

MBA for Working Professionals

# Hybrid, Part-Time MBA

**BELIEBTESTE**  
UNIVERSITÄT  
in Deutschland

**Award 2024**

StudyCheck



KATHOLISCHE UNIVERSITÄT  
EICHSTÄTT-INGOLSTADT



INGOLSTADT  
SCHOOL OF  
MANAGEMENT



# MBA for Working Professionals in Ingolstadt, the Heart of Bavaria

## Accelerate Your Career!



Digitalization, Global Competitiveness, and Business Resilience are key challenges that future business leaders will need to manage and master, strategically and sustainably.

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Discover and join the hybrid, Part-Time MBA program at the WFI - Ingolstadt School of Management at KU, Germany's most popular university\*. This unique MBA, for ambitious young professionals, offers the chance to unlock your full potential and rise to top-level management and executive positions while staying employed at your full-time job.

Join a select cohort and experience transformational learning in this hybrid, Part-Time MBA that will fast track your career progress and allow an excellent work-life-study balance. Our program features two exclusive, in-person business immersions – one in the Silicon Valley (USA) and one in Germany – built around essential themes and challenges for today's business.

\* Annual StudyCheck.de Award 2021 & 2022 & 2024



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## Degree:

Master of Business  
Administration (MBA)

## Duration:

4 Semesters

## Type:

Part-Time  
Weekend Program (Fr./Sa.)  
Starts in October (Winter)



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## Business Immersions:

Global Immersion in  
Silicon Valley, USA

Innovation Immersion  
within Germany



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## Innovative, Hybrid Format:

Blended Learning  
(4x in-person & 4x online  
weekends per semester)

Excellent Work-Life-Study  
Balance

Learn from internationally  
renowned professors and  
business leaders



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## Fees:

16,000€ (excl. travel)

## Language:

English





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#future-focused



# Target Group

Our hybrid, Part-Time MBA program is designed for working professionals and managers at all levels, from any industry, as well as self-employed individuals and entrepreneurs who have a Bachelor's or equivalent degree in any field, at least two years of professional work experience, and excellent English proficiency. Our MBA emphasizes “Breadth” and “General Management” and is geared towards a holistic understanding of business administration.



## Future Career Opportunities

The MBA program is designed to enable accelerated career growth for students in their current organizations and open up a wide range of future career opportunities in management.

Specifically, our MBA graduates will be able to:

- apply for promotions within their current organizations
- demonstrate enhanced ability to manage and lead people, products, and processes within their current organizations
- demonstrate enhanced fluency in working with and managing cross-functional within their current organizations
- devise and implement strategic initiatives for their current organizations
- apply for a wide range of management and leadership positions in a variety of industries and organizations





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#network-for-success



# Program Structure



## Orientation Session

- Detailed presentation of MBA program
- Real-life business case with prices
- Exclusive networking and mentorship opportunities & development of communication and teamwork skills



## Extracurricular Activities

- Fireside chats, Networking events
- Exclusive Mentoring program
- KU/WFI alumni talks
- Senior business executives presentations & Company insights



## Course Modules

- Curriculum: 14 teaching modules
- Focus Areas: Economics & Finance, Management & Strategy, Innovation & Sustainability, Managing Products & Services, Seminars & Master's Thesis, Global Immersions



## Impact Project & Thesis

- Students tackle a current project from their professional environment or current organization
- This high impact project is part of the thesis requirement



## Global Immersion in the USA

- One-week trip, 1. Semester
- Focus: Digitization, Scaling Up, and New Business Models



## Innovation Immersion in Germany

- One-week trip, 3. Semester
- Focus: Global Growth and Competitiveness



# Curriculum

## Year 1


### Semester 1

Firms, Markets and Money:  
Principles of Economics for Business

Innovation and Creativity in  
Management

Managing Operations and Supply  
Chains

Managing Products, Markets and  
Consumers

Global Immersion in the Silicon  
Valley, USA 

### Semester 2

Financial and Managerial Accounting

Managing People and Organizations:  
Strategy & Leadership

Financial Management

Creating, Managing and Delivering  
Exceptional Service

## Year 2

### Semester 3

Business Analytics for Insights

Applied Economics for Decision  
Making in Business

Business and Society:  
Ethics and Sustainability

Seminar on Advanced Topics in  
Business Administration

Innovation Immersion in  
German 

### Semester 4

Impact Project & Master's Thesis



# Experiential Learning

## Global Immersion in Silicon Valley, USA

- Experience a unique, transformational action-learning opportunity
- Get first hand experience of a thriving, “Innovation and Digitalization” focused, cutting edge ecosystem
- Lectures on how to successfully re-invent current business models, transform organizations through digitalization, and scale up innovations



## Innovation Immersion within Germany

- Get first-hand experience of a thriving ecosystem that is focused on “global growth” and “competitiveness”
- Learn from senior business executives how to grow globally and achieve long-term, sustainable competitiveness
- Lectures on how to build globally competitive business models and transform organizations through sustainable growth





