



*Become a leader
of the future!*

MBA

EUROPEAN
MANAGEMENT

&

ENTREPRENEURSHIP
& INNOVATION







WELCOME

Become a Leader of
the Future!

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**European Institute for Advanced
Behavioural Management**

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KEY FACTS

The MBA Experience in
Saarbrücken: Key
Highlights

Key Facts - At a Glance

Be unique with your **MBA European Management** or **MBA Entrepreneurship & Innovation** and prepare for global leadership: Qualify for international management roles, drive your business to success, and shape the future of work!

Excellent programme

- Fundamentals of management with a focus on behavioural management or entrepreneurship and innovation
- High level of practical orientation
- Guest lectures & excursions
- Learn from renowned experts and top-notch international professors
- Excellent student-lecturer ratio and state-of-the-art learning facilities
- Small groups (max 30 students)
- Professional support and networking opportunities

Internationality

- 15 block courses in English with up to three "International Weeks" (MBA European Management) at European partner universities.
- Family-like learning atmosphere with fellow students from all over the world

Flexibility

- Study your MBA Entrepreneurship & Innovation full-time within 1 year
- Study your MBA European Management in full-time within 1 year or part-time (up to 4 years) while working

Cultural diversity and learning atmosphere

- Learning in small groups of international students who bring their multi-national and cultural backgrounds into the classroom.
- Interactive methods such as case studies, real-life examples, practical exercises, teamwork, and company visits
- Field trips and excursions



Key Facts - At a Glance

Unique location

- In the heart of Europe: Border triangle of Germany-France-Luxembourg
- Access to at least 3 different job markets after your MBA
- Great travel options for exploring the greater region (also to Belgium and the Netherlands)

Target groups

Practitioners, professionals, academics, international students and entrepreneurs. Our MBA programmes are general management programmes with either a focus on European Management or Entrepreneurship & Innovation. The programmes are attractive to a broad audience, including practitioners, international graduates, and academics working both in and with Europe. Applicants from all disciplines can apply for admission, no prior knowledge of management is required; MBA students will learn everything they need for their future management careers during the programme. Students from all disciplines can apply.

Accredited and Carefully Structured for Your Success

Our MBA programmes undergo regular accreditation processes that consistently confirm their high quality. In 2009, for example, the MBA European Management was awarded the FIBAA seal of accreditation. In 2016 and 2020, the programme also received the UdS Quality Pass as part of Saarland University's system accreditation process. The MBA Entrepreneurship & Innovation was first awarded this quality seal upon its introduction in 2026.

- University-level education taught by internationally renowned experts
- 15 module elements/courses
- Each module is worth 3 CP
- Language of instruction: English
- In-person sessions supplemented by virtual sessions
- Continuing education programmes with corresponding admission requirements
- Module components can also be booked as individual courses (with the possibility of later credit recognition)

Key Facts - At a Glance

Structure and Flexibility

All courses usually take place from Wednesday to Saturday as blocked courses. Our MBA programmes can be completed on a full-time or part-time basis, allowing the greatest possible flexibility:

- **Full-time option:** Lasts one year and starts in October. During the first nine months of studies, MBA students complete the required 15 courses, including up to three “International Weeks” abroad. The programme is completed by a Master’s Thesis (3 months) and concludes in October.
- **Part-time option (Only available with MBA European Management):** The modular concept of the course facilitates flexible study structures and enables students who prefer the part-time option to extend their studies over a period of up to four years. During the study period, students complete the required 15 block courses and then write their final thesis within six months.

What you can expect.....

Cutting-edge education is the foundation of our programme. MBA students acquire specialist knowledge across all areas of modern business management, delivered through 15 courses across six modules. These include Management Basics, European Basics, Financial Management, Marketing & Management, Operations Management and Behavioural Management (MBA European Management) / Entrepreneurial Management (MBA Entrepreneurship & Innovation).

In addition to professors from Saarland University, we invite renowned national and international professors as well as experienced professionals. Guest lectures and practical reports from successful experts in the field enrich the curriculum.



Managing with(in) Europe: What you can expect...

Teamwork and leadership development are central to preparing effective top leaders. Throughout the programme, students work on case studies in almost every class, strengthening key competencies and soft skills such as leadership, professional behaviour, presentation techniques, and team building.

Our programmes use cutting-edge teaching methods and focus on practical transfer. Students benefit from guest lectures and panel discussions with experienced practitioners. “Learning in action” also includes up to three international study weeks, for example, in Valencia (Spain), where experts from global institutions and companies teach on current topics and share their professional experience. Managers from leading companies invite our students to visit their facilities and provide first-hand insights into management practice.

The programmes equip our international students with the comprehensive skills they need to successfully take the next steps in their careers as global leaders. In line with Saarland University’s qualification objectives, the MBA programmes are defined by a high degree of internationality (both in the curriculum and in the student body), cutting-edge academic content, strong practical and professional orientation, interdisciplinarity, opportunities for individual profile building, and a focus on responsible management at the core of the programme.

Students explore the interdisciplinary challenges and opportunities arising from the legal, political, and economic foundations of European integration. They learn how to leverage the diversity of intra- and extra-European actors to achieve entrepreneurial goals.

Beyond transferring specialist knowledge for international managers and entrepreneurs, the programmes focus on the holistic development of students. This includes fostering intercultural competence and emphasising that people and relationships are at the centre of every successful business interaction.

Students benefit from Saarland University’s profile as an Entrepreneurial University, gaining hands-on experience through close links to start-up activities and the Triathlon ecosystem for entrepreneurship, innovation, and transfer.

Understand Behaviour and Markets for Customer-Centric Leadership in a Complex, Digital, and Global World

Managers today must be able to view markets through economic, social, and psychological lenses and translate fundamental theories into practical insights about real market behaviour. This enables them to make sound, forward-looking decisions in an environment shaped by internationalisation, customer centricity, and digital transformation. Understanding behaviour – and learning how to influence it responsibly – raises fascinating questions such as:

- **Why do consumers, employees, and managers behave the way they do?**
- **How do increasing internationalisation and European integration shape this behaviour?**
- **How can customer expectations and preferences be identified, understood, and predicted?**
- **How can the needs, ambitions, and capabilities of employees and managers be aligned with these expectations?**
- **How can modern information systems and social media help us better understand the people and stakeholders we work with?**
- **How must business models be designed to succeed in a dynamic, complex and irrational global world?**

At the European Institute for Advanced Behavioural Management, we address these and many other questions at the interface of cutting-edge research and real-world management practice.



A Strong Shared Foundation – MBA European Management & MBA Entrepreneurship & Innovation

Both MBA programmes at the European Institute for Advanced Behavioural Management share a common foundation that equips participants with cutting-edge general management knowledge and strong practical skills. Each programme comprises 15 English-taught block courses (3 CP each), delivered by internationally renowned faculty, and combines on-campus teaching with selected virtual elements to support flexible, intensive learning. Students in both tracks benefit from small, diverse cohorts, a strong international orientation, and close links to business and European partners, including company visits, case studies and project-based learning. As fee-based continuing education programmes, they share common admission standards, offer the option to book certified single courses, and prepare graduates for ambitious leadership roles in a global, fast-changing business environment.

Both MBAs share 10 core courses in general management, with five additional modules in each programme that sharpen either the behavioural or the entrepreneurial focus (highlighted in red colour).

Module	MBA European Management	MBA Entrepreneurship & Innovation
Modul 1: Management Basics (9CP)	Strategic Management (3CP) Corporate Sustainability and Social Responsibility (3CP) Soft Skills (3CP)	Strategic Management (3CP) Corporate Sustainability and Social Responsibility (3CP) Soft Skills (3CP)
Modul 2: European Basics (6CP)	European Institutions (3CP) European Regulations (3CP)	European Institutions (3CP) European Regulations (3CP)
Modul 3: Financial Management (6CP)	Learning Business by Doing Business (3CP) Economics and Finance (3CP)	Learning Business by Doing Business (3CP) Economics and Finance (3CP)
Modul 4: Marketing and Management (6CP)	Marketing & Management in Foreign Countries (3CP) Retailing and Logistics (3CP)	Marketing of Innovations (3CP) Consumer Behaviour (3CP)
Modul 5: Operations Management / Operations Management & Data Analytics (6CP)	Service Management (3CP) Data Analysis (3CP)	Business Model Development (3CP) Data Analytics Project (3CP)
Modul 6: Behavioural Management / Entrepreneurial Management (12CP)	Entrepreneurship (3CP) Leadership and Human Resource Management (3CP) Cross-Cultural Management (3CP) Consumer Behaviour (3CP)	Entrepreneurship (3CP) Leadership and Human Resource Management (3CP) Entrepreneurial Management (3CP) Prototyping and Agile Project Management (3CP)
Master Thesis (15 CP)	Master Thesis (15 CP)	Master Thesis (15 CP)

EUROPEAN

**MBA
EUROPEAN
MANAGEMENT**



MBA European Management: Key Facts

Be unique with your **MBA European Management** and prepare for global leadership: Qualify for international management roles, drive organisations to success, and actively shape the future of work in a both integrated and diverse market environment.

