaders with cutting-edge specialized knowledge and innovative General Management skills to consolidate thought processes and provide comprehensive strategic direction.

The international master program MBA and Technology provides the necessary education, opening doors to leadership and consulting positions in international companies. The goal is to identify changes

in the business environment and optimize a company's competitive positioning in the marketplace.

FHM's Master of Business Administration (MBA) and Technology is designed to prepare program graduates for top-management positions in innovative companies.

The MBA concentration in Automotive and Mobility enables you to gain access to a top strategic technology trend that will shape the future.

Germany's car manufacturers are highly successful in world markets. Leading brands are well recognized around the globe, even among children. However, the traditional car production, sales and product utilization process has been disrupted.

Today's key terms are car sharing, connected cars, autonomous driving and multimodal mobility. The subject encompasses a wide range of aspects from e-scooter for "last mile mobility" to transportation agencies operating highly complex global fleets. The importance of these issues is growing continuously.

Concentrating in Mobility will allow you to acquire and deepen specialized knowledge in areas of Corporate Responsibility and Process Management, while gaining supplementary skills in Mobility Behavior, Transformation and Technologies.

Many companies consider Smart Mobility a key success factor. Acquiring and deepening these skills will make you highly attractive for a leadership position with potential employers.



Prof. Dr. habil. Torsten Fischer, Program director

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## Who should apply?

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If you have earned a Bachelor's degree plus at least one year of business work experience, then the MBA and Technology program is an attractive offer to accelerate your career. If you believe that digitalization, globalization and sustainability must drive a firm's decision making process and if you would enjoy formulating appropriate corporate strategies then this academic program is a good fit for you.

The 20-month program is designed for future managers, seeking to significantly boost their international careers as a leader or highly specialized professional. If you are looking to improve your career prospects by solidifying and expanding your General Management skills to subsequently assume responsibility as an International Manager or Consultant then this program is right for you.

You have a general interest in economic affairs and a passion for addressing critical challenges in the Automotive and Mobility area, you like working in teams, are talented with foreign languages and have a good understanding

of foreign cultures and countries. Based on your determination to become a future leader, you are willing to assume responsibility for executing Corporate Strategies in collaboration with your international team and for the benefit and satisfaction of your customers. Students with concentration in Automotive and Mobility are keenly aware about global dynamics and seek to manage resulting challenges.

Today's professionals change their work locations frequently and the importance of international transportation grows steadily in a dynamic global marketplace. Modes of international transportation need to be cost-efficient, while most importantly, they need to be reliable to fill orders, meet deadlines and ensure timely allocation of people and goods. The MBA and Technology program with concentration in Automotive and Mobility offers you to learn how to thrive in this environment.

You will be well-prepared to master the mobility challenges of large and medium-sized firms.

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## Curriculum

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International corporations face current and future challenges related to increasing globalization and digitalization. In addition, political and social demands for sustainability trigger radical changes away from traditional business practices. Companies will only be competitive in the future, if staff is competent and qualifications are up-to-date. In addition to specialization, employees need to possess international work experience and intercultural open-mindedness.

The MBA and Technology program addresses these requirements through solid academic contents and a high degree of practical application in close cooperation with international firms. The MBA program's unique integration of theory and practice enables you to develop a leadership personality and allows you to demonstrate assertiveness, vision, entrepreneurial spirit and a sense for innovation.

The program consolidates two key areas of expertise. Firstly, General Management skills in accordance with internationally accepted MBA standards. Classes include "Strategy and Leadership", "Organizations", "External Environment" and "Management". Secondly, the specialization in the area of Automotive and Mobility applies a balance of qualitative and quantitative methods. Focus is to share best practices and learn skills to meet challenges related to mobility of people and goods.

Special emphasis is placed on process optimization to reduce transfer times and ensure deadlines are met, while pursuing low transportation cost, safety and a reduction of environmental footprint. Further aspects include business models for mobility service providers and IT-based solutions for planning and providing multimodal mobility platforms.

In addition, performance management systems and tools for

quantitative tracking and evaluation are introduced. Students also learn to develop enterprise mobility strategies. Artificial intelligence and digitalization are utilized to innovate and transform infrastructure and related modes of transportation.

First-year students in the 20-month MBA in Technology Management program will fully focus on classwork. Subsequently, students will run through a 4-month company internship program. Experienced corporate

instructors will select challenging assignments and ask students to work out solutions. Assignments will be chosen based on prior coursework, allowing students to apply and demonstrate acquired knowledge. Assignment will be extensive and complex, requiring teamwork and dedicated coaching by the instructor. In the final 4-month period students conclude the program by preparing a Master's thesis.