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#global-edge



# Qualification Requirements



First higher education degree (e.g. B.Sc., B.A., or equivalent)

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Qualified professional work experience (approx. 2 years)

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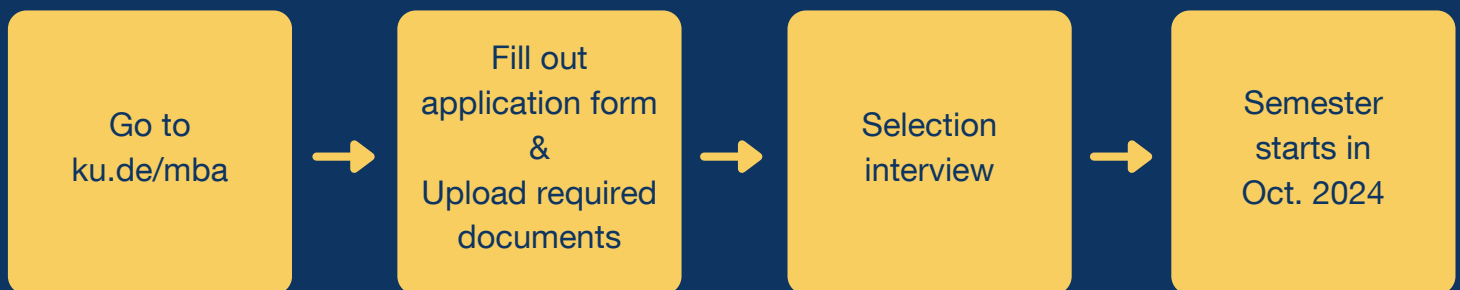
English language skills of level C1 (or IELTS, TOEFL, or equivalent)

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German language skills of level A2 (by the end of the second semester)

## Application Process



### Required Documents

- Curriculum vitae
- Letter of motivation (max. 1,000 words)
- Proof of first higher education degree or comparable admission
- Proof of postgraduate work experience
- Proof of English language skills
- Proof of German language skills

### Important Dates

- Application Deadline: 31.08.2024  
(Applications are accepted on a rolling basis)
- Start of Winter Semester: October 2024





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#We are WFI.  
Are you IN?





# About WFI



At Germany's Most Popular University\*

\* Annual StudyCheck.de Award 2021 & 2022 & 2024



Collaboration with a Rich Network of Leading Industry Partners



Global Reputation and Excellent Professor-to-Student Ratio

# About Ingolstadt

Vibrant and Exciting Region situated in the Heart of Bavaria



Headquarters of Multinational Brands (Audi, MediaMarktSaturn, etc.) & Thriving Start-up Culture



Excellent Career Prospects, with the Lowest Unemployment Rate in Germany





## JANICK PLATE

WFI Alumnus

**Head of Group “Rollout Automation” @ Vodafone**

"The WFI - Ingolstadt School of Management combines outstanding teaching with practical projects in cooperation with global companies. I gained valuable intercultural experiences and insights into new topics and approaches, through the integrated semester abroad and the project work in international and interdisciplinary teams. Thus, my studies at the WFI prepared me in the best possible way for a career start in a major international corporation. Furthermore, since I got the chance to meet my current employer at a WFI event and can now profitably use the knowledge I gained during my studies as a manager in many situations, the WFI was definitely the right choice for my master's degree."

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## CAROLINE SCHMOECKEL

WFI Alumna

**HR Business Partner  
@ ProSiebenSat.1 Media**



WFI was definitely the right choice for me. It has vastly helped me in my professional life. WFI offers so many options for you to find your niche. Team projects are an excellent way to learn a lot about yourself. This knowledge was formative for me in all professional roles and teams so far. My tip: Be inspired and motivated by your peers, through active networking, and above all, do what you enjoy. What are you waiting for?"



## **DR. SACHA KNORR**

**WFI Alumnus**

**Director Strategic Accounts &  
Solutions @ StepStone  
Germany**



"I chose WFI because the focus areas offered and the topics covered were very close to the pulse of the times. Many study contents were still relevant for my professional life even after many years. In addition, I was thrilled by the atmosphere at WFI. I have very fond memories of the personal and close contact with some of the professors. The cohesion of the alumni is fun and results in a network in which you can find help or recommendations. You will always find points of contact and common topics that promote interdisciplinary exchange even after graduation."

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## **KLAUS-ULRICH PFEIFFER**

**WFI Alumnus**

**Partner, Auditor, Tax Consultant  
@ KPMG AG**

WFI was the right choice, even in retrospect - optimal proximity to teaching and instructors and high commitment of fellow students inside and outside the university. This school played a decisive role in shaping my personal path and this opportunity is still available today. This is proven by the many graduates I met afterwards, among others as employees and customers."

# Meet our MBA Team



## Prof. Dr. Shashi Matta

Professor and Chair holder, Innovation & Creativity  
Vice Dean for Internationalization

WFI - Ingolstadt School of Management



## Maximilian Bauer, M.Sc.

MBA Program Manager and  
Doctoral Candidate

WFI - Ingolstadt School of Management



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