

**Symbiosis Institute of Business Management in collaboration with School of International Business and Entrepreneurship, Steinbeis University Berlin wants to bring an Indo-German Education Offer to you.**

MBA by SIBE (School of International Business and Entrepreneurship, Steinbeis University Berlin) in collaboration with SIBM (Symbiosis Institute of Business management, Symbiosis International University, India)

## **SIBM**

- ✚ Consistently from past 3 years 4th best B-school in India
- ✚ 31 years of management excellence
- ✚ Strongest industrial interface in both academic and corporate training programs
- ✚ International experiences and collaborations in Europe, Asia, and Arab Countries
- ✚ Excellence in Management Education- NAAC Accredited with “A” grade

## **SIBE**

- ✚ Specialized in Master’s programs for up-and-coming high potentials
- ✚ International experience and collaborations in China, Eastern Europe, Russia and Brazil
- ✚ One of Leading Business Schools in Germany
- ✚ Largest industrial interface within German business schools
- ✚ Market leader within scientific Business Schools in Germany
- ✚ Unique Concept of “Project-Competence-Studies”
- ✚ Owned by Steinbeis-Foundation
- ✚ Is accredited by the FIBAA

## MBA Degree Qualification & Retention Program

### Participants:

Indian High Potentials (Star Performers of organization)

### Enrollment criteria:

- ✚ State recognized University degree of minimum bachelor's level
- ✚ Minimum 2 years of professional experience after bachelor graduation
- ✚ 210 credit points achieved through previous degrees
- ✚ Engagement with a company providing "Study Project"
- ✚ An MBA enrollment duration at Steinbeis University Berlin for 24 months

### Objective:

- ✚ Career development through contribution to Business Development with an Innovative "**Project Competence concept**"
- ✚ To provide a close linkage between study theory and the international business practice while working towards postgraduate degree
- ✚ To provide expertise in German language and exposure to German customer, culture & business environment

### Benefits for company

- ✚ Proven business competent Indian employees for the interface between Indian delivery and German speaking clients
- ✚ Real business improvement and profit through Steinbeis "Project- Competence-Study" concept

### **Objective of study projects: –**

Business competent top talents solve challenges and bring in money for their own organization

The results of study projects compiled by the students under the guidance of lecturers (decision making basis for the management) are presented to top management

- ✚ Analysis of the current situation
- ✚ Target definition
- ✚ Strategy: how can we achieve this target?
- ✚ Business Case
- ✚ Implementation

### **What is a study project?**

- ✚ Business relevant topic from a students work environment
- ✚ Realization: Topic compilation along the study input and by a systematic application of its methods and theories to the study Projects' business reality
- ✚ Benefit: Learning business in "Real Cases"
- ✚ Projects for the development and implementation of new products / services
- ✚ Projects for the development and implementation of new business or manufacturing processes
- ✚ Projects for the development of new national/international suppliers
- ✚ Projects for the implementation of new organization structures
- ✚ Projects for the opening of new markets

### **Examples of study project benefits for sponsoring companies from Steinbeis MBA-programs:**

- ✚ Increase of sales profit from 2.6% per anno up to 8.4% annually within 24 Months
- ✚ 15% percent savings from process & organization improvement
- ✚ Systematic development and improvement of a company's entire supplier structure – 12% savings through purchase optimization
- ✚ Evaluation of existing organizational structures – test centers, global production management

### **Study Projects Examples**

- ✚ Development of a growth model utilizing offshore consultants for the German market (Automotive Market)

- ✚