Excellent programme

- Excellent, university-level management education with a distinctive focus on behavioural management and the specifics of European markets
- High level of practical orientation
- Guest lectures & excursions
- Learn from renowned experts and top-notch international professors
- Excellent student-lecturer ratio and state-of-the-art learning facilities
- Small groups (max 30 students)
- Professional support and networking opportunities

International by design

- 15 block courses in English with up to three "International Weeks" at European partner universities
- Family-like learning atmosphere with classmates from all over the world who bring their multi-national and cultural backgrounds into the classroom

Flexible study formats

- Study your MBA European Management in full-time within 1 year or part-time (up to 4 years) while working
- Compact block courses (in general from Wednesday to Saturday) allow you to combine demanding studies with professional and personal commitments

Cultural diversity and learning atmosphere

- Study in small, international cohorts and experience European diversity first-hand in everyday classroom interaction
- Interactive methods such as case studies, real-life examples, practical exercises, teamwork, and company visits
- Field trips and excursions

MBA European Management: Rooted in Tradition, Shaping the Future

Leading in Europe. Understanding Markets. Shaping Decisions.

The continuing education MBA in European Management – the oldest university MBA programme in Germany – offers a scientifically grounded and practice-oriented education in management with a clear focus on European integration and behavioural management. The programme prepares future leaders to operate successfully in a complex, dynamic, and international European business environment.

Programme Profile & Academic Focus

The MBA is designed for individuals who wish to take on leadership and management responsibilities in European and international organisations and who want to understand how legal, political, and economic developments in Europe shape business. Particular emphasis is placed on the interplay between European institutions, regulations, and markets, as well as on behavioural management and decision-making in diverse, international contexts. The language of instruction is English, underlining the international orientation and attracting students from all over the world.

Qualification Objectives

Graduates of the MBA European Management are qualified to make informed management decisions that integrate economic, social, and psychological perspectives on markets and stakeholder behaviour. They are able to develop and implement strategies for companies operating in or with Europe, taking into account competition law, regulatory frameworks, and market dynamics.

Skills & Competence Profile

By combining solid general management knowledge with a strong European focus and behavioural insights, the programme equips students with a broad and distinctive competence profile. Graduates are prepared to think and act strategically in European and global markets, to understand and influence the behaviour of consumers, employees, and decision-makers, and to assume leadership roles in a wide variety of industries, organisational settings, and countries.



Career Opportunities

The MBA in European Management opens up diverse career pathways in international and European management, corporate and strategic management, as well as economic and managerial roles in both the private and public sector. Career opportunities extend across industries and countries and include leadership positions in internationally operating companies, European institutions, NGOs, and consultancies. Thanks to its strong European focus and long-standing reputation as Germany's oldest university MBA, the programme provides excellent prospects in the Saar-Lor-Lux cross-border region and beyond.

Target Groups

The programme is aimed at practitioners, professionals, academics, international graduates and as well as PhD students from other disciplines and affiliated institutes who want to qualify for demanding management roles. It addresses candidates from all disciplines who wish to expand their management expertise and develop a deeper understanding of European markets, institutions, and regulatory frameworks.

Distinctive Features of the Programme

Key characteristics of the MBA include:

- English as the language of instruction and international student body
- Strong foundation in general management with a specialisation in Europe, international management and behavioural management
- European focus in teaching and academic perspectives
- On-campus teaching formats with intensive interaction
- Up to three International Weeks at European partner universities

Admission Requirements, Study Format, Fees, Application (see pp. 45-49)

Admission requires a completed Bachelor's degree and at least one year of relevant professional experience.

The MBA European Management is a fee-based continuing education programme:

Full-time programme: **€12,000**

Part-time programme: **€14,500**

plus the applicable semester contribution.

MBA European Management: Module Overview

The **15 classes** usually take place from Wednesday to Saturday and cover the following fields:

- **Management Basics**
- **European Basics**
- **Financial Management**
- **Marketing and Management**
- **Operations Management**
- **Behavioural Management**

Courses can also be booked individually.



Modules	MBA European Management
Module 1: Management Basics (9CP)	Strategic Management (3CP) Corporate Sustainability and Social Responsibility (3CP) Soft Skills (3CP)
Module 2: European Basics (6CP)	European Institutions (3CP) European Regulations (3CP)
Module 3: Financial Management (6CP)	Learning Business by Doing Business (3CP) Economics and Finance (3CP)
Module 4: Marketing and Management (6CP)	Marketing & Management in Foreign Countries (3CP) Retailing and Logistics (3CP)
Module 5: Operations Management (6CP)	Service Management (3CP) Data Analysis (3CP)
Module 6: Behavioural Management (12CP)	Entrepreneurship (3CP) Leadership and Human Resource Management (3CP) Cross-Cultural Management (3CP) Consumer Behaviour (3CP)
Master Thesis (15 CP)	Master Thesis (15 CP)

M1 Management Basics

M1-1 Strategic Management

Learn to think long-term and act with clarity in complex environments!

Qualification Objectives:

Understanding the strategic position of an organisation; assessing strategic choices for the future; managing strategy in action. The course provides an overview of the key elements of strategic management. It provides students with an introduction to strategy for managers in all kinds of organisations, from startups to multinationals, from charities to government agencies.

Content:

The course introduces key concepts and tools of strategic management. It especially explores topics such as industry and sector analyses, resources and capabilities, business strategies and models, corporate strategies and diversification, competitive strategies, internationalisation, mergers, acquisitions and alliances and strategy evaluation. The contents will be applied in case studies and tutorials.

Dates: Estimated for November, annually, Wednesday - Saturday, 9.00 am - 6.00 pm

**Univ.-Prof. Dr.
Bastian Popp**
Saarland University



M1-2 Corporate Sustainability and Social Responsibility

Turn responsibility into a competitive advantage!

Qualification Objectives:

Increasing awareness of the complexity of issues related to sustainability and their interdependence; understanding crucial challenges for sustainability; why businesses need to respond to these issues, what market trends are, what measures businesses take in order to address these challenges; perspectives on the different actors relevant for Corporate Sustainability.

Content:

Overview of the complex challenges of a sustainable development and the implications for the corporate world. Following a general introduction to the concepts of sustainability, global change and planetary boundaries, the lecture discusses how the role of businesses has changed in the last few decades. The focus on shareholder maximisation is no longer sufficient, a broader set of stakeholder expectations have to be managed. The lecture will then explain the business case for sustainability. Finally, a few spotlights will be given on how corporate sustainability can be realised, e.g. by carbon footprinting, sustainability reporting, by implementing respective management systems or the shift towards circularity.

Dates: Estimated for January, annually, Wednesday - Saturday, 9.00 am - 6.00 pm



**Professor Dr. Dr. ing.
Christian Berg**

Visiting Professor, Honorary Professor
and Industry Expert

M1-3 Soft Skills

Leadership, communication, teamwork – professionalise essential skills for your strong career!

Qualification Objectives:

Raising cultural awareness, enhancing and deepening competences in intercultural business communication, boosting presentation skills, practicing soft skills.

Content:

Participants will practice their intercultural and presentation skills to successfully do business in an international context. The course content will, in parts, be presented to the participants by the lecturer. Group work, panel discussions, role plays as well as seminar dialog are among the formats used to explore the different topics. Day 4 of the course will be dedicated to the participants giving a business presentation. Working on case studies will enable the participants to practice the newly acquired knowledge and put their soft skills in business to the test.

Dates: Estimated for November, annually, Wednesday - Saturday, 9.00 am - 6.00 pm



Dr. Silvia Scheinert
Certified educator and
technical translator

M2-1 European Institutions

Understand the EU's inner workings – and what they mean for business!

Qualification Objectives:

Students obtain a broad insight into policy making of the European Union including historical development, treaties, institutions, decision making, EU member states, integration theories, selected policies (market building and market correcting) and foreign and security policy. They learn how legal norms and political procedures influence doing business in an international and especially European context.

Content:

Policy making in the European Union differs distinctly from political processes in nation states. Students learn the peculiarity of new modes of governance which have been developed in the European Union. As the process of integration is an incremental development, the course also emphasises historical aspects. As the European Union has developed step by step the same holds true for relevant norms and values which were laid down in successive treaties. Another focus of the course is decision making in the European Union. It becomes evident which actors are relevant. As policy making differs from policy to policy, the course will discuss some examples of policies which can be classified either as market building (e.g. Internal Market) or market correcting ones (e.g. Cohesion Policy). The course includes two guest presentations, group discussions, two simulations and a written examination.

Dates: Estimated for November, annually, Wednesday - Saturday, 9.00 am - 6.00 pm



Dr. Julian Böcker
Head of Public Affairs at
EDEKA Zentrale AG & Co. KG

M2-2 European Regulations

Your compass through a unique legal landscape – Get on the right track!

Qualification Objectives:

Overview of the main legal elements of the EU legal order and system; assessing the relevance of EU law for various aspects of day to day business; how to put EU law into practice by recognising where there may be risks in EU legislation for professional activities, identifying the relevance of certain parts of EU law for contracts, agreements between companies (Art. 101, 102 TFEU), mergers (Merger Regulation 139/2004), application, receiving state aid (Art. 107 TFEU); how to identify legal opportunities for businesses stemming from the free movements rules, possibility of actions for damages under EU law.

