

# MBA INTERNATIONAL BUSINESS MANAGEMENT & LEADERSHIP

Focus of MBA program:  
“Leading Global Business Through  
a Digital Age”.  
Cultivate a global perspective with  
a personalized approach,  
emphasizing future-ready skills.



## *Leading global business through a digital age*



**Prof. Dr. Katrin Winkler**

Professor Katrin Winkler  
Director of the Kempten Business School

*„Successful leadership in the digital age requires, above all, adaptability, the courage for continuous innovation, and the ability to shape digital transformation not only technologically but also culturally and humanly.“*



**Prof. Sandra Niedermeier**

Professor Sandra Niedermeier  
Academic Head of MBA Program

*„To successfully lead a company through the digital age, it takes leaders who boldly explore new paths, recognise and seize digital opportunities, and simultaneously connect people across cultures and technologies. After all, it is not technology alone that determines success, but the ability to combine digital strategies with human empathy and global thinking.“*

# OUR MBA PROGRAM FOR YOUR GOALS AND DREAMS

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# OVERVIEW

## OVERVIEW



### Graduation

Master of Business Administration (MBA)



### Duration

3 to 5 semester  
well compatible with your job



### Begin

Winter semester (September)



### Location

Kempton Business School/Vöhlenschloss Illertissen  
Studying abroad possible  
(at selected partner universities)  
Online (Zoom & learning platform Moodle)



### Accreditation

FIBAA



### Creditpoints

90 Creditpoints



### Language

English



### Pricing

17.900 €



### Study type options

**Blended Learning:** Flexibility with online and face-to-face components for a high-quality learning experience.

**Online Flex:** Fully online with continuous quality control and academic excellence



### Number of participants

max. 20 participants

# GREAT REASONS FOR YOUR MBA AT KEMPTEN BUSINESS SCHOOL



## COMPREHENSIVE BUSINESS MASTERY

Graduates thrive in the evolving landscapes of business, digitalization, and artificial intelligence, equipping future leaders to face global and planetary challenges effectively.



## PROVEN CAREER ADVANCEMENT

Statistical surveys at Kempton reveal that up to 70% of MBA students achieve significant career progression within a few years of enrollment, facilitated by personalized leadership development plans implemented in real-world settings.



## INNOVATIVE LEADERSHIP DEVELOPMENT

The program includes seminars on self-leadership, mindful leadership, and ethics, ensuring that students evolve into well-rounded, ethical leaders ready to tackle modern business challenges.



## STUDY AT YOUR OWN PACE

Students have the freedom to select the duration of their study, choose their preferred destination for international modules, and decide between two learning formats. Opt for the blended learning approach with attendance components or the Online Flex model, which offers a 100% online experience!



## WE PLACE GREAT EMPHASIS ON PRACTICAL APPLICATION

Through numerous projects in collaboration with companies—both nationally and internationally—we enable the direct transfer of theoretical knowledge into real-world practice. Our students work on real case studies, develop practice-oriented solutions, and benefit from close interaction with experts from the business world. This approach ensures they are well-prepared to meet the challenges of the global business environment.



# MBA: LEADING GLOBAL BUSINESS THROUGH A DIGITAL AGE



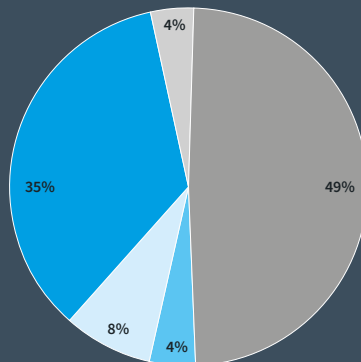
## CULTIVATE A GLOBAL PERSPECTIVE WITH A PERSONALIZED APPROACH, EMPHASIZING FUTURE-READY SKILLS.

We recognize that future leaders must continuously hone & develop new skills in an era of globalized economics, planetary challenges, information overload, digitalization and advancing AI.

