

Degree program description for the  
**Master of Business Administration (MBA)**  
at the Catholic University of Eichstätt-Ingolstadt

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## A. General structure of the degree program

The name of the degree program is:

Continuing education program, “Master of Business Administration (MBA)”

Responsible faculty:

Faculty of Business and Economics (WFI Ingolstadt School of Management) of the Catholic University Eichstätt-Ingolstadt

Successful graduates of the degree program are awarded the academic degree:

Master of Business Administration

Type of study:

- Full-time program
- Part-time program
- Full- and part-time program
- Cooperative study program
- Distance learning program

Type of degree program:

- Undergraduate program
- Consecutive program
- Professional development program

(Only applicable to Master’s degree programs):

- Application-oriented
- Research-oriented

Standard length of the program:

- semesters (full-time)
- 4 semesters (part-time)

Number of study places:

Target: 15, Upper Limit: 30

Start of the program:

- Summer semester
- Winter semester

Number of ECTS credits to be awarded:

90 ECTS credits

Tuition fees:

- No
- Yes

Costs per participant: 12,000 - 16,000 € (includes semester fee, teaching materials, and catering, but does not include the cost of travel and accommodations for the two business immersions)

Students who study for more than four semesters must pay the semester fee themselves from the fifth semester

## B. Description of the degree program

### 1. The degree program in three sentences

The aim of the MBA program at WFI is to provide working professional students an expert, holistic understanding of business administration to enable their readiness for top management and leadership positions in the future regardless of their current functional area. A distinguishing and competitive feature of this program is the inclusion of two business immersions - one in Silicon Valley and one in Germany - built around highly relevant topics for today's business. The program will build a rigorous scientific and applied foundation, a strong international orientation, and a solid emphasis on ethics and sustainability in business.

### 2. Summary of the degree program

Organizations of every size and type face a wide range of complex challenges: disruption of existing business models, digitalization and rapidly changing technologies, global and local competition, increased risk and ambiguity, commitment to ethical and sustainable practices, and getting ready for the future of work and society. More than ever, managers and executives have to develop a broad set of skills and competencies to address these continuing challenges as the very nature of business evolves rapidly.

The continuing education program, "Master of Business Administration (MBA)" provides working professional students with the mindset and tools to successfully meet these challenges and help manage and grow organizations and enterprises.

This is a program that emphasizes "breadth" and "general management", rather than focusing on any specialized functional area in business administration. This principle is consistent with an MBA degree offered in Germany or elsewhere globally, in that it is geared towards a holistic understanding of business administration with a goal of grooming high potential candidates for top management and leadership positions in the future regardless of their current functional area.

A distinguishing and competitive feature of this MBA program is the inclusion of two business immersions - one in the Silicon Valley built around the topics of Digitization, Scaling Up, and New Business Models, and, a second one in Germany built around the topics of Global Growth and Competitiveness.

### 3. Target group

The study program is aimed at managers and working professionals (senior or junior managers) from all sectors as well as municipal, church and non-profit organizations, and, self-employed individuals and entrepreneurs, who have a first university degree, sufficient professional experience (not less than two years) and good English skills.

## C. Degree program concept

### 1. Degree program structure

#### 1.1. Admission requirements and selection procedure

Admission to the "Master of Business Administration (MBA)" course is open to candidates who

1. demonstrate a level of competence of at least 210 ECTS<sup>1</sup> points acquired within the framework of a first higher education degree qualifying for admission to a profession or equivalent admission requirements,
2. can provide evidence of qualified professional experience of not less than two years, as a rule, in management, planning and control tasks after completion of the first university course in private or public enterprises, associations, administrations or church institutions,
3. prove English language skills before the start of their first semester of the MBA program. Accepted proof of English proficiency -  
TOEFL iBT: 90 or above, or  
IELTS: 6.5 or above, or  
Cambridge Certificate C1 Advanced

Other English language certificates can be presented, and the selection Committee will advise each applicant whether the presented evidence is sufficient or if the applicant needs to take any of the three listed exams. The selection committee may also recommend an intensive language review course, offered by the faculty prior to the start of the program.

