

# MBA

Full-time Master of  
Business Administration

TRACKS:

MANAGERIAL ANALYTICS  
INNOVATION & ENTREPRENEURSHIP  
STRATEGIC LEADERSHIP

## KEY FACTS



FULL-TIME  
ONE-YEAR



TRACKS:  
Innovation & Entrepreneurship  
Managerial Analytics  
Strategic Leadership



PRACTICAL EXPERIENCE:  
Consulting project  
In-practice modules  
International exchange



PRE-PROGRAM OPTION:  
German language courses



POST-PROGRAM OPTIONS:  
Responsible Leaders Fellowship  
German language courses

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## CHANGE YOURSELF AND YOUR CAREER

- ✓ 88% of graduates work in Europe (80% in Germany)
- ✓ Study in the center of Berlin
- ✓ Germany's most international MBA

The ESMT Berlin MBA is strategically located in Germany's capital, with easy access to the country's industrial hubs. Classes are designed so that you approach every subject from a global perspective, including an eye towards the integration of sustainability in business. Pre- and post-MBA options (German language courses and the Responsible Leaders Fellowship) allow you to personalize your MBA. You enhance your practical experience with an "in practice" module in each track and through a hands-on,

in-company consulting project near the end of the program. Projects focus on various industries, corporations, social enterprises, and startups. Global Virtual Teams let you experience remote teamwork and management in real-time with students from top business schools around the world, while the Global Network Week brings you directly to those campuses.

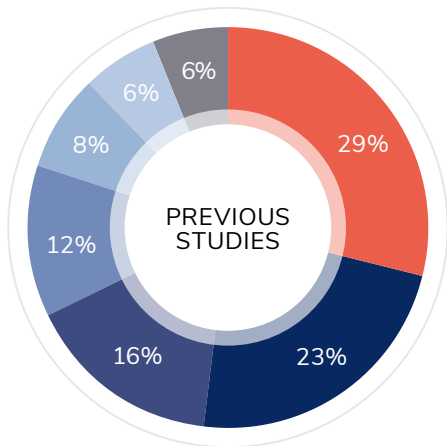
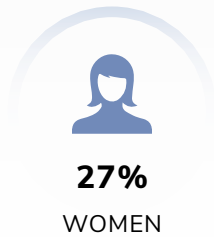
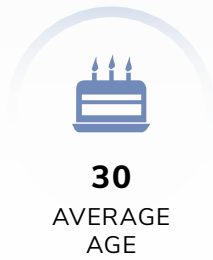
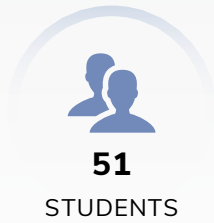
The Career Services team integrates seminars focused on soft skills development, career readiness, and individual coaching to round out the learning experience. You gain essential skills to navigate a changing labor market and your future career.

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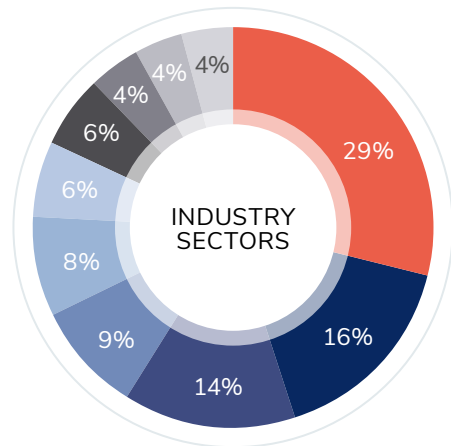
## EXAMPLES OF RECRUITING COMPANIES OVER THE LAST THREE YEARS:

Accenture Interactive · Allianz · Amazon · BASF · Bayer · Be a Better Guide · Boeing ·  
Boston Consulting Group · Caissa Global · Core · Daimler Financial Services ·  
Delivery Hero · Deutsche Bahn · Deutsche Bank · Emerson · EY · GE Aviation ·  
HelloFresh · HERE · Infosys · IKEA · BJ Foundation · KPMG · KWS · Lilium ·  
McKinsey & Company · Microsoft · Nexperia · Puma · PwC · Raisin · Ryde Kodak ·  
SumUp · TwentyFive · Uber · UEFA · Uniper · Wayfair · Westwing · Zalando · Zeiss