We are committed to utilizing the latest learning methods and didactics to ensure that you acquire the skills and knowledge necessary to thrive in the dynamic landscape of tomorrow's business world.

### Typical class profile

Participants from  
8 different regions



- Germany
- Rest of Europe
- America
- Asia-Pacific
- Africa

Ø Work experience 7 years  
Ø Age 31 years  
Ø Proportion of women 30%

# STUDENT VOICES



Personal development and lifelong learning are very important to me. Especially in times when this is expected of employees, I believe that leaders should set an example. I got my

first degree was a few years ago, so it was time for me to update my education in preparation for the upcoming challenges. The MBA at the Kempten Business School is the ideal choice for this: Intensive, but manageable alongside a full-time job with the right discipline, planning, and a few vacation days. I was also convinced by the consistent international focus, English as the language of instruction, and the modular structure. In terms of content, for example, I learned a lot about digital transformation and project management, which I was able to directly integrate into my professional daily life.

I also really like that my classmates come from all over the world, which further emphasizes the international nature of the program. The personal exchange outside of the studies is great, and I was able to expand my network in a beneficial way. I can highly recommend the MBA at Kempten Business School!

*Philipp Kreuzer Department Head Operations  
Organization Air & Sea LogisticsGlobal Systems &  
Network Standards ASLAir & Sea Logistics Dachser SE*



I studied industrial engineering and currently work as a production controller in mechanical engineering. I chose an MBA to meet international demands, adapt to evolving controlling tasks, and grow

personally. The practical approach and exchange with peers from various industries inspire me. Kempten Business School's focus on International Business and Leadership perfectly fits my goals, and its in-person sessions are easily accessible.

The MBA has helped me build confidence and tackle challenges more boldly. Even before graduating, I've gained visibility in my company and better career prospects. Looking ahead, I aim to handle challenges more confidently and pursue a leadership role.

My advice to future MBA students: Set clear goals, choose the right programme, invest in growth, and manage time well to balance studies, work, and personal life.

*Regina Mast  
National Student  
Production Controlling Fendt*



The MBA at Kempten Business School has been a transformative experience, combining business knowledge, leadership development, and strategic thinking. The diverse cohort and practical, international learning made it highly enriching. Balancing studies with personal commitments was challenging but rewarding.

The program strengthened my confidence, decision-making, and professional network, opening new opportunities. With its hands-on approach, it prepares you for leadership roles. I highly recommend it for those seeking career growth and international exposure.

*Aparna Menon  
International Student  
Institute for Digital Transformation Kempten*

# APPLICATION & REQUIREMENTS



- International acknowledged university degree (Diploma/Bachelor/Master)
- A minimum of 2 years of business experience
- Profound English skills
- Minimum of 210 ECTS: Applicants with an undergraduate degree score less than 210 ECTS must have correspondingly longer work experience or have to attend additional seminars

**Next Application Deadline:**

15 August for start in September\*

(\*Please note: There are other deadlines for interested internationals without a residence in Germany.)



**ONLINE  
APPLICATION**

You will find the online application for the MBA at:  
[www.mba-kempten.de](http://www.mba-kempten.de)

# STRUCTURE

### • FLEXIBLE TIMING

You have a variety of different scheduling options to construct your personalised MBA programme.

### • 2 TRACKS



**Fast-Track:** 3 semesters in 1,5 years



**Standard-Track:** 5 semesters in up to 2,5 years

### • START

per year in September

### • 14 Modules

### • 2 FORMAT OPTIONS



### BLENDDED LEARNING

Flexibility with online and face-to-face components for a high-quality learning experience.



### ONLINE FLEX

Fully online with continuous quality control and academic excellence

# COSTS

- For the whole MBA program € 17.900,-

### • Additional costs:

|                                      |         |
|--------------------------------------|---------|
| Tuition and Application Fees EU/EFTA | € 200,- |
|--------------------------------------|---------|

|                                           |         |
|-------------------------------------------|---------|
| Tuition and Application Fee International | € 750,- |
|-------------------------------------------|---------|

|                                       |                           |
|---------------------------------------|---------------------------|
| Studying abroad at partner university | Variable additional costs |
|---------------------------------------|---------------------------|

### Information on Fees

Applying for our study programme is free of charge. Tuition and application fees are only due upon signing the study contract. Submitting an application does not entail any payment obligations.