4. have passed the selection test in accordance with Annex 1,
5. and demonstrate a level of at least A2 in German language skills as defined by the European framework of reference for languages; the proof of the required German language proficiency can be made by submitting the German „Abitur“, a Goethe A2 certificate or equivalent certificate and can be handed in later, but before the end of the second semester of the MBA program; until then, matriculation is subject to providing the required proof.
6. Admission to the study program requires that the applicant and the KU have concluded a contract on the implementation of the continuing education program; in particular, the contract specifies the amount of the tuition fees and the payment modalities.

<sup>1</sup>The ECTS credits required can also be proven in subject areas relevant to the course of study by module studies or by recognition of corresponding previous experience in the context of a qualified professional activity to the extent of up to 30 ECTS credits. <sup>2</sup>Up to the end of the first academic year, the acquisition of up to 30 credits can be made up for, which are counted towards the 210 ECTS credits required according to paragraph 1 no. 1; until then, enrolment is subject to reservation.

#### 1.2. Qualification objectives

More than ever, managers and executives have to develop a broad set of skills and competencies to address complex challenges as the very nature of business evolves rapidly. The aim of the continuing education program, "Master of Business Administration (MBA)" is to provide working professional students with the mindset

and tools to successfully meet complex business challenges and help manage and grow their organizations and enterprises.

Through coursework, global immersions, and out-of-class activities, the program emphasizes “breadth” and “general management”, similar to top MBA programs offered in Germany or elsewhere globally. Its objective is to equip students with a holistic understanding of business administration, and it seeks to groom students for top management and leadership positions in the future regardless of their current functional area of expertise.

The program is an independent component of the academic life and offerings of the faculty at the WFI Ingolstadt School of Management at the Catholic University of Eichstätt-Ingolstadt.

Specifically, MBA students...

- are enabled to excel in management and specialist tasks in a national and international environment in a responsible, socially and professionally competent manner,
- can combine scientific rigor with practical thinking,
- can take the lead in developing and implementing ethical and social initiatives in their organizations
- are proficient in the use of soft skills, business communication, and inter-personal communication,
- acquire in depth intercultural competence as it pertains to business and professional practice,
- become experts in presentation techniques, teamwork, self and time management,
- learn to think and act with interdisciplinary and cross-functional expertise.

### 1.3. Career growth in current organizations and 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, MBA students will...

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

### 1.4. Opportunities for further qualification

Graduates will be qualified for doctoral studies in the course of their studies.

## 2. Program structure

### 2.1. Fundamental program structure

The course of study consists of 5 building blocks, which are described below:

#### 2.1.1. Orientation weekend

Students are strongly encouraged to participate in the Orientation weekend (Friday and Saturday, eight hours each, plus an evening reception on Friday). Students will be provided a detailed orientation into the four semesters, be introduced to all professors, and will be asked to participate in several activities including those that are geared to develop communication and team working skills.

#### 2.1.2. Course modules

There are 14 teaching modules in this program. Each teaching module comprises 5 ECTS credits and focuses on a specific problem of management. Each module has four days of teaching, including blended learning, whereby it can consist of several sub-topics.

#### 2.1.3. Global immersion in the Silicon Valley and Business Immersion in Germany

Two of the 14 modules consist of business immersions (5 full working days excluding travel days) including intensive learning, company visits and presentations global networking. Students will be awarded completion certificates, one from the University of California at Davis for the Silicon Valley immersion, and one from participating companies in Germany.

#### 2.1.4. Master thesis

Within the framework of the master thesis (20 ECTS credits), students deal with a current project from their professional environment or current organization and thus have the opportunity to deepen the acquired knowledge in an individual subject area, supervised by a professor. The Master's thesis can start after earning 40 ECTS credits and must be completed by the end of the fourth semester.

#### 2.1.5. Fireside Chats, Sprint Learning Sessions, Networking Sessions

In addition to course modules, students are strongly encouraged to participate in a series of out-of-class experiences scheduled on Friday evenings - four times each semester. These will be distinguishing features of this program and involve experts including KU/WFI alumni and senior business executives.