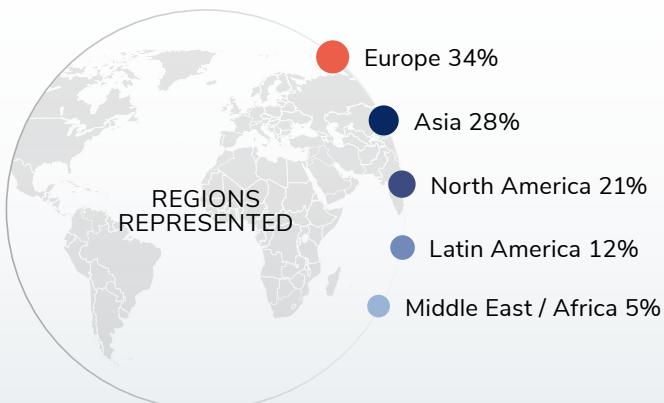
# MBA 2021 CLASS PROFILE



- Engineering
- Finance
- Business / Management
- IT / Telecommunications
- Social Sciences
- Humanities / Arts
- Other



- Technology
- Hospitality
- Manufacturing / FMCG
- Media / Entertainment
- Consulting
- Real Estate
- Other
- E-Commerce
- Financial Services
- Transportation / Logistics



**24 NATIONALITIES**

- |            |             |                |
|------------|-------------|----------------|
| AUSTRIA    | FRANCE      | PERU           |
| BRAZIL     | GERMANY     | PORTUGAL       |
| CANADA     | GUATEMALA   | SOUTH KOREA    |
| CHILE      | INDIA       | SWEDEN         |
| CHINA      | ITALY       | TAIWAN         |
| COSTA RICA | KENYA       | TURKEY         |
| DENMARK    | NETHERLANDS | UNITED KINGDOM |
| ETHIOPIA   | PAKISTAN    | UNITED STATES  |

## PROGRAM STRENGTHS

### MANAGERIAL ANALYTICS

Gain the skills, competencies and knowledge of the data landscape needed to manage analysts and drive data-oriented decision-making processes. You secure a broad understanding of statistical methods, computational tools, and predictive models, while studying critical non-analytical topics such as ethics, regulation, and cyber security. Complete the track with a practice-oriented module by learning how big data has transformed business. Benefit from ESMT faculty's expertise in the application of state-of-the-art big data techniques and their industry connections.

### INNOVATION & ENTREPRENEURSHIP

Experience firsthand Berlin's thriving entrepreneurial ecosystem. Courses lead you from idea generation all the way to implementation, whether in a startup or an established company. Integrated course projects connect you to entrepreneurs, VCs, angel investors, leading researchers in innovation, incubators, and more. The ESMT Entrepreneurship Club provides an extracurricular opportunity for exposure to and exploration of Berlin's varied innovation environment, including Techstars Berlin base on campus.

### STRATEGIC LEADERSHIP

Challenge yourself to become a structured problem solver in multidimensional economic and political conditions. The Strategic Leadership track hones your aptitude to understand, design, assess, and execute complex strategies for profitable growth in an international context. Benefit from professors' significant on-the-job training in varied strategic areas, as well as their research and connections to some of Berlin and Germany's most renowned industries and the Mittelstand (SME) sector.

### GLOBAL NETWORK FOR ADVANCED MANAGEMENT

During the Global Network Week you attend lectures and courses at member universities worldwide, while the Global Virtual Teams project prepares groups to solve organizational issues with the joint cooperation of team members dispersed around the globe. Network members include: EGADE (Mexico); Fudan (China); IE (Spain); Koç (Turkey); LBS (Nigeria); SKOLKOVO (Russia); UC Berkeley (USA); UCD (Ireland); Yale SOM (USA).  
[www.advancedmanagement.net](http://www.advancedmanagement.net)

### PERSONAL DEVELOPMENT

During the MBA you also focus on personal soft skills development and learn to build successful international teams. The small class size ensures that you constantly reflect on your experiences while receiving personalized, constructive feedback, and sharpening leadership skills. Become a stronger leader not only with dedicated career services workshops, but through student clubs, team projects, and tournaments.