# 4 GREAT REASONS FOR AN MBA IN KEMPTEN

## 1. COMBINE YOUR STUDIES WITH PRACTICE

MBA students integrate academic studies with practical experience through project-based learning and Master's thesis projects that foster direct interaction with companies.

## 2. EXPAND YOUR NETWORK

Thanks to the flexible study structure, you will get to know your fellow students across all semesters. Our previous students work for the following companies, for example:

AGCO GmbH  
Airbus Helicopters Deutschland  
Bundeswehr  
Continental – ADC  
Dachser  
DB Engineering & Consulting  
Deckel Maho Pfronten  
Deutsche Lufthansa  
Ehrmann  
Hansgrohe  
Hilti  
Ikea Augsburg  
Liebherr  
Robert Bosch  
Siemens Healthineers  
Webasto Roof & Componentst  
ZF Friedrichshafen

## 3. ARCHIEVE YOUR CAREER GOALS

Our regular statistical surveys show that up to 70 percent of our MBA students make a career move within two to three years of starting their studies.

## 4. TRUST ACADEMIC QUALITY

The Kempten MBA is internationally accredited. To receive international accreditation, one must meet specific requirements regarding size, content and quality management.

### CHE-Ranking 2020/2021

The Kempten Business School is represented for the first time in the CHE ranking with its MBA programme in 2020. Among 101 MBA programmes, the Kempten MBA belongs to the top group in the CHE ranking in terms of teaching content as well as international orientation.

### System accreditation

Kempten Business School (formerly Professional School of Business & Technology) was system-accredited by FI-BAA in December 2019. Since then, we have been allowed to subject our degree programmes to internal programme accreditation ourselves.

# KBS AND VÖHLINSCHLOSS



## Campus KBS: WELCOME TO THE CAMPUS

Kempton Business School is located on the campus of Kempton University of Applied Sciences. On the southern outskirts of Kempton, the campus extends over 53,000 m<sup>2</sup> along Bahnhofstraße. As a student of the KBS, you can take advantage of all the offers of the Kempton University of Applied Sciences. A snack in the cafeteria, a good book from the library or a walk around the campus. Take a seat on one of the sun loungers and enjoy the flair of the university.



## Campus Vöhlinschloss: AN EXTRAORDINARY PLACE. FOR EXTRAORDINARY IDEAS.

The University Castle in Illertissen (near Ulm) provides the perfect setting for networking, inspiration, and further development through its unique atmosphere. The historic ambience of the castle offers ideal opportunities and ample space for realising new and creative ideas. Step out of your usual environment and into an inspiring setting.

University Centre Vöhlinschloss  
Schlossallee 25, D-89257 Illertissen



# EXCHANGE OPPORTUNITIES TO LAPLAND, LONDON

## WHERE DO YOU WANT TO GO?

In the third semester, you have the opportunity to take an international elective module at a partner university abroad, gaining valuable international experience and expanding your global network.



## FINNLAND

**Duration:** 2 weeks

**Destination:** Finland

**Partner University:**

Lapland University of Applied Sciences



## ENGLAND

**Duration:** 2 weeks

**Destination:** London

**Partner University:** Kingston University



Choose the right Track

# SELECT THE TRACK AND FORMAT THAT FITS YOU BEST. FOR YOU

## 2 TRACKS



**Fast-Track:** 3 semesters in 1,5 years



**Standard-Track:** 5 semesters in up to 2,5 years

## 2 FORMAT OPTIONS



### BLENDED LEARNING

Flexibility with online and face-to-face components for a high-quality learning experience.