Content:

The course introduces the legal framework of the EU in general, the toolbox of legal acts of the EU and the legal provision concerning economic activities in the EU-internal market. The operating approach is a mix of stand-up teaching for the more technical and theoretical subjects, and a series of case studies on topics which are particularly relevant to the business community: the basic legal principles of cooperation and harmonisation in the EU, the four freedoms in the Internal Market and, mainly, competition law in the meaning of mergers, cartels, abuse of dominant positions as well as the European state aid control system and relevant provisions.

Dates: Estimated for April, annually, Wednesday - Saturday, 9.00 am - 6.00 pm



**Univ.-Prof. JUDr.
Daniela Heid**
Federal University of Applied
Administrative Sciences

M3-1 Economics and Finance

Decode finance with confidence and clarity!

Qualification Objectives:

International aspects of economics and finance; up-to date analytical framework for illuminating current events, European economics and finance.

Content:

Analysing real and monetary, build up a simple unified framework for communicating, traditional insights, newest findings and approaches; grasp and retain the underlying logic of international economics and finance, pertinent data or policy questions; special focus on European aspects, causes and consequences of the euro area debt and banking crisis.

Dates: Estimated for December, annually, Wednesday - Saturday, 9.00 am - 6.00 pm

**Univ.-Prof. Dr.
Jan Wenzelburger**
Technical University of
Kaiserslautern-Landau



M3-2 Learning Business by Doing Business

Think globally and act internationally: Grasp the basics of accounting and financial reporting!

Qualification Objectives:

Financial Accounting: understanding of the financial information necessary to make decisions (for managers within an enterprise or investors and analysts outside a company), the financial implications of managerial decision making in previous accounting periods; based on International Financial Reporting Standards (IFRS) the most widely used accounting standards worldwide, mandatory in the European Union. Management Accounting: concepts of costs, margins and profits.

A cost is a construction whose assumptions and limits must be understood; critical insight into the work of management controllers, putting into perspective certain misconceptions which often result in inappropriate decisions.

Content:

Designed for participants without any background in Financial Accounting, it is a foundation course in financial accounting & reporting teaching basics of accounting techniques. The different elements of financial statements will be examined in terms of content, presentation and analysis. The Management Accounting part relies on financial accounting by reorganising the information produced to calculate costs, margins and profits. These calculations do not only concern the products and/or services provided by the company, but can relate to a function, an entity, a process, etc. This optional and internal accounting offers a double dimension, accounting and management. It contributes to the valuation of certain elements in the balance sheet and the income statement and it also allows managerial decisions in relation to conservation, subcontracting, discontinuation of activities, maximisation under constraint, pricing, capacity management, etc. The course is not oriented towards calculation. It aims at developing critical thinking by questioning any cost calculation which always represents an opinion about how resources are consumed by a cost object. It wants to help participants to management accountants.

**Dates: Estimated for June, annually,
Wednesday - Saturday, 9.00 am - 6.00 pm**



**Assistant Professor
Emmanuel Zilberberg**
ESCP Business School Paris



**Associate Professor
Christopher Hossfeld**
ESCP Business School Paris

M4-1 Marketing and Management in Foreign Countries

Global marketing insights from experts at the heart of Valencia!

Qualification Objectives:

At the end of the course Marketing and Management in Foreign Countries, participants will be able to understand critical issues and related challenges of managing people in an international and multicultural environment as well as recognise and value cultural differences. They will learn to apply international management theories and practices in real-world settings and become experts in the respective country with regard to issues and practices pertaining to major management functions. Participants are expected to deal with topics intensely by using the provided literature, prepare the accompanying case study in the given team structure and actively take part in the course.

Content:

The course aims to develop an understanding of the role of marketing within organisations and key frameworks for strategic marketing planning. Students will learn to create marketing plans based on analysis, segmentation, targeting, positioning, buyer behaviour, and competitive dynamics, while evaluating their impact on finance, growth, and reputation.

It also explores branding in both physical and virtual environments, including future trends in VR marketing, as well as developments in the Spanish retail sector compared to other European markets. In addition, the course highlights marketing tools for SMEs in an international context, particularly trade fairs and similar events.

Further topics include ethics and corporate social responsibility (CSR), the concept of the “Gemeinwohlökonomie”, innovation across business growth stages, and the broader impact of marketing systems. The programme takes place in Valencia, Spain, and includes practitioner presentations and company visits.

Dates: Estimated for May, annually, Wednesday - Saturday, 9.00 am - 6.00 pm



Associate Professor
Maria Luisa Andreu Simo
University of Valencia

M4-2 Retailing and Logistics

Mastering Omnichannel, New Business Models and AI-Driven Customer Value!

Qualification Objectives:

The course intends to provide a comprehensive understanding of retail strategies and logistics strategies. It is not primarily aimed at future retail managers but at executives in other industries, in particular in the consumer goods industry, who need to be aware of retail strategies in order to optimise their offer to the retail sector.

Content:

The course provides a comprehensive overview of fundamental concepts in retailing. The course starts with an introduction to major developments in retailing. Especially multi-, cross-, and omni-channel retailing are discussed comprehensively. Key aspects of retail strategies, including market strategies, internationalisation as well as retail marketing, including retail branding, the retail marketing mix, and category management, are covered. The course provides relevant insights into recent trends in retail management and e-commerce, as well as new business models in retailing, including direct-to-consumer strategies, social commerce, and AI in retail. Key elements of supply chain management, logistics, and fulfilment are introduced and deepened in relation to brick-and-mortar, online, and omni-channel environments. Finally, selected technological developments (e.g., voice commerce) and sustainability in retail are part of the lecture and corresponding case studies.

**Dates: Estimated for March-April, annually,
Wednesday - Saturday, 9.00 am - 6.00 pm**



**Univ.-Prof. Dr.
Bastian Popp**
Saarland University

M5-1 Service Management

Build strong and lasting customer relationships successfully and co-create value!

Qualification Objectives:

Conveying an understanding of services and service, as well as teaching the ability to apply key concepts and tools in service management.

Content:

Focus on the challenges of managing services and delivering quality service to customers, the course introduces key concepts and tools of service management. Moreover, the course challenges participants to rethink how companies should manage their services in building their competitive strength and profitability. The course is equally applicable to traditional service companies, e.g. for-profit organisations (e.g.: banks, transportation companies, hotels, educational institutions, professional services, telecommunication, tourism, etc.) as well as public/non-profit organisations (e.g.: hospitals, NGOs, schools, public agencies, theatres, museums, etc.). Moreover, the ideas presented in the course are valuable for any kind of organisation that is open to take on a service perspective on their business and core competences.

Dates: Estimated for December and March, annually, Wednesday - Thursday, 9.00 am - 6.00 pm



**Univ.-Prof. Dr.
Herbert Woratschek**
University of Bayreuth

M5-2 Data Analysis

Boost your data literacy, make better decisions!

Qualification Objectives:

Understanding of the probabilistic foundations of hypothesis testing and inference; selecting appropriate statistical techniques according to the research question addressed; describing the concepts of presented statistical techniques, scopes, objectives and underlying assumptions; reading, interpreting, and communicating the statistical findings; mastering statistical software for multivariate data analysis.

Content:

Focus on various multivariate statistical methods used in analysing quantitative data for effective managerial decision making in fields like marketing or management. At the beginning, participants will be introduced to the basics of hypothesis formulation and testing. Next, the lectures cover techniques for multivariate dependence and interdependence analysis.

Topics include analysis of variance and linear regression (analysis of dependence) as well as exploratory and confirmatory factor analysis (analysis of interdependence). Computer sessions (including exercises/ case studies) using the statistical software SPSS will help participants to appropriately apply the data analysis methods covered in the lectures to “real world” problems.

**Dates: Estimated for February, annually,
Wednesday - Saturday, 9.00 am - 6.00 pm**



**Univ.-Prof. Dr.
Dirk Temme**
University of Wuppertal

M6-1 Consumer Behaviour

Why do people buy what they buy? Dive into the psychology behind consumer choices!

Qualification Objectives:

Understanding of consumer behaviour, how consumers' decisions are influenced by emotional, cognitive and unconscious processes. Experiencing a multitude of possibilities to transfer new knowledge about consumer behaviour to real-world business problems in a European context.

Content:

The aim of this course is to give an overview of findings of consumer behaviour that are highly relevant to understand consumers' responses to marketing strategies. The course intends to provide inspiration to MBA students when dealing with topics related to consumer behaviour. Also, it intends to give an up-to-date state-of-the-art overview of research on consumer behaviour to students.

Dates: Estimated for April, annually, Wednesday - Saturday, 9.00 am - 6.00 pm



Univ.-Prof. Dr.
Andrea Gröppel-Klein
Saarland University



Professor
Güliz Ger
Bilkent University

M6-2 Entrepreneurship

From platform economy to AI and blockchain - cover the trends shaping tomorrow's ventures!

