

Testimonials



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 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.”



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.”

Directors and Selected Lecturers



**Professor Dr.
Bastian Popp**
Chair of Retail Management
Director of EIABM



**Professor Dr.
Andrea Gröppel-Klein**
Chair of Marketing
Director of EIABM



**Professor Dr.
Sven Heidenreich**
Chair of Technology and
Innovation Management



**Professor Dr.
Benedikt Schnellbacher**
Chair of Digital Transformation and
Entrepreneurship

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MBA Entrepreneurship & Innovation

Your gateway to success:

Tailor-made for founders, entrepreneurs, professionals and international graduates from other disciplines!



www.mba.uni-saarland.de

At a glance

The MBA Entrepreneurship & Innovation is a highly interactive, practice-driven programme designed to bridge theory and real-world application. It uniquely combines robust general management expertise with cutting-edge skills in entrepreneurship and innovation management—equipping students to lead, create, and transform businesses in dynamic environments. 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. Delivered entirely in English, the programme prepares graduates for international careers in innovation-driven industries.



- MBA Degree in Entrepreneurship & Innovation within 1 year (€ 12,000)
- 15 blocked courses (usually taught from Wed-Sat)
- Learning in small groups, personal contact with internationally renowned professors and experts
- International study environment
- State-of-the-art teaching methods and facilities
- Essential expertise at the highest level for the successful implementation of startup initiatives, business management, and the leadership of innovation projects
- Tailor-made for founders and those interested in founding a business, practitioners, entrepreneurs and employees

“A life-Changing experience!” - Eliana, MBA Graduate from Bolivia in 2023

Module Overview

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)

Rooted in Tradition, Shaping the Future

Looking back on a rich tradition of over 35 years, with the MBA European Management as the first MBA at a German University, the EIABM provides excellent postgraduate education at the highest level. Our students come from all over the world on their way to becoming innovation and start-up experts or leaders in global teams. Boasting a modern campus and excellent start-up infrastructure at the heart of Europe, right in the border triangle of France, Luxembourg and Germany, we provide an ideal environment for academic pursuit and founding activities with excellent employment options in 3 countries!

Benefit from cutting-edge education, advanced teaching and study facilities and experience dedicated support services, including career counselling and start-up assistance.

Start your MBA journey and develop the skills to drive innovation, launch ventures, and lead in an international business landscape. Join us—and shape the future!

“A very transformational experience for me!” - Rahul, MBA Student from India in 2026

Application

To apply, please hand in the following documents:

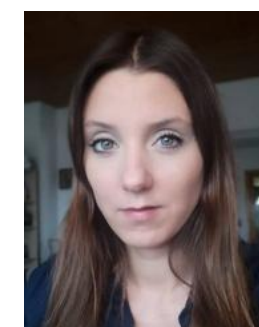
- At least 1 year of work-experience
- Completed application form (available online)
- CV
- Letter of motivation
- Copy of your first degree
- Two letters of reference / recommendation letters
- TOEFL score copy or IELTS ACADEMIC score copy
- GMAT score copy
- Other certificates (e.g. work experience certificates, internships etc.)
- Photo (digital, 300 dpi)
- APS (for applicants from India, China, Vietnam)

You may also apply online:

<https://registration.eiabm.de>



Contact and Support



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It will be a pleasure for us to answer your questions in English and German.

“Proud to be part of Excellence!” - Rajarchee, MBA student 2024