## 2.2. Course Modules

Course modules are listed in the order of being offered in the MBA program:

### Semester 1:

1. Firms, Markets and Money: Principles of Economics for Business
2. Innovation and Creativity in Management
3. Managing Operations and Supply Chains
4. Managing Markets, Products, and Consumers (Marketing

### March of Year 1:

5. Global Immersion in the Silicon Valley: Digitalization, Scaling Up, and New Business Models

### Semester 2:

6. Financial and Managerial Accounting
7. Managing People and Organizations: Leadership, Power and Influence
8. Financial Management
9. Creating, Managing and Delivering Exceptional Service

### Semester 3:

10. Business Analytics for Insights
11. Applied Economics for Decision Making in Business
12. Business and Society: Ethics and Sustainability
13. Seminar on Advanced Topics in Business Administration

### March of Year 2:

14. Business Immersion in Germany: Achieving Global Growth and Competitiveness

### Master thesis (20 ECTS)

- In principle, the Master's thesis can be at any of the professorships involved in the study program.
- Practical relevance and to the student's role or current employer organization is sought.

## 2.3. Studium.Pro

Integrated implementation of Studium.Pro with 5 ECTS points: Business and Society module: Ethics and Sustainability"



## 2.4. Practical approach

The MBA degree is for working professionals and hence all program content is designed with enhancing practical and applied management skills.

Additionally, it is strongly encouraged that MBA students write their Master's thesis in cooperation with their current organizations around a substantial business problem or issue that the organization is facing.

## 2.5. Implementation of the internationalization strategy

The MBA program contributes to KU and WFI's internationalization strategy by -

- all program content being offered in English,
- global immersion in an international location with rich business contexts and exposure to international faculty and business executives, and
- completion certificates for the two business immersions, one from the University of California at Davis (Silicon Valley immersion), and one from business executives in global companies in Germany.

## 3. Organization of studies and examinations

### 3.1. Program officer and program coordination

- The program coordinator (or academic director):  
Prof. Dr. Shashi Matta KU / WFI
- Advisory board: An advisory board will be set up to provide input on program content and future program enhancements. This board will be constituted by invitation and will include a mix of WFI professors, KU / WFI alumni, and senior business executives. Membership on this advisory board will be approved by a vote of the faculty council before invitations are sent out to potential members.
- A board of examiners will set up to ensure that the course of study and in particular the upcoming examinations are conducted properly. This board of examiners consists of two professors, who are elected from among the full-time professors of the Faculty of Business and Economic (WFI Ingolstadt School of Management), and the program coordinator. The Faculty Council of WFI appoints a representative of the academic staff as a member in an advisory capacity. The board of examiners supervises compliance with the study and examination regulations, decides on the content and formal design of the course of study and appoints the individual examiners.



### 3.2. Advice before the start of studies and during studies

The study program, the description of its contents and objectives are presented both on the Internet and in the form of information material. A program guide will be made available on the MBA website, and event information will be offered in digital format for each semester. The program coordinator will be available for advisory questions.

## 4. Tendering procedure

The MBA program is advertised in relevant national and regional media outlets. In addition, the study program is made known through an active digital (website, social media) and printed information material, which is distributed by the program management and the central student advisory service of the Catholic University of Eichstätt-Ingolstadt.

## 5. Quality assurance and control

Internal and external evaluations are carried out to ensure and control the quality of the MBA program.

All components of the program including courses and out-of-classroom activities are evaluated by students. The results of the evaluations are published in an appropriate form and taken into account in the further development and implementation of the program. A detailed and systematic evaluation procedure will be developed by the advisory board and implemented throughout the program.



## D. How does the degree program contribute to enhancing KU's profile?

- The course of studies combines a high scientific standard with a consistent practical orientation throughout
- This is a continuing education program targeted at working professionals in the industry and will build KU's profile in this area which is currently not sufficiently developed
- Support of personality development in a strong emphasis on ethics, sustainability and corporate responsibility in the curriculum
- This program includes blended learning and can serve as a model for developing future study programs with blended learning at KU

## E. Annex 1: Selection and Admission Procedure

### **Selection and Admission procedure for the Master of Business Administration (MBA) at the WFI Ingolstadt School of Management, Catholic University of Eichstätt-Ingolstadt**

#### (1) Purpose of the selection and admission procedure

The qualification for the Master of Business Administration (MBA) requires the passing of an “Aptitude Test” according to the following regulations.