Qualification Objectives:

Understanding of what an entrepreneur is, what his/ her benefits, risks, and responsibilities are; what a good opportunity is, what kinds of opportunity sources there are; the mechanics of entrepreneurial process; the process of initiating product and service development; technology driven entrepreneurship; available resources for start up and growth; organisational approaches towards global growth.

Content:

The role of entrepreneurship in an economic unit has been well documented and is of interest not only to business people and politicians but also to students – the future entrepreneurs. Creating and growing a new venture inside or outside a corporation is a task that few individuals are able to accomplish, even though many profess the desire. This course is based on an understanding of strategic areas of business and applies the tools and analytical techniques of these areas to the new venture creation process in a domestic and international setting. The entrepreneurship module has been designed in a way that prepares participants very well for pursuing careers as owner/managers. It also offers a generic examination of the general principles of entrepreneurship and entrepreneurial activity. Adopting this unit does not confine participants to the limitations of small business and its related activities. It supports the full development of entrepreneurial skills and sensitivities for use in existing organisations, to facilitate the management of change and/or the achievement of organisational goals.

Dates: Estimated for January, annually, Wednesday - Saturday, 9.00 am - 6.00 pm



**Univ.-Prof. Dr.
Benedikt Schnellbacher**
Saarland University

**Univ.-Prof. Dr.
Sven Heidenreich**
Saarland University



M6-3 Leadership and Human Resource Management

Become a good leader – build strong teams!

Qualification Objectives:

Understanding of strategic dimensions of Leadership and Human Resource Management in times of disruptive change; foundations of professional HRM on a strategic level; how leadership/ HRM function contribute to optimising human capital and creating added value for organisations; insight into recent research on leadership and HRM and behaviour-related and measurement-related perspectives in HRM; finding solutions for highly recurrent challenges in leadership.

Content:

This module looks at major theories of work motivation and leadership and analyses how different cultural backgrounds of leaders and followers have an impact on leadership effectiveness. Students will acquire knowledge about both the general impact of culture on leadership and national cultures of specific regions of the world. Based on this, the module presents and discusses different strategies to handle a culturally diverse workforce. The methods used in this module include lecture, class discussion, case analysis, and experiential exercises. Students are expected to be active participants in the learning experience.

Dates: Estimated for February, annually, Wednesday - Saturday, 9.00 am - 6.00 pm



**Univ.-Prof. em. Dr.
Torsten Kühlmann**
University of Bayreuth

M6-4 Cross-Cultural Management

Understand different mindsets - Navigate complexity and build trust!

Qualification Objectives:

Major theories of Cross-Cultural Management, initial cultural diagnosis of a cross-cultural project; connect theoretical insights into current cross-cultural challenges to daily practice.

Content:

Students learn about cultural influences on human resource management, communication and collaboration in international contexts. The course connects classical perspectives on culture and diversity to recent views on cultural dynamics and intercultural collaboration. Students learn to reflect on the multi-layered character of culture (societal, organisational, and professional) and the ways cultural practices work out in daily organisational life in a globalised world. The course provides students with a basic knowledge of models of cross-cultural communication and cultural theory. Participants will further get an understanding of the way culture influences the collaboration in multicultural teams or organisations. Furthermore, themes such as cultural negotiation, intercultural competence and diversity management will be addressed.

**Dates: Estimated for January and June, annually,
3 days only (1+2), 9.00 am - 6.00 pm**



**Prof. Dr.
Robert Münscher**
Worms University of
Applied Science



**MBA
ENTREPRENEURSHIP &
INNOVATION**

ENTREPRENEURSHIP



MBA Entrepreneurship & Innovation: Key Facts

Your Gateway to success: MBA Entrepreneurship & Innovation: Step up to senior leadership – or launch and grow your own venture!

Excellent programme

- Robust general management foundations plus a sharp focus on entrepreneurship and innovation
- Strong, hands-on practical orientation with real-world application
- Transfer-driven, highly interactive learning experience
- Guest lectures & excursions
- Learn from renowned experts and top-notch international professors
- Excellent student-lecturer ratio and state-of-the-art learning facilities
- Professional support and networking opportunities

Internationality

- 15 block courses in English
- Family-like learning atmosphere with fellow students and lecturers from all over the world

Focused and Fast-Track

- Earn your MBA in just 1 year – full-time and career-focused

Cultural diversity and learning atmosphere

- Learning in small groups of international students who bring their multi-national and cultural backgrounds into the classroom.
- Interactive methods such as case studies, real-life examples, practical exercises, teamwork, and company visits
- Field trips and excursions

Unique location

- In the heart of Europe: Border triangle of Germany-France-Luxembourg
- Benefit from Saarland University's profile as an Entrepreneurial University and the Triathlon ecosystem for entrepreneurship, innovation, and transfer
- Access to at least 3 different job markets after your MBA
- Great travel options for exploring the greater region (also to Belgium and the Netherlands)

MBA Entrepreneurship & Innovation

Thinking Entrepreneurially. Driving Innovation. Shaping the Future.

The continuing education MBA in Entrepreneurship & Innovation offers a scientifically grounded and practice-oriented education in economics and management, with a clear focus on entrepreneurship and innovation management. The programme aims to prepare students for entrepreneurial challenges in a dynamic and international economic environment.

Programme Profile & Academic Focus

The MBA is designed for individuals who wish to initiate start-up projects, lead innovation processes, or assume entrepreneurial responsibility within organisations. Particular emphasis is placed on new venture creation, corporate entrepreneurship, and the strategic development and implementation of innovation projects across organisations of different sizes. The language of instruction is English, reflecting the international orientation of the programme.

Qualification Objectives

Graduates of the MBA in Entrepreneurship & Innovation are qualified to: plan, develop, and implement business start-ups, design and manage innovation projects within companies, contribute to research and development processes from an economic perspective, and advance spin-offs and entrepreneurial initiatives within existing organisations.

Skills & Competence Profile

By combining solid management knowledge with interdisciplinary perspectives and an international outlook, the programme equips students with a broad and versatile competence profile. Graduates are prepared to think and act entrepreneurially in a wide range of industries, organisational contexts, and geographical settings.



Career Opportunities

The MBA opens up diverse career pathways, including: business start-up and venture development, corporate and strategic management, economic, managerial, and innovation-related roles. Career opportunities extend across sectors and countries and include leadership positions as well as self-employed entrepreneurial activities. Students benefit from Saarland University's profile as an Entrepreneurial University, gaining hands-on experience through close links to start-up activities and the Triathlon ecosystem for entrepreneurship, innovation, and transfer.

Target Groups

The programme is designed for a wide range of target groups, including founders and those interested in founding a business, practitioners, entrepreneurs and employees, as well as PhD students from other disciplines and affiliated institutes.

Distinctive Features of the Programme

Key characteristics of the MBA include:

- English as the language of instruction
- Strong foundation in general management with a specialisation in entrepreneurship and innovation management
- European focus in teaching and academic perspectives
- On-campus teaching formats with intensive interaction
- Strong emphasis on practical relevance
- Highly international faculty and student body

Admission Requirements & Study Format (find more on page)

Admission requires a completed Bachelor's degree and at least one year of relevant professional experience.

The MBA in Entrepreneurship & Innovation is a fee-based continuing education programme.

Tuition fees:


Full-time programme: **€12,000**
plus the applicable semester contribution.

MBA Entrepreneurship & Innovation Module Overview

The **15 classes** usually take place from Wednesday to Saturday and cover the following fields:

- **Management Basics**
- **European Basics**
- **Financial Management**
- **Marketing and Management**
- **Operations Management & Data Analytics**
- **Entrepreneurial Management**

Courses can also be booked individually.



MBA Entrepreneurship & Innovation	
Modules	
Module 1: Management Basics (9CP)	Strategic Management (3CP) Corporate Sustainability and Social Responsibility (3CP) Soft Skills (3CP)
Module 2: European Basics (6CP)	European Institutions (3CP) European Regulations (3CP)
Module 3: Financial Management (6CP)	Learning Business by Doing Business (3CP) Economics and Finance (3CP)
Module 4: Marketing and Management (6CP)	Marketing of Innovations (3CP) Consumer Behaviour (3CP)
Module 5: Operations Management & Data Analytics (6CP)	Business Model Development (3CP) Data Analytics Project (3CP)
Module 6: Entrepreneurial Management (12CP)	Entrepreneurship (3CP) Leadership and Human Resource Management (3CP) Entrepreneurial Management (3CP) Prototyping and Agile Project Management (3CP)
Master Thesis (15 CP)	Master Thesis (15 CP)



M4 Marketing and Management

M4-1 Marketing of Innovations

Turn new ideas into market-ready success!

Qualification Objectives:

At the end of the course Marketing of Innovations, participants will gain the skills to utilise innovation marketing techniques for decision-making in uncertain entrepreneurial settings. The course covers decision-making strategies, frameworks, and practical examples to deepen understanding of innovation marketing's importance, requirements and methods. Various decision-making strategies and frameworks from research and practice are presented in this context and illustrated with a multitude of concrete examples and applications. The aim of the course is to provide participants with an in-depth understanding of the relevance, requirements, structures, and methods of innovation marketing. The specific competencies that students will acquire include: (1) the ability to use various market research techniques to market radical innovations, (2) knowledge of creativity techniques to bring new products and services to market, (3) the application of various methods to promote branding for innovations, (4) the ability to make diagnoses regarding the planning process and the time horizon for the launch of new products to derive concrete measures.