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## The program is organized as follows

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### General Management

- ▶ Global Management & Corporate Responsibility
- ▶ International Project & Process Management
- ▶ Innovative & Strategic Leadership
- ▶ International & Cross Cultural Management
- ▶ Technology Management

### Automotive and Mobility Management

- ▶ Mobility Behaviour and Transformation
- ▶ Innovative Automotive & Mobility Technologies
- ▶ Business Models & Strategy Mobility Management
- ▶ Methods of Research & Development

### Practice perspectives

- ▶ Study in Practice (SIP)

## Degree: Master of Business Administration (MBA) April 2020

<b>Credit Points:</b>	90
<b>Location:</b>	Berlin/Germany
<b>Length of course:</b>	18 months
<b>Tuition fee:</b>	14.150 Euro (incl. application fee; 2 instalments: 1st year: 9.150 EUR, 2nd year: 5.000 EUR)
<b>Start:</b>	February (application deadline: November 15th) June (application deadline: March 15th) October (application deadline: July 1st)
<b>Course language:</b>	English
<b>Academic requirements:</b>	Bachelor Degree or higher English Language B2 1 year professional experience
<b>Selection process:</b>	It will take place via: video conference system



**For organisational and application inquiries**

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## How to apply

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### Requirements:

A Bachelor's degree (or equivalent) with at least 180 credits is required for acceptance for the MBA and Technology program. There are no special prerequisites regarding the type of study undertaken in the Bachelor's degree.

Further you have to provide evidence of one year professional experience.

Good English language skills that correspond with Level B of the Common European Framework of Reference for Languages or proof of English language Bachelor degree are required for the course. This language proficiency can be demonstrated with the following certificates:

- › ALTE level: Level 3
- › IELTS exam: minimum score of 5 - 6
- › TOEIC: score of 541 - 700
- › TOEFL iBT: minimum score 87
- › UNICert: minimum UNICert II

German language skills are not required for the MBA and Technology program. However, a visa and residence permit is necessary to study in Germany.

### Application Process:

You may commence the MBA and Technology program in the winter term (beginning early October), spring term (beginning early February) or in the summer term (beginning early June). The application deadlines is as follows:

- › **Winter term:** 1st July
- › **Spring term:** 15th November
- › **Summer term:** 15th March

### Application Documents:

In order to consider your application for our master's course, we need the following documents:

- › Application form
- › CV
- › Copy of Bachelor's degree
- › Copy of transcript of records/ mark sheets
- › Certificate of one year professional experience
- › Copy of passport
- › B2 English language certificate (IELTS min 5.0; TOEFL min. 87 pts.) or proof of English language Bachelor degree

- › **The application documents must be sent by email to:**  
[horst.junker@imbc.de](mailto:horst.junker@imbc.de)



You can download the application form here



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## Why study in Berlin?

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Quite simply: Berlin is – especially for young people – one of the most attractive cities ever. This is not just an advertising slogan, but according to “Youthful Cities Index” even empirically proven: For this predicate is based on regular surveys among thousands of young people for the most youth-friendly cities in the world. Factors such as job offers, public transport, internet connection or the local film and music scene are evaluated.

Berlin was always among the top three of the hippest cities. Berlin is a city in motion. Berlin is not dignified or comfortable, but always surprising and breathless. Within a few months it will change as radically as other places in twenty years. Berlin may not have manners, but it has style. Here, people from different cultures mix. Berlin has opened continuously, the sidewalks are never folded up. Whether hectic or idyllic: there is virtually nothing that does not exist in Berlin.

Studying and experiencing – Berlin is the perfect place for that.

### Further good reasons for studying at the FHM in Berlin:

**Exciting Student Life:** Berlin has a vivid nightlife with countless bars, pubs and clubs and also many unique locations such as the Mauerpark in Prenzlauer Berg, beach bars in Mitte or the Treptower “Badeschiff”.

**Music Scene:** Berlin is known worldwide for its electro, techno and house music. Every well-known DJ has already launched here, many music labels are producing their hits in the city and pop stars on world-tour usually stop by.

**Fashion City:** In Berlin the trends of tomorrow emerge. On the streets luxury and glamor naturally combine with a deliberate break in style. That’s what makes Berlin fashion famous internationally.

**Cheap Living Expenses:** Students live cheaper than in many other German cities. Also the costs for leisure and gastronomy are lower.

**Art and Culture:** Whether classical high culture or independent scene, whether Pergamon altar or backyard gallery, whether exhibitions, vernissages, museums, opera houses or theatres: Berlin has enough of everything and is possibly the most artistic city in the world.

**Pure Nature:** Berlin is full of parks, forests, meadows and lakes. If you want to relax in idyllic surroundings, you will always find the right place. No other metropolis is greener than this one!