#### (2) Selection procedure

1. The Aptitude Test is carried out by the Faculty of Business and Economic (WFI Ingolstadt School of Management) as soon as the application is received.
2. Applications for admission to the aptitude procedure for the following summer semester must be submitted on the forms issued by the Catholic University of Eichstätt-Ingolstadt between February 1 (start of the application process) and July 31 (cut-off deadline) for a winter semester start. For a summer semester start, applications must be submitted between October 1 (start of the application process) and January 31 (cut-off deadline).
3. The application shall be accompanied by:
  - a. a curriculum vitae,
  - b. proof of the first university degree or comparable admission requirement and the ECTS credits earned,
  - c. proof of qualified professional activity of generally not less than two years with tasks of management, planning and control after completion of the first university degree in private or public companies, associations, administrations or church institutions,
  - d. Proof of English language skills according to C 1.1 (3) of this document,
  - e. proof of German language skills according to C 1.1 (5) of this document,
  - f. a “statement of purpose” essay not exceeding 1000 words.

#### (3) Panel for the selection procedure

<sup>1</sup>The selection procedure is carried out by a panel consisting of at least two professors of the Faculty of Business and Economics (WFI Ingolstadt School of Management) and, if necessary, other members. <sup>2</sup> It is appointed by the Board of Examiners and elects a chairperson from among its members. <sup>3</sup> In the event of a tied vote, the chairman shall have the casting vote. <sup>4</sup> The exclusion from



consultation and voting is governed by Art. 41 para. 2 Bavarian University and College Act (BayHSchG). <sup>5</sup>The regulations for the Board of Examiners apply accordingly to the course of business.

#### (4) Admission to the qualification procedure

4. Admission to the aptitude test is subject to the condition that the requirements set out in Clause. 2.3 the above-mentioned documents are available on time and are complete.
5. An oral interview will be held with the candidates who meet the required conditions, as described in point. 5 The date for the oral examination is announced at least one week in advance.
6. If a candidate is not admitted to the program, he or she will be notified of the reasons for denial and informed of the rights of appeal.

#### (5) Scope and content of the suitability procedure

<sup>1</sup>The aptitude procedure consists of an oral examination of about 30 minutes duration. <sup>2</sup>The purpose of the aptitude procedure is to assess whether the applicant's personality, skills and knowledge meet the special qualitative requirements of the degree program and whether it can therefore be expected that the objective of the program will be achieved. <sup>3</sup>Assessment criteria are in particular:

- a. Knowledge of operational structures and processes and the functioning of markets,
- b. Abilities in understanding complex interrelationships and in analytical thinking,
- c. Skills in carrying out transfers,
- d. Ability and willingness to work in a scientific and responsible manner.

<sup>4</sup>The examination is conducted by two members of the Commission for the Aptitude Procedure, one of them from the group of professors. <sup>5</sup>The judgements of the examiners are "passed" or "failed".

#### (6) Determination and announcement of the result

<sup>1</sup>The aptitude procedure is only passed if all the examiners have passed the assessment. <sup>2</sup>The result of the aptitude procedure will be communicated to the applicant in writing. <sup>3</sup>A negative decision must be accompanied by a statement of reasons and information on the right of appeal.

#### (7) Transcript

A record of the aptitude procedure must be drawn up showing the date and place of the oral examination, the names of the examiners, the names of the applicants, the assessment of the examiners and the overall result.

(8)Re-application

Candidates who have not provided proof of suitability may reapply for the aptitude test on the date of the following year.

## F. Annex 2: Course Schedule

Semester						
4	Master thesis (20 ECTS)					20 ECTS credits
3	Business Analytics for Insights (5 ECTS)	Business and Society: Ethics and Sustainability (5 ECTS)	Applied Economics for Decision Making in Business (5 ECTS)	Seminar on Advanced Topics in Business Administration (5 ECTS)	Business Immersion in Germany: Achieving Global Growth and Competitiveness (5 ECTS)	25 ECTS credits
2	Financial and Managerial Accounting (5 ECTS)	Managing People and Organizations: Leadership, Power and Influence (5 ECTS)	Financial Management (5 ECTS)	Creating, Managing and Delivering Exceptional Service (5 ECTS)		20 ECTS credits
1	Firms, Markets and Money: Principles of Economics for Business (5 ECTS)	Innovation and Creativity in Management (5 ECTS)	Managing Operations and Supply Chains (5 ECTS)	Managing Markets, Products, and Consumers (Marketing) (5 ECTS)	Global Immersion in the Silicon Valley: Digitalization, Scaling Up, and New Business Models (5 ECTS)	25 ECTS credits