### ONLINE FLEX

Fully online with continuous quality control and academic excellence

# TIME COMMITMENT PER MODULE

Example for one month with one Module 5CP, 125 h  
8 live online sessions of 2.5 - 3 h each (total of 25.5 h)

## BLENDED LEARNING

Flexibility with online and face-to-face components for a high-quality learning experience.

### Classroom Lectures

(workshops/coaching etc.)

Per Module:

+ 2 x friday afternoon (halfday)

+ 2 x saturday

22.5 hrs (approx. 3 days)



## ONLINE FLEX

Fully online with continuous quality control and academic excellence

### Online Deep Dive

(seminars, coaching, ect.)

Live online sessions  
(~3h in the evening or on Saturday).

22.5 hrs (approx. 3 days)



### Web Live

3 hrs



### Web Live

3 hrs



### Online Self-Learning

12 hrs



### Online Self-Learning

12 hrs



### Examination / Preparation

Innovative exams:

Presentations, portfolios & more.

87.5 hrs (approx. 3 days)



### Examination / Preparation

Innovative exams:

Presentations, portfolios & more.

87.5 hrs (approx. 3 days)



Face-2-face



Live events via Zoom



WBL via Moodle



Examination

# SEMESTER VARIATIONS

## VARIATION A STANDARD TRACK

### CURRICULUM (90 CP)

#### **1 Semester** (20 CP) **Foundations**

- Introduction to Learning in the New Business World (5 CP)
- Leadership Excellence & Communication (5 CP)
- Digital Transformation & Artificial Intelligence (5 CP) - project based
- International Economics & Finance (5 CP)

#### **2 Semester** (20 CP) **Professional Skills**

- Innovation, Intra-/Entrepreneurship & Change for the Future (5 CP)
- Leadership and Future of Work (5 CP)
- Operations and Supply Chain Management (incl. Digital Process Management) (5 CP) - project based
- Scientific Methodology Deep Dive (5 CP)

#### **3 Semester** (20 CP) **Professional Skills & Applications** 13 (Electives)

- International Business Management – Electives Module (10 CP)
  - International courses at our partner universities
  - Or (Online) Electives from Kempten/VHB
- Strategic Management (5 CP)
- Future-Oriented Commercial & Customer Experience Strategies (5 CP)

#### **4 Semester** (10 CP) **Applications** 13 (Electives) & 14 (Master Thesis)

- Sustainability & Corporate Social Responsibility (5 CP)
- International HR Management (5 CP)
- It is possible to start the Master's thesis

#### **5 Semester** (20 CP) **Applications** 15 (Master Thesis)

- Master Thesis & Disputation (20 CP)

# SEMESTER VARIATIONS

## VARIATION B FAST TRACK

### CURRICULUM (90 CP)

#### **1 Semester (30 CP)** **Foundations**

- Introduction to Learning in the New Business World (5 CP)
- Leadership Excellence & Communication (5 CP)
- Digital Transformation & Artificial Intelligence (5 CP) - project based
- International Economics & Finance (5 CP)
- Strategic Management (5 CP)
- Future-Oriented Commercial & Customer Experience Strategies (5 CP)

#### **2 Semester (30 CP)** **Professional Skills**

- Innovation, Intra-/Entrepreneurship & Change for the Future (5 CP)
- Sustainability & Corporate Social Responsibility (5 CP)
- Leadership and Future of Work (5 CP)
- Operations and Supply Chain Management (incl. Digital Process Management) (5 CP) - project based
- International HR Management (5 CP)
- Scientific Methodology – Deep Dive (5 CP)

#### **3 Semester (30 CP)** **Professional Skills & Applications** 13 (Electives) 14 (Master Thesis)

- International Business Management – Electives Module (10 CP)
  - International courses at our partner universities
  - Or (Online) Electives from Kempten/VHB
- Master Thesis & Disputation (20 CP)

# THEN GET IN TOUCH WITH US!



## CONTACT DETAILS

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[Make an appointment here!](#)



Let's get connected [linkedin.com/in/astridmenzl](https://www.linkedin.com/in/astridmenzl)