Content:

During the course “Marketing of Innovations” participants will gain in-depth insights into marketing high-tech innovations, covering terminology, strategies, and the processoriented approach to innovation marketing. It addresses positioning, opportunity identification, project conception and implementation, product sustainability, and organisational capabilities. Key success factors and customisation of innovation marketing strategies are also discussed. The marketing of innovations takes place in an environment characterised by uncertainty, thus requiring quick decision-making processes with incomplete information. Furthermore, high-technology companies operate in an environment where product innovations quickly become obsolete and market conditions are uncertain. Therefore, innovations are introduced into the markets at short intervals, making good communication between marketing and the R&D Department crucial. To master these challenges, it is important that different, innovation-promoting skills and processes are present in the company.

Marketing managers must therefore be able to track market trends, evaluate future technologies, harmonise distribution channels, develop pricing strategies, and successfully implement marketing campaigns. In the lecture "Innovation Marketing," detailed knowledge in the field of marketing high-tech products and innovations is imparted.

Initially, terms, subject matter, and tasks of innovation marketing are discussed, and a process-oriented view is adopted. Fundamental questions of positioning and the identification of specific opportunities for innovation marketing are also addressed. Furthermore, students are introduced to the conception and implementation of new product development projects, the perpetuation of the resulting products, and the necessary organisational skills. Finally, success factors and starting points for a company-specific design of innovation marketing are discussed.

**Dates: Estimated for November, annually,
Monday - Wednesday, 9.00 am - 6.00 pm**



**Univ.-Prof. Dr.
Sven Heidenreich**
Saarland University

M4-2 Prototyping and Agile Project Management

Turn Innovation into Action: Think smart - Build fast !

Qualification Objectives:

The course “Prototyping and Agile Project Management” intends to provide a comprehensive understanding of key competencies including the selection and application of decision-making strategies for new product development, an understanding of new product technologies and their contexts, the use of agile project management for prototyping, and the application of design thinking in product realisation. These skills aim to provide a holistic approach to innovative product development. The specific competencies that students are expected to acquire in the process include:

- (1) The ability to consciously choose, evaluate, and apply different decision-making strategies in the development of new products,**
- (2) an understanding of the relevance, characteristics, as well as application context of new product development technologies,**
- (3) the application of agile project management techniques to prototype development,**
- (4) the use of design thinking for product realisation.**

Content:

The course Prototyping and Agile Project Management gives a broad overview of the key concepts in product development, utilising agile project management approaches such as scrum and design thinking. The course starts off with an introduction into the main concepts of scrum and design thinking. Building on this basic understanding a product development project is developed over the course of the lecture, characterised by iterative product development loops with features such as velocity planning, daily scrum, review and retrospective.

**Dates: Estimated for March, annually,
annually, 3 days only! 9.00 am - 6.00 pm**

**Univ.-Prof. Dr.
Benedikt Schnellbacher**
Saarland University



M5-1 Business Model Development

Rethink business – Practical and innovative!

Qualification Objectives:

In recent years, we have witnessed a major evolution in societies from being predominantly manufacturing-based to being predominantly service-based. Services have become critical for competitive advantage in all kinds of organisations, industries and branches. Recent publications in business and management increasingly focus on service as the main reason of economic exchange and therefore promote the view that at their core “all businesses are service businesses”. Key objectives of the course Business Model Development include equipping participants with an understanding of business models, including their definition and components. It covers the exploration of business model dimensions, the innovation process for business models, and introduces both traditional and modern techniques for developing business models in the digital era, such as the Business Model Canvas and strategic network analysis. Key objectives of the course Business Model Development include .

- **Understanding business models: definition and delimitation of business models**
- **Exploring business model dimensions and elements**
- **Learning about the process model for innovating business models**
- **Becoming familiar with traditional and new techniques to develop business models in the digital age (e.g. business model canvas, strategic network analysis)**

Content:

The business model concept is one of the most profound additions in the strategy literature in the last decades, which affects academics and practitioners alike. While the more traditional operationalisations of the concept, such as the business model canvas, are an established part of business school curricula, newer considerations about the utilisation of business models in the digital realm are still up to debate and are continuously further scrutinised by academia and tested in practice. The course provides an overview about the concepts and provides the students with the opportunity to apply the techniques to different cases.

Dates: Estimated for February, annually, 3 days only! 9.00 am - 6.00 pm



**Univ.-Prof. Dr.
Benedikt Schnellbacher**
Saarland University

M5-2 Data Analytics Project

Design your own project, from data collection to statistical modelling and interpretation!

Qualification Objectives:

The course “Data Analytics Project” teaches participants to collect and preprocess data, addressing issues like missing values and outliers. The curriculum includes applying statistical methods for data analysis, such as hypothesis testing and regression analysis, to draw meaningful conclusions and make predictions. Participants will also gain domain-specific knowledge to contextualise their analysis and improve its relevance. Additionally, the course covers essential project and time management skills, teaching learners how to efficiently plan, manage, and execute data analytics projects, ensuring successful outcomes. Learning objectives include the following.

Content:

The course provides students with the opportunity to work on a data analytics project, academically accompanied by a researcher in the relevant research area. Each project is individual and coordinated with the researcher in question. The project is analysed with an appropriate methodical approach (e.g. SEM, Experiment, etc.) depending on the specific project goal. The project requires independent thinking and work to accomplish.

Dates: Estimated for December / February, annually, 2 days only (1+1), 9.00 am - 6.00 pm



**Univ.-Prof. Dr.
Benedikt Schnellbacher**
Saarland University



**Univ.-Prof. Dr.
Sven Heidenreich**
Saarland University



M6-4 Entrepreneurial Management

From Ideas to Impact in a Global World.

Qualification Objectives:

As a result of the course, students will be able to implement entrepreneurial thinking and action within and outside an established organisational structure. The overarching goal of the course is to provide students with a deep understanding of the relevance, requirements, structures, and methods of Corporate Entrepreneurship. To this end, students will be introduced to suitable approaches and management techniques along the five management functions of planning, organisation, staffing, leading, and controlling, to identify entrepreneurial opportunities and successfully implement them within an organisation.

Content:

In the course Entrepreneurial Management, participants learn behavioural skills for corporate entrepreneurs in different situations and methods for enforcing change processes in organisations. Both module elements consist of a theoretical and a practical part (team project, case studies). Furthermore, the module deals with definitions and basic approaches to human capital management. Strong emphasis is put on explanations about the differences between national and international human resource management. Case studies and discussions about the role of human resource management in multinational companies as well as cultural influences on human resource management are part of the module too. In times of stagnant markets and global competitive pressure, it becomes increasingly important for established companies to implement entrepreneurial thinking and action within and outside their organisational structure. Against this backdrop, the event aims to demonstrate the importance of Corporate Entrepreneurship for the long-term viability of established companies. Corporate Entrepreneurship encompasses all entrepreneurial activities of established companies at an individual or organisational level, with the goal of identifying innovative ideas and implementing them within the existing organisational structures.

Along the five management functions of planning, organisation, staffing, leading, and controlling, approaches for entrepreneurial activities within established organisational structures are presented to achieve an innovative, proactive and flexible orientation of the company.

Dates: Estimated for March, annually, 3 days only, 9.00 am - 6.00 pm



Univ.-Prof. Dr. Sven Heidenreich
Saarland University

A

FEEES &

APPLICATION

Process & Checklist

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Study Fees

The MBA European Management and the MBA Entrepreneurship & Innovation are fee-based continuing education programmes. As such, students are required to pay tuition fees, which should be viewed as an investment with a clear return, reflected in enhanced professional skills, improved career opportunities and long-term benefits for their ongoing development:

- **Full-time study fee: € 12,000**
- **Part-time study fee: € 14,500**

Moreover, the semester fee (please check: <https://www.uni-saarland.de/en/study/organisation/fees/semester-fee.html>) has to be paid each semester. MBA students are exempt from the administrative charge of €50.

Scholarships

Students may apply for **scholarships** at various institutions (for example, DAAD; please see further information on their website: <https://www.daad.de/en/>).

There is a student scholarship dedicated explicitly to MBA students of our institute, available every year in June. The so-called "Deutschlandstipendium" is open for applications from all MBA students.

The institute also recognises academic excellence through prestigious awards such as the Villa Lessing Prize and the Hans Werner Osthoff Prize, which offer monetary rewards to outstanding performers in the programme. We are proud to be able to provide those support options to help make world-class higher education accessible to a diverse range of students, fostering inclusivity and excellence in academic endeavours.

