

International University of Applied Sciences

Master of Business Administration

Program Duration
18-months

Delivery mode
Online

Enrolled Students
100,000+



About IU

IU International University of Applied Sciences is renowned for its focus on practical and career-oriented education. They offer a wide range of programs including Bachelor's, Master's, and MBA degrees, available both online and on-campus. IU prides itself on flexibility, allowing students to study at their own pace with a strong support system. Their programs are designed to meet industry demands, providing students with relevant skills and knowledge. IU has a global perspective, welcoming students from over 110 countries and fostering an international learning environment.

Master of Business Administration

90 ECTS Credits (MBA)

PROGRAM OVERVIEW

The Master of Business Administration (MBA) stands as the premier academic qualification in global management education. Regardless of your professional background, IU's online MBA program broadens your expertise by integrating advanced business knowledge and elevating your leadership capabilities to an international standard.

IU's MBA curriculum adheres to the EQUAL MBA Guidelines, a globally recognized benchmark that ensures quality of MBA programs. The program offers a diverse array of specializations, allowing you to hone your skills in cutting-edge fields such as artificial intelligence, big data, digital business models etc. These specializations are designed with a practical focus, equipping you to tackle contemporary challenges in the business world.

Additionally, IU's online international MBA emphasizes personal development by incorporating soft skills training in areas like intercultural communication and leadership within a global context. Earning an MBA from IU positions you advantageously in the job market, unlocking significant opportunities for leadership roles in international management.

YOUR DEGREE AT A GLANCE



DEGREE

Master of Business Administration



CREDITS

90 ECTS



COURSE START

Immediately upon Fee Payment



ACCREDITATION

in line with German and European standards
ZFU 153413c



100% INTERNATIONAL

Study at your own pace from anywhere in the world



RECOMMENDED BY 96% OF OUR GRADUATES

According to our latest alumni survey



100,000+STUDENTS

enrolled in Germany's largest university

Programme Highlights



INTERNATIONALLY RECOGNIZED MBA DEGREE

An MBA is amongst the most sought after educational qualification across the world. This 16-month online MBA in your chosen area of specialization, awarded by IU Germany is Internationally recognised and can easily be transferred to another country.



ACCREDITED & GLOBALLY RECOGNISED

IU is accredited and certified with a seal of approval from the German Accreditation Council. All IU study programmes, materials and services meet high internal and external quality standards, which are regularly reviewed and updated. We can also provide you with an official Europass Diploma Supplement once you graduate, to ensure that your degree is recognised anywhere in the EU.



FULL SUPPORT

With this programme, you'll have access to human and AI-powered tutoring. We provide you with innovative learning tools, digital study material, tutorial videos, live teaching sessions, student advice and support. You also have 24/7 access to our large online library. Your tutors are always available to answer your questions. Our study coaches are also available to help at any time



ALUMNI STATUS OF AN INTERNATIONAL BUSINESS SCHOOL

Upon successful completion of the program, gain the same Alumni status as IU's regular on-campus students.



12 AREAS OF SPECIALIZATION TO CHOOSE FROM

Students have the option to choose from up to 12 areas of specialization to pursue their MBA in, depending upon individual interest and scope for career progression. These include Artificial Intelligence, Big Data Management, E-Sports Management, Engineering Management, Finance & Accounting, Healthcare Management, Human Resource Management, IT Management, Innovation & Entrepreneurship, International Marketing, Salesforce & Sales Management, Supply Chain Management.



IDEAL MIX OF THEORY & PRACTICE

Our programmes provide you with essential theoretical knowledge and focus, above all, on practice-oriented studies designed to best prepare you for your future career. Thanks to our great variety of electives, you can specialise in the specific areas that match your personal goals.



FLEXIBLE AND 100% ONLINE

Schedule when you want to learn and study 100% online. At IU you have the possibility to complete your degree fully from home or any other location across the globe. You can even take your exams online whenever it suits you.



OPPORTUNITY TO WORK ON A CAPSTONE PROJECT

Regardless of the area of specialization every student is required to work on a Capstone Project Thesis & Defence that forms an integral part of the program curriculum. This a practicum component requiring students to conceive, research and develop practical solutions to real-world business problems in their chosen area of specialization.



COMPREHENSIVE CAREER SUPPORT

Gain access to career support tools including AI powered resume building tools, mock interviews, coaching, career guidance, access to developmental tools and job search support.



