

## 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.”



Ralf Jung

“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.”



Eleni  
Papaioannou

“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. 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-Institute.”

## Academic Directors



**Professor Dr. Bastian Popp**  
Institut für Handel & Internationales  
Marketing  
Chair of Retail Management



**Professorin Dr. Andrea Gröppel-Klein**  
Institut für Konsum- und Verhaltensforschung  
Chair of Marketing

## European Institute for Advanced Behavioural Management (EIABM)

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## MBA European Management

Accelerate your Career and Become  
a Leader of the Future!



## At a glance

The flexible, practice-oriented MBA programme European Management runs entirely in English language. At the core of the programme are behavioural economics and management, the breadth of business administration and current trends such as sustainability and entrepreneurship with a high degree of practical relevance.



### We offer:

- Great flexibility: full-time (1 year € 12,000\*) or part-time (up to 4 years € 14,500\*)
- 15 blocked courses usually taught from Wed-Sat
- International study environment
- Learning in small groups, personal contact to internationally renowned professors and experts from the field
- High practical orientation through case studies
- State-of-the-art teaching methods and facilities
- Up to 3 courses at our partner universities abroad
- Tailor-made for practitioners, founders, academics and international students

\* plus semester fee each semester (appr. € 345 as of ST 2026, semester fees are subject to change)

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

## Module Overview

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 (3 CP) Cross-Cultural Management (3CP) Consumer Behaviour (3CP)
Master Thesis (15 CP)	Master Thesis (15 CP)

Looking back on a rich tradition of over 35 years, the oldest MBA programme in all of Germany, the MBA European Management, provides excellent postgraduate education at the highest level. Our students come from all over the world on their ways to becoming leaders in global teams. Boasting a modern campus and excellent infrastructure at the heart of Europe right in the border triangle of France, Luxembourg and Germany, EIABM provides an ideal environment for academic pursuit with excellent employment options in 3 countries!

- Cutting-edge education, advanced teaching and study facilities
- Benefit from great support services including career counselling, language courses, start-up assistance

Start your MBA and qualify for management positions worldwide to become a leader of the future!

“Truly an unforgettable experience!” - Vikram, MBA Graduate from India in 2023

## Application

To apply, please hand in the following documents:

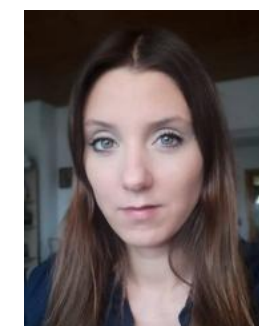
- Completed application form (available online)
- CV
- Letter of motivation
- Copy of your first degree
- Two letters of reference / recommendation letters
- TOEFL score copy or IELTS ACADEMIC score copy
- GMAT score copy
- Other certificates (e.g. work experience certificates, internships etc.)
- Photo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

You may also apply online:

<https://registration.eiabm.de>



## Contact



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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!” - Rajarshee, MBA Graduate from India in 2024