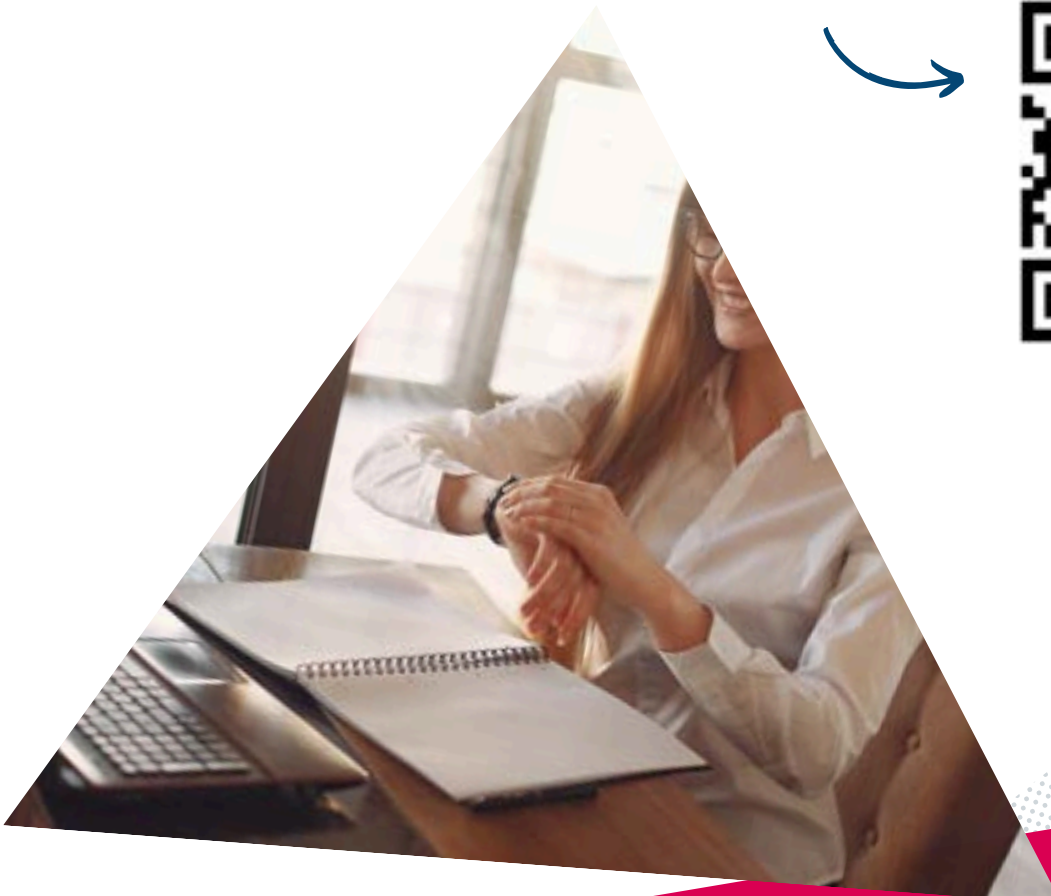
Application

Throughout the application process, we select the best students for our programme. From the first contact, we discuss your career objectives, taking into account your personality and other attributes. Then, we analyse the application documents and invite the best candidates for an (online) interview.

As applications are reviewed on an ongoing basis and places are limited (a maximum of 30 students per year), we encourage candidates to apply as early as possible. Once the annual maximum intake is reached, any additional applications will be transferred to the admissions cycle for the following year.

The application deadline for the academic year is set as **15 July** of the respective year. Late registration is available until 30 September. The number of study places is limited. You may either upload your documents online or complete the application form at <https://registration.eiabm.de> and email us the following documents:

You may also apply here



Application Documents

- COMPLETED APPLICATION FORM**
(Application form to fill in – or online application possible at:
<https://registration.eiabm.de>)
- CV**
- LETTER OF MOTIVATION**
- COPY OF YOUR FIRST DEGREE**
- TWO LETTERS OF REFERENCE /
RECOMMENDATION LETTERS**
- TOEFL** score copy or **IELTS** score copy
- GMAT** score copy
- OTHER CERTIFICATES** (e.g. work experience certificates, internships etc.)
- PHOTO** (digital, 300 dpi)
- APS** (for applicants with degrees from India, China and Vietnam)

Application Support and Provisional Admission

We are happy to support you in reviewing and completing your application documents and are available to advise you on any questions regarding the required proof of qualifications. In addition, regarding certain admission requirements, our examination regulations allow applicants to receive provisional admission to the programme on the condition that the missing requirements are fulfilled and submitted by the end of the first semester (31 March).



Contact:

Julia Senni, M.A.

Programme Manager

Saarland University

European Institute for Advanced Behavioural Management

+49 681 302-2553

eiabm@uni-saarland.de





CERTIFIED SINGLE COURSES

Certified Single Courses

Up to nineteen courses of the MBA programme can be booked as **certified single events**. Interested participants can register easily, without going through a formal application process. This offer allows non-students and professionals alike to attend our certified courses and benefit from internationally renowned experts and leading scholars – without committing to a full MBA programme.

These courses are designed to qualify aspiring managers, practitioners, international students, and academics for demanding positions in a global market. To support the further development of future executives with less time commitment and greater flexibility, the EIABM offers a portfolio of up to 19 academic, accredited, and internationally recognised MBA courses that can be tailored to participants' individual interests. Stay up to date with cutting-edge economic and management knowledge – without enrolling in an entire degree programme.

Advance your career and meet the growing demands of a dynamic, globalised marketplace. Acquire new skills in strategic, financial, and behavioural management, marketing, entrepreneurship, European business, and intercultural competence. Deepen your expertise in areas such as accounting, leadership, or sustainability.

You decide which courses to attend: combine courses from different modules or complete a full module for a more in-depth pathway.

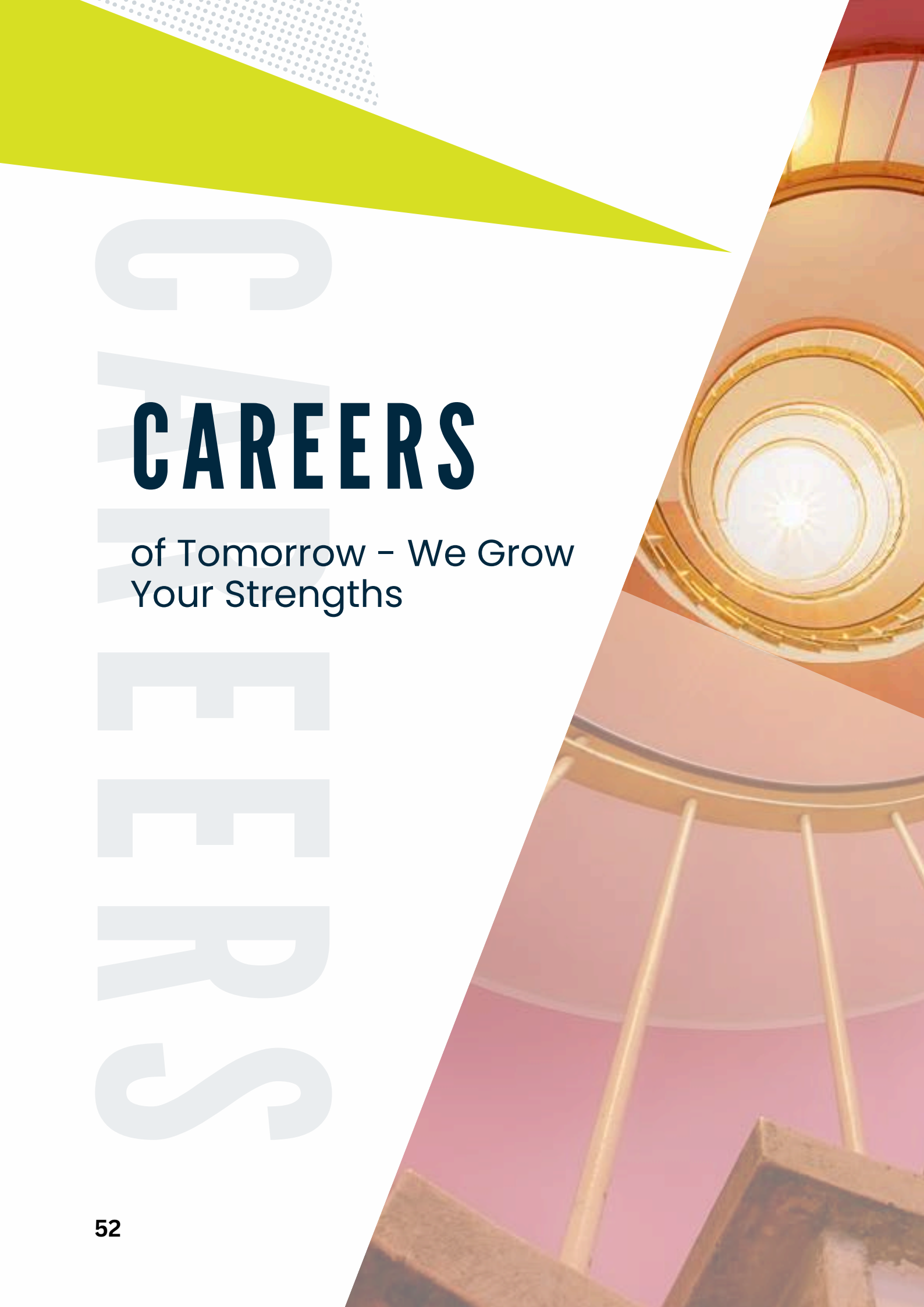
- Short-term registration possible
- No formal application required
- No exams
- Official certificate from Saarland University for each completed course

Contact us or register directly for our certificate courses!