Curriculum

SEMESTER 1 (30 ECTS) +

MODULE	ECTS CREDITS
Leadership	5
Innovation and Entrepreneurship	5
Corporate Finance	5
International Marketing	5
Managerial Economics	5
Performance Measurement	5

SEMESTER 2 (35 ECTS) +

MODULE	ECTS CREDITS
Strategic Management	5
Business Ethics and Corporate Governance	5
Operations and Information Management	5

For 20 Credits of Semester 2, Choose Any One Area of Specialization from Below

MODULES IN ARTIFICIAL INTELLIGENCE	ECTS CREDITS
Artificial Intelligence	10
AI in Practice: Use Cases & Creative Prompting	10

MODULES IN BIG DATA MANAGEMENT	ECTS CREDITS
Big Data	10
Data Science and Analytics	10

MODULES IN E-SPORTS MANAGEMENT	ECTS CREDITS
E-Sports Management	10
E-Sports Marketing and Event Management	10

MODULES IN ENGINEERING MANAGEMENT	ECTS CREDITS
Manufacturing Methods Industry 4.0 and Internet of Things	10
Product Development and Design Thinking	10

MODULES IN FINANCE AND ACCOUNTING	ECTS CREDITS
Accounting	10
Corporate Finance and Investment	10

MODULES IN HEALTHCARE MANAGEMENT	ECTS CREDITS
Health Systems and Policy	10
Economics of Health	10

MODULES IN HUMAN RESOURCE MANAGEMENT	ECTS CREDITS
Human Resource Management: Theory	10
Human Resource Management: Practice	10

MODULES IN INNOVATION AND ENTREPRENEURSHIP	ECTS CREDITS
Entrepreneurial Ecosystems	10
Innovation and Design Lab	10

MODULES IN SALESFORCE & SALES MANAGEMENT	ECTS CREDITS
Salesforce Consultant Specialisation	10
Salesforce Sales Specialisation	10

MODULES IN IT MANAGEMENT	ECTS CREDITS
IT Project and Architecture Management	10
IT Governance and Service Management	10

MODULES IN INTERNATIONAL MARKETING	ECTS CREDITS
Sales, Pricing and Brand Management	10
Consumer Behaviour and Research	10

MODULES IN SUPPLY CHAIN MANAGEMENT	ECTS CREDITS
Supply Chain and Sourcing Management	10
Aspects of International Management	10

SEMESTER 3 (25 ECTS) +

MODULE	ECTS CREDITS
Capstone Project Thesis & Defence	25

Admission

ELIGIBILITY

- You should have successfully completed an undergraduate degree in any discipline.
- Your degree must be from a state or state-recognised higher education institution/university.
- You must have achieved a final grade of at least “satisfactory” or Grade C equivalent in your previous undergraduate degree.
- Proof of at least one year’s professional work experience completed prior to the start of study programme. Work experience must have been gained after completion of your degree.

APPLICATION PROCESS

- Speak to our academic counsellors to gain a deeper understanding of the program and how it could contribute to your career aspirations.
- Ensure that your documents, specifically pertaining to educational qualifications and professional work experience as applicable is validated by our counsellors.
- Complete the Online Application Form.
- Confirm your Admission by making a Down Payment or remitting the applicable program fee. Making a Down Payment allows you to confirm your admission while you seek financial assistance from loan partners.

Program Professor



Prof. Dr. Gerhard Sälzer

Department: Specialised MBAs

Professor of: MBA Finance & Accounting

Prof. Dr. Gerhard Sälzer is an esteemed professor and private sector manager with over two decades of experience in finance, controlling, telecommunications, IT, and cleantech. He teaches business administration and corporate finance at IU University of Applied Sciences and directs the online programs for Controlling M.A. and Financial Management B.A.

Dr. Sälzer began his career in 1995 with the RWE Group's telecommunications branch and served as CFO for various venture capital and private equity-financed telecom companies from 2000 to 2010. He co-founded a startup acquired by Deutsche Bank and has since worked as an advisor to multiple companies. His expertise includes business administration, corporate finance, mergers & acquisitions, corporate restructuring, and startup management.

He holds a degree in business administration from the University of Münster and a PhD from Julius Maximilians University of Würzburg. Dr. Sälzer has taught at IU since 2012 and joined the academic administration team in 2018.

Student Testimonials

Kristjana Papajani
MBA, Albania

“So far, my experience at IU has been great and fulfilling. The teaching atmosphere is encouraging and challenging at the same time. The online campus is quite user-friendly and I can navigate easily within it.”

Nirupam Sakar
MBA, India

“I was very impressed by the flexible design of the curriculum, whereby I had the freedom to choose the modules as per my preference. I even had the privilege of booking my examination slots as per my convenience.”

Halim Takhedmit
MBA, Algeria

“The IU International MBA offered me invaluable flexibility.”

Gaurav Dey
MBA, India

“I was very impressed by the flexible design of the curriculum, whereby I had the freedom to choose the modules as per my preference. I even had the privilege of booking my examination slots as per my convenience.”