### DESIGN YOUR OWN MBA

Focus on success with an MBA that offers you the flexibility to acquire general management competencies, specialized knowledge, and the interpersonal skills to lead teams and organizations – all customized to your professional ambitions. You will understand the fundamentals of business while applying functional skills by focusing in a specialized track. You can get a head start or extend your learning experience with optional pre- and post-MBA options (German language courses and the Responsible Leaders Fellowship). Choose the 13-month MBA or add six months to enhance your skills.



# FULL-TIME MBA CURRICULUM

SEPTEMBER –  
DECEMBER

Pre-MBA option: German Language Courses

JANUARY – JUNE

## MODULE 1

### BROAD CONTEXTUAL OVERVIEW

- Intro to general management
- Introduction to economic thinking
- Managerial analysis and decision making
- Diversity & inclusion workshop

### PERSONAL MASTERY:

#### Develop Functional Expertise and Integrated Thinking

- Data analytics for managers
- Operations and supply chain
- Marketing management
- Financial accounting
- Managerial accounting
- Finance
- Competitive strategy
- Structured thinking workshop

JUNE – SEPTEMBER  
Summer break (3 weeks)

## MODULE 2

### DIFFERENTIATION: DEVELOP SPECIALIZED SKILLS

#### Managerial Analytics

- Customer analytics
- Advanced decision modeling

**Specialization Project:**  
Analytics in practice\*

or

#### Innovation and Entrepreneurship

- From idea to business
- Human factor of innovation
- Creating and capturing value

**Specialization Project:**  
Entrepreneurship in practice\*

or

#### Strategic Leadership

- Global economy
- Corporate strategy
- Agile leadership

**Specialization Project:**  
Strategy in practice\*

+

#### Cross-sit electives

- Machine learning
- Entrepreneurial finance
- Digital economy
- Entrepreneurial strategy
- Global industrial strategy
- Design thinking
- Quantitative methods in marketing

SEPTEMBER – JANUARY

## MODULE 2 AND 3

### PRACTICE, APPLY AND RE-ENTER

#### In-company consulting projects

Past projects include areas such as AR/AI, sustainable housing, digitalization in the energy industry, autonomous driving startups, development of Smart Cities, startups in the FMCG sector, alternative fuels for the aviation industry, international NGOs, and industry 4.0.

#### \*Specialization Projects

Depending on the track specialization, students will either work with companies on a particular case study or create their own business plans.

FEBRUARY

## GRADUATION

FEBRUARY – JUNE

Post-MBA options: Responsible Leaders Fellowship · German Language Courses

Will run throughout the program

- **Leadership Skills Development:** Building High Performance Teams · Organizational Behavior · Global Virtual Teams · Leading through Networks · Leadership under Pressure · Negotiating Leadership Challenge · Responsible and Ethical Leadership
- **Career Services: Transitions in Practice Seminars:** Career plan development · Personal branding · One-on-one meetings with career coaches · Storytelling · Company visits throughout Germany · Interview skills workshop with corporate HR representatives · Case interview preparation · On-campus recruitment activities · Consulting in international teams · Interviews and career development

FIND OUT MORE

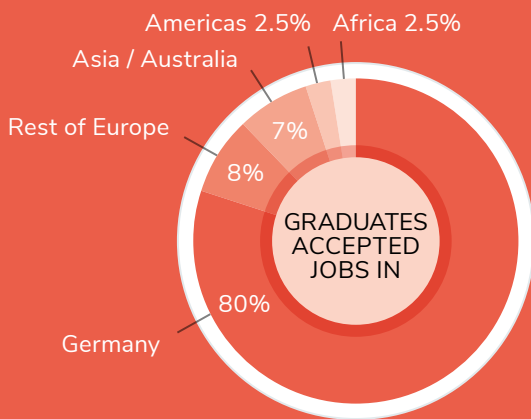
## CAREER TRANSITIONS: THE 2019 GRADUATING CLASS

ESMT Berlin's Career Services are fully integrated into the MBA experience. Career mapping, recruitment events, company visits, networking, master classes, individual mentoring and coaching sessions are a few of the stepping stones that provide leadership enhancing soft skills and career development. The end result allows you to achieve your goals and implement your career plan.

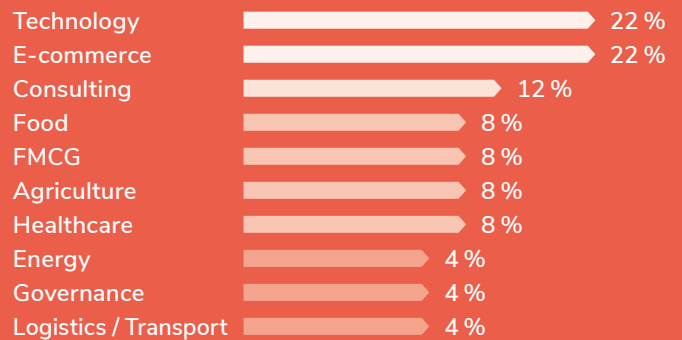
Average salary (including bonus) €87,475



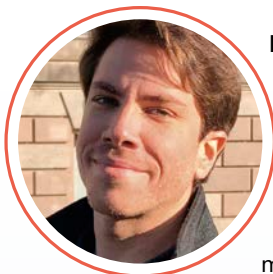
### JOB LOCATIONS AFTER GRADUATION



### GRADUATES WORK IN THE FOLLOWING INDUSTRIES



## ALUMNI TESTIMONIALS



**Federico Salas Guevara Succar**

MBA 2018, Senior Manager – Connected Retail at Zalando

“I chose ESMT because I wanted to take a leap and totally change my career by going into the digital/ internet industry. Today I am guiding the

setup of new global activities in one of the most innovative digital companies in the world. I was able to achieve this because ESMT introduced me to companies such as Zalando through many events, workshops and visits. Furthermore, Berlin has the perfect environment to learn from new businesses and cultures and finally, Germany provides a lot of opportunities and resources for professionals.”



**Kathrin Henze**

MBA 2019, Senior Key Account Manager – Bundesdruckerei GmbH

“ESMT proved to be the perfect combination of theory and field experience I was looking for. The

program is very immersive, providing a great international view not only in the student body but also of German industry and abroad.”

## APPLICATION CRITERIA

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### APPLICATION REQUIREMENTS

- ✓ Three years of professional, postgraduate experience
- ✓ An undergraduate degree or equivalent professional qualification
- ✓ Strong GMAT or GRE score
- ✓ TOEFL, IELTS or equivalent proof of English proficiency for non-native speakers
- ✓ Completed online application including two references
- ✓ Interview either in person or via Skype or Zoom

### APPLICATION PROCESS AND DEADLINES

We operate a rolling admissions process and applications are reviewed upon completion. Early application for admission and scholarship consideration is encouraged.

**The final application deadline** is **November 1** for non-EU applicants and **December 1** for applicants holding an EU passport or coming from a country that does not require a visa to study in Germany, such as Australia, Brazil, Canada, Israel, Japan, New Zealand, South Korea, and the USA. (Please check with the German Embassy in your country for final verification.)



## FINANCING YOUR MBA

ESMT Berlin's MBA is an excellent investment in your future. On average, graduates earn more than double the tuition during the first year of employment after the program.

### **MBA tuition: €43,500**

Most students fund their studies with a mix of personal funds, loans, and scholarships.

**ESMT offers partial scholarships to support top applicants based on:** academic merit, GMAT or GRE scores, leadership, entrepreneurial or social impact experience or other merit-based criteria. Please visit our website for a full list of criteria.

**Lending opportunities:** ESMT offers access to loans through Prodigy Finance. Candidates from over 150 countries can acquire loans for MIM tuition and living expenses.

**Brain Capital** offers students from the EU, Canada and the USA the ability to cover tuition fees and living expenses through an innovative funding scheme.

**Title IV student and GI Bill loans** are available to US citizens who study at ESMT.

[FIND OUT MORE](#) →

## ABOUT US

ESMT Berlin is the highest ranked business school in Germany and top 10 in Europe.

Founded by 25 leading global companies, ESMT offers master's, MBA, and PhD programs, as well as executive education on its campus in Berlin, in locations around the world, online, and in online blended format.

Focusing on leadership, innovation, and analytics, its diverse faculty publishes outstanding research in top academic journals. Additionally, the international business school provides an interdisciplinary platform for discourse between politics, business, and academia.

ESMT is a non-profit private institution of higher education, accredited by AACSB, AMBA, EQUIS, and FIBAA, and is committed to diversity, equity, and inclusion across all its activities and communities.

[www.esmt.berlin](http://www.esmt.berlin)

## CONTACT

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