Find more information here:

<https://www.eiabm.de/en/certificates/>





G

CAREERS

of Tomorrow – We Grow
Your Strengths

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*You will be prepared to
"manage successfully with(in)
Europe".*

Careers of tomorrow

We consistently take the specific demands of the European economic area into account in our programme. We combine cutting edge research with a modern teaching style. We create a truly international experience in a truly international university. All students can benefit from excellent networking opportunities and start building themselves successful careers right from the start of their MBA studies.

We Grow Your Strengths

With over 30 years of experience in post-graduate teaching we equip the managers of tomorrow with fundamental knowledge in European Management. Our students understand the cultural diversity of Europe and know how to incorporate this understanding into their considerations in order to make successful management decisions.

Industry Ready Approach

The EIABM maintains close ties with industry and relevant businesses through individual contacts and professional networking opportunities.

The institute has an advisory board and a committee of business representatives from local industries and companies, which is currently being expanded and strengthened.

MBA students come from diverse corners of the globe, all on a trajectory towards leadership roles in global teams. The MBA programme equips them with foundational knowledge in modern management, encompassing economic, legal, and political strategies, as well as crucial intercultural dimensions, through engaging discussions and case studies.

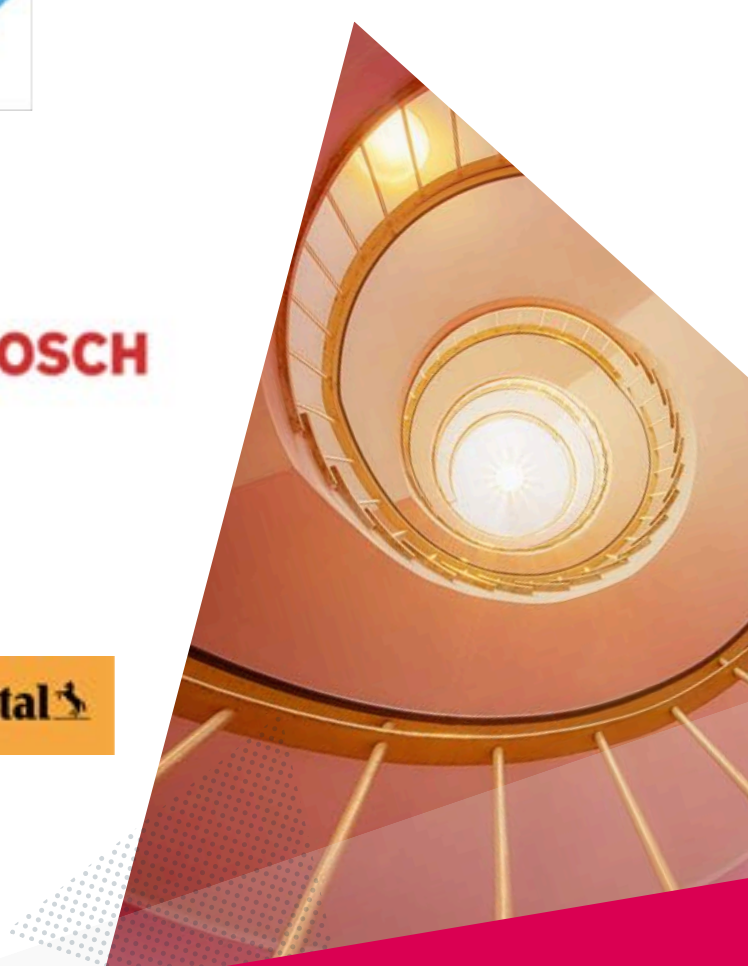
Complementing theoretical learning, field trips, lectures, and company visits at European partner universities facilitate practical application and deepen understanding of concepts. The programme's emphasis on practicality is underscored by cutting-edge teaching methodologies, such as interactive case studies and real-world examples, ensuring students gain early insights into industry practices. These experiences also provide ample networking opportunities with industry experts, laying the groundwork for future career prospects.

Central to EIABM's ethos is research and teaching focused on understanding human and market behaviour, both crucial to corporate success. Questions surrounding consumer behaviour, the impact of internationalisation, and the use of modern information systems are explored, reflecting the institute's commitment to addressing contemporary management challenges.

EIABM's industry connections and knowledge-transfer initiatives, including guest lectures and international study weeks, ensure that students gain practical insights and exposure to global business environments. The institute's advisory board fosters ongoing collaboration with local industries, enhancing networking opportunities and industry relevance.



Where Our Graduates Are...



A woman is shown in profile, wearing a white VR headset. The background is a mix of white, yellow, and purple geometric shapes. A large, faint, light grey word 'ENTREPRENEUR' is visible in the background, partially obscured by the main text.

ENTREPRENEURIAL UNIVERSITY

We Grow Your
Strengths and Enable
Your Potential

Entrepreneurial University

Boasting a modern campus and excellent infrastructure, we provide an ideal environment for start-ups, entrepreneurial activities and enhancing management careers. Students benefit from Saarland University's profile as an Entrepreneurial University, gaining hands-on experience through close links to start-up activities and the Triathlon ecosystem for entrepreneurship, innovation, and transfer.

Meet our partners

At Saarland University, entrepreneurship is a core element of our identity as an Entrepreneurial University. This strategic positioning is reflected in our commitment to fostering innovation, supporting startups, and driving knowledge transfer.

In collaboration with dynamic partners like Triathlon, we offer a thriving ecosystem that empowers aspiring entrepreneurs, researchers, and industry professionals alike.



Bildquelle:
© Oliver Dietze

Triathlon – Ecosystem for Entrepreneurship, Innovation, and Transfer

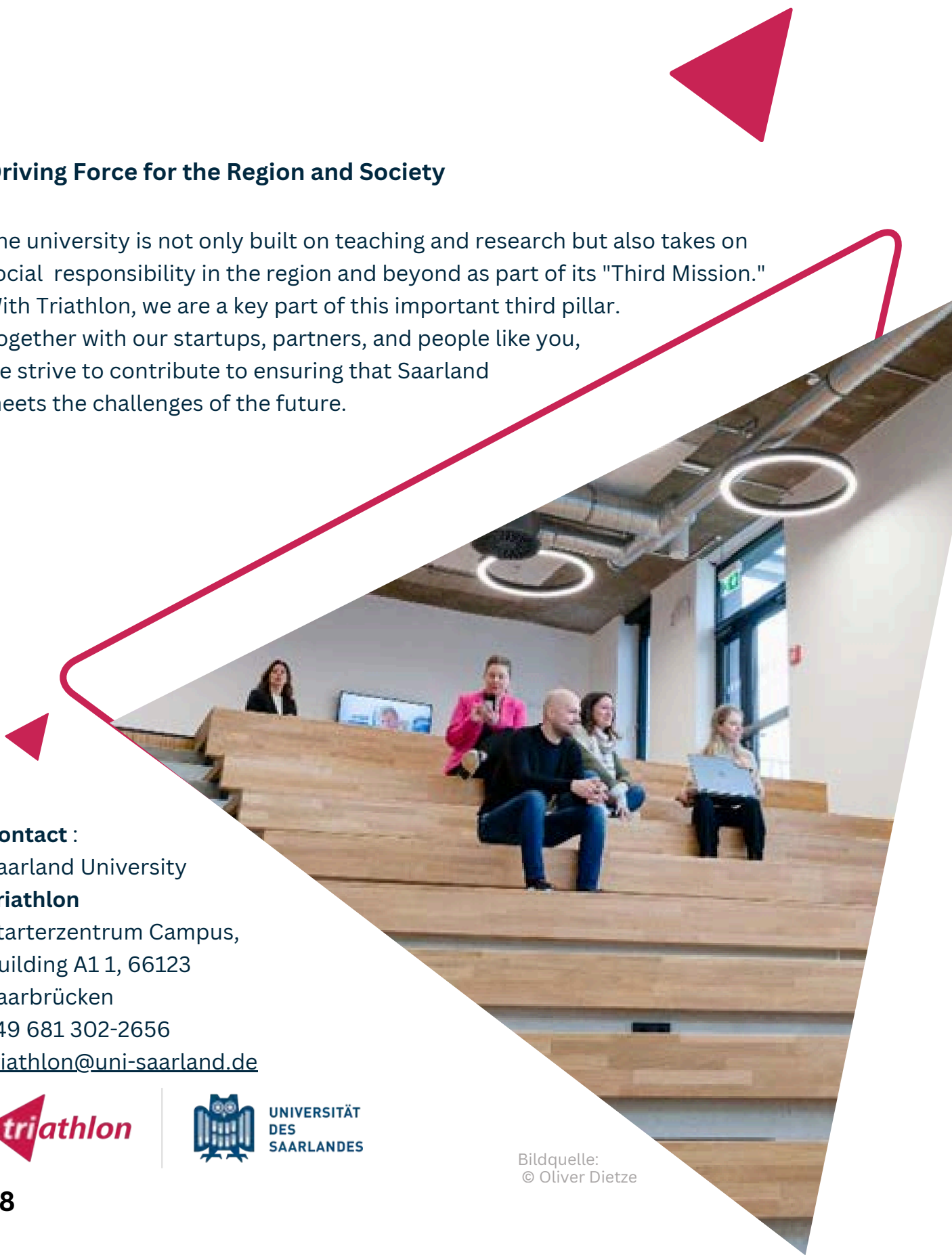
Turning ideas into reality – whether you're launching a startup, transforming research into market-ready solutions, or developing an entrepreneurial mindset for your career, we are here to support you. Triathlon is Saarland University's integrated ecosystem for entrepreneurship, innovation, and transfer, bringing together expertise, networks, and resources to empower innovators at every stage.

From the first spark of an idea to sustainable success, we help you navigate the challenges of entrepreneurship—whether you're commercialising research, scaling a business, or shaping your professional future.

Driving Force for the Region and Society

The university is not only built on teaching and research but also takes on social responsibility in the region and beyond as part of its "Third Mission." With Triathlon, we are a key part of this important third pillar. Together with our startups, partners, and people like you, we strive to contribute to ensuring that Saarland meets the challenges of the future.

Contact :
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AWARDS
AWARDS
AWARDS
AWARDS

AWARDS

Hans-Werner-Osthoff Award
and Villa Lessing Prize



Awards

Every year, the institute announces two prestigious prizes for successful MBA graduates: the "Villa Lessing Prize", awarded for an outstanding Master's Thesis with a European focus, and the "Hans Werner Osthoff Prize", presented to the most successful MBA student. Both prizes are highly sought after and come with prize money along with the award's honours. All EIABM students are eligible to apply.

Hans-Werner-Osthoff-Award

The **Hans-Werner Osthoff Award** is dedicated to the best graduate of the year from the Europa-Institut at Saarland University. The **Prof. Dr. Osthoff Foundation** was established on 7 December 1990 as a special fund of Saarland University and supports outstanding young scientists of the Europa-Institut by awarding the Hans-Werner Osthoff Prize. The Foundation also supports special research projects. The Advisory Board oversees all matters concerning the Foundation.



Villa Lessing Prize

The Villa Lessing Prize is dedicated to students of the Europa-Institut at Saarland University whose Master's Thesis deal with the development of economics and law in Europe. The Villa Lessing – Liberal Foundation Saar is the Liberal Foundation of the Saarland. The aim of the foundation is the promotion of democratic and civil education, science, research and culture on a liberal basis, as well as the furthering of international communication and European unification. Residence of the foundation is the Villa Lessing in Saarbrücken.

TESTIMONIALS & ALUMNI

Alumni Voices & Network



What Our Students and Alumni Say About Us



Shelby Peranich
MBA student in 2026,
Manager at SouthwestX

“The MBA programme within the Europa-Institute has helped broaden my professional goals and perspective through a European lens. Through the lectures and connections with my professors, I’ve been able to deepen my focus on innovation while also strengthening my understanding of broader business topics such as operations, consumer behavior, and strategy.”



Ivo Sonntag
Recipient of EXIST start-up
grant and startup founder

“I definitely valued the flexibility the programme 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.”



Tanishq Shimpi
MBA student in 2026

“I have had an amazing experience in the MBA programme. From highly engaging faculty members to experienced peers with diverse backgrounds and perspectives, the learning environment has been truly enriching. Each lecture incorporates practical activities and real-world applications, helping us understand concepts beyond theory and apply them effectively.”



Eleni Papaioannou
MBA graduate in 2012

“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-Institute provided me with the business and economic basics that I had been missing.”

Benefit From an International Alumni Network

Real value emerges when communities truly come to life and co-create!

That's why we warmly encourage all alumni of the European Institute for Advanced Behavioural Management to join Saarland University's alumni platform and become part of this shared journey!

The network is about much more than staying in touch. It's about learning from each other, opening new doors, and building something meaningful together across cohorts and borders:

www.alumni-uni-saarland.de



Please also find our alumni group on social networks:



LinkedIn
Saarland University, MBA Alumni

RESOURCES

RESOURCES

at the EIABM & Saarland
University





Resources That Enable Your Success

Location

Saarland is the business location, and its state capital, Saarbrücken, is the economic and cultural centre of the cross-border conurbation SaarMoselle. Saarbrücken, as a university-, congress-, trade fair- and shopping city, is an attractive location for entrepreneurial activities.

Saarbrücken's special geographical location in the border triangle of Germany, France and Luxembourg, offers graduates of the MBA programme the opportunity to apply for jobs in three different job markets in the Saar-Lor-Lux region following their MBA studies.

Infrastructure

Boasting a modern campus and excellent infrastructure, the institute provides an ideal environment for academic pursuit. The European Institute for Advanced Behavioural Management (EIABM) leverages these facilities exclusively for its MBA students, offering access to cutting-edge resources such as the CIP Pool, advanced teaching and study rooms, and a dedicated institute library. Moreover, students benefit from various support services including career counselling, language courses, and start-up assistance, enhancing their overall academic experience. The institute is part of Saarland University's state-of-the-art campus with modern facilities offering a great study environment.

People

At the European Institute for Advanced Behavioural Management (EIABM), you are never on your own: our academic staff and dedicated institute team are committed to supporting you throughout your MBA studies, from your first questions to your final thesis. You will find approachable people who know you by name, take the time to listen, offer individual advice and connect you with the right resources on campus so that you can focus on your learning, your projects and your next career step.



Resources at the EIABM & Saarland University

Saarland University has a state-of-the-art campus with modern facilities and offers a great work environment. In particular, EIABM students can take full advantage of the following institutions and services of Saarland University's excellent infrastructure and benefit from the specific resources of the institute:

Academic & Learning Resources

- CIP Pool with state-of-the-art technical equipment, computers, iPads, electronic whiteboards, etc., for use by MBA students exclusively
- Teaching and study rooms of the latest technical standards for MBA students exclusively
- EIABM Institute's library
- Free use of Saarland University's main municipal and state library on campus, including a vast digital catalogue

Career, Entrepreneurship & Networking

- Free career counselling, assistance with finding internships and jobs, career preparation, advice and workshops at our Career Centre
- Free participation in our so-called "Career Tuesdays": Practitioners and headhunters from companies come to the campus to introduce their companies and job offers to our students.
- Free start-up advice and support, close networking with the business community, and business start-up courses
- Invitations to Campus and Job Fairs

Language, Integration & International Support

- Free language courses (such as German courses) at our Language Centre
- Free support and help on how to prepare for your stay in Saarbrücken, visa issues, first steps, finding accommodation, jobs, financing your studies etc. at our Welcome Center
- Free exciting leisure-time and cultural programme for international students with new offers every month at our Centre for International Students
- Buddy Programme for International Students



Campus Life, Wellbeing & Student Experience

- Student Lounge with seating areas, free coffee/tea making facilities, water and break space for MBA students exclusively
- Mensa on campus with an excellent choice of healthy delicious foods and beverages
- Various cafes and restaurants on campus
- Free use of excellent sports and leisure activities on campus such as gyms, swimming pools, sports clubs and an Olympic Center on campus
- Vibrant city centre with museums, shops, concert halls, parks for a unique and exciting student life experience

Access, Family & Special Support

- Private Key to the Institute for individual research work at any time
- Childcare facilities and family support at our Family Office
- Free use of public local transport, discounts in various shops, museums, theaters etc. with your student card





HISTORY

of the Institute and the First
University MBA Degree in
Germany



History - Rooted in Tradition, Shaping the Future

The European Institute traces its roots back to 1951, when it was founded after Saarland University had been proclaimed a “European University” in November 1950 and the Institute was envisaged as the “crown and symbol of the entire university”. Ten years after the Law Section of the European Institute launched its postgraduate programme “European Integration”, a corresponding economics-focused programme, “European Economy”, was established in 1990. To this end, the Department of Economics founded the Economic Section of the European Institute, which is responsible for designing and further developing the study programmes and, at the same time, contributes to Saarland University’s European profile through its research focus on “European Studies”.

In doing so, the Institute combines a strong international – and especially European – orientation with top-level research in economics. The initiators of the MBA programme were Prof. Dr. Christian Scholz and Prof. Dr. Werner Kroeber-Riel (Business Administration) as well as Prof. Dr. Rudolf Richter and Prof. Dr. Werner Pommerehne (Economics). From the very beginning, the programme has focused on a behaviour-oriented understanding of markets and people, based on the conviction that companies are most successful when they truly understand both markets and the people who shape them. Between 1990 and 1999, the Institute initially offered separate programmes in economics and business studies.

In each field of study, two degrees were envisaged: “Certificate in European Economic Studies” and “Magister Rerum Politicarum Europaeorum” for the economics track, and “Certificate in European Management” and “Magister Rerum Oeconomicarum Europaeorum” (MBA) for the business track. Since 2008, the programme has operated under the name “MBA European Management” and has served as a key contact point for continuous university education in management, entrepreneurship and innovation. In 2026, the new MBA Entrepreneurship & Innovation was introduced, expanding the EIABM’s portfolio and underlining its forward-looking orientation.

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