Mei Chi Lo MBA International
Marketing (Specialisation)

“IU equipped me with all the essentials for formulating strategies and visions in marketing”

Zena Massad
MBA

“In both my passion and my career, the skills and competencies I learned at IU have made a big difference.”

Kunal Saigal
MBA Finance & Accounting
(Specialisation), India

“Having hands-on experience in IU courses such as Strategic Management has taught me how to make decisions more holistically and consider their impact on various stakeholders more effectively”

Student Testimonials

Vikrant Lokhande
MBA, India

“ I’ve had a functional leadership role for a while, but I lacked business skills. The MBA program has given me useful insights into business management and prepares me well to take on a role in Business leadership.”

Aishwarya M.
MBA International Marketing, India

“ Germany was the right choice for me. My future is assured with access to a robust job market in one of Europe’s strongest economies. Also, knowing German immigration laws are so friendly to outsiders puts my mind at ease.”

Simon Zandberg
MBA Master of Business Administration,
Netherland

“ An MBA offers the most practical skills you should have to get out there you combine theories with practice. I definitely think it will help me get the management roles that I want in the future.Netherland”

Tuition Fees

TOTAL PROGRAM FEE

€15984 (~INR 14.31 LAKHS)

DISCOUNTED FEE UPON UPFRONT PAYMENT

€5274 (~INR 4.72 LAKHS)

PAYMENT OPTIONS

	FEE IN EUROS	FEE IN INR (APPROX.)
Program Fee	€15984	INR 14.31 Lakhs
Upfront Payment Discount	67% amounting to €10710	INR 9.59 Lakhs
Net Payable Total Fee	€5274 (~USD 5652)	INR 4.72 Lakhs

Upon successfully submitting the online Application form, make a downpayment of €300 (~USD 322) to confirm your admission and call +91 81300 38548 to know more about potential loan/ financial assistance options that you may want to consider!

Award



Upon successful completion of the evaluation requirements of the program, candidates will be conferred with "Master of Business Administration" by IU Germany.

CAREERS



An MBA is recognised around the world and prepares you with the methods, tools and skills you will need to have an impact in the world of business. Whether you intend to start your own business or work in senior positions at top companies across the world, the online MBA

programme at IU International University of Applied Sciences Online Studies will help you achieve your goals. Depending upon your area of specialization, option of multiple roles will be available for you to choose from. Below roles are largely indicative and not an exhaustive list.

AI Team Lead	Project Manager	HR Business Partner	Marketing Manager
AI Interaction Designer	Quality Manager	Recruitment Manager	Digital Comm. Manager
Machine Learning Expert	Engineering Project Manager	Talent Development Manager	Brand Manager
Big Data Scientist	Risk Manager	IT Project Manager	Salesforce (SF) Consultant
Big Data Engineer	Financial Controller	SCRUM Master	SF Business Development Manager
BI Consultant	Compliance Manager	Tech Recruiting Specialist	SF Sales Manager
E-Sports Media Manager	Healthcare Consultant	Founder/CEO	Supply Chain Consultant
E-Sports Event Manager	Healthcare Accounts Manager	Product Manager	Head of Supply Chain
E-Sports Team Manager	Health Management Consultant	Innovation Manager	SC Operations Manager

Why IU: Career Success

Be Limitless with a Future-Proof Career

80%

OF OUR GRADUATES MOVE INTO A MANAGEMENT POSITION WITHIN 2 YEARS

From the day you start studying at IU, you're already on your way to success. The flexibility of our study programmes let you upgrade even while working. Each lesson will hone your skills and develop your expertise in the field, so you can already apply them to your existing job.

75%

OF OUR GRADUATES WORK IN AN INTERNATIONAL ENVIRONMENT

Employers today value experienced candidates with transferable skills who can keep up with the demands of a rapidly changing global landscape. When you study online at IU, you'll cultivate strong time management skills, excellent digital literacy, and hone your ability to effectively communicate and collaborate with team members located all around the globe.

94%

OF OUR GRADUATES HAVE A JOB WITHIN 3 MONTHS OF GRADUATION

Whatever your field, our specialised modules will allow you to gain invaluable insight into the subject at hand. Your professors and tutors are industry professionals with at least 5 years' experience and will guide you in practical learning with relevant, real-time case studies.

Where Our Alumni Work at

We are proud of our alumni, who have gone on to greater paths in their career after graduating with a degree from IU. Our practical, career-relevant degree programmes help IU graduates stand out from the crowd and prepare them for a job at industry-leading companies.



Memberships



Ratings & Awards





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APPLIED SCIENCE

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