

# At a Glance

We provide you with a programme which is completely taught in English, which imparts managerial knowledge with a focus on behavioural management and with a high degree of practical relevance. Our postgraduate study programme leads to the degree “Master of Business Administration” (MBA).

We offer:

- Full-time programme (one year, € 12,000\*)
- Part-time programme (up to four years, € 14,500\*)
- 15 courses (in Germany and abroad)
- 4-day-classes (Wed to Sat)

\* plus additional fees each semester (as of € 236 for 2021)



We look for qualified employees and graduates with a first degree, professional experience, good knowledge of English (e.g. TOEFL), GMAT (this test can be waived in justified cases) and the motivation to boost their career.

Together with the Welcome Center of Saarland University we will assist you with your visa and registration issues, questions regarding insurance, housing as well as enrolment at Saarland University.

You would like to bring your family with you? We will be pleased to help you find suitable childcare.

# Module Overview

## Module 1 Management Basics

- 1.1 Strategic Management
- 1.2 Corporate Sustainability & Social Responsibility
- 1.3 Soft Skills

## Module 2 European Basics

- 2.1 European Institutions
- 2.2 European Regulations

## Module 3 Financial Management

- 3.1 Economics and Finance
- 3.2 Learning Business by Doing Business

## Module 4 Marketing and Management

- 4.1 Marketing and Management in Foreign Countries
- 4.2 Retailing and Logistics

## Module 5 Operations Management

- 5.1 Service Management
- 5.2 Data Analysis

## Module 6 Behaviour Management

- 6.1 Consumer Behaviour
- 6.2 Entrepreneurship
- 6.3 Leadership and Human Resource Management
- 6.4 Cross-Cultural Management

## Module 7 Master Thesis

# Application

To apply, please hand in the following documents:

- Curriculum vitae
- Letter of motivation
- Certificate of first degree
- Two letters of reference/recommendation
- TOEFL certificate
- GMAT certificate\*
- Other certificates (e.g. occupational certificates)
- Photo (digital, 300 dpi)

\* can be waived in justified cases

You may also apply online:

[https://app.mba-europe.de/register/reg\\_step1.php](https://app.mba-europe.de/register/reg_step1.php)



# Academic Directors



**Univ.-Professor  
Dr. Bastian Popp**

Institut für Handel und Internationales Marketing

Chair of Retail Management



**Univ.-Professorin  
Dr. Andrea Gröppel-Klein**

Institut für Konsum- und Verhaltensforschung

Chair of Marketing

# Contact



**Julia Senni, M.A.**

Programme Manager  
EIABM, Europa-Institut

+49 (0)681/3022553  
[j.senni@mba-europe.de](mailto:j.senni@mba-europe.de)

It will be a pleasure for us to answer your questions in English, German or French.

# Website

[www.mba-europe.de](http://www.mba-europe.de)



Follow us



## Address

Saarland University  
EIABM / Europa-Institut  
Postfach 15 11 50  
66041 Saarbrücken  
Germany

# Testimonials



Ivo Sonntag

"For me as a part-time student I definitely valued the flexibility the program offers. The lectures were interesting and full of valuable information for everyday business life. I especially enjoyed the international courses which not only teach the theoretical knowledge of an MBA course but also come with the real life experience of other universities and some insights to international companies. The international group of students taking part in the MBA program also offer great learning opportunities from each other and add even more value to the program."

"I have chosen the MBA in European Management as a complement to my Mechatronics degree and my expectations of the program have been fully met. In a compact but detailed form, the content was taught in a way that is essential in today's management positions, especially at the interfaces between management and technology. The possibility to complete the study program part-time enabled me to combine the study program very well with my tasks in my own company."



Ralf Jung

"In my previous job, I realised that technical knowledge alone was not going to be enough to take me forward in my career. The MBA programme at the Europa-Institut provided me with the business and economic basics that I had been missing. I now work for Fresenius Medical Care in Bad Homburg, where I am able to put both my technical and business knowledge to good use. Things couldn't have been better at the Europa-Institut."



Eleni Papaioannou

"I finished my MBA in European Management at the Europa Institut two years ago. Since then, I've been working for a cooperative bank. At work, my main focus is financial regulation. A great deal of the regulation currently in place was initiated by European Institutions. Hence, having an idea about how European Institutions work in general and how decisions are made on the European level in particular provided me with the required background knowledge to live up to the tasks in my job. What's more, courses like strategic management, entrepreneurship and service management have taught me how to cope with a changing business environment. A proficiency that looms large in a financial economy marked by low and negative interest rates. But what I valued most about the MBA course was the great and uncomplicated support by the lecturers and staff of the Europa Institut. Whenever you've felt in need of aid - regardless of whether it was related to lecture or administrative issues - you could count on the MBA School. Finally, this MBA managed to give a deep insight into the international business community and how different cultures choose different paths to tackle the same problems. An experience for which I am really grateful."



Christian Welsch



Tanja Fell

"The MBA programme at the Europa-Institut in Saarbrücken is very demanding; courses are great but tough and working in groups with people from diverse cultural and professional backgrounds is a huge challenge. However, you have to operate at your supposed limits, if you ever want to go beyond them. This is what the programme has to offer and I am happy that I have seized the opportunity to push my own limits!"



## MBA European Management

### Management in the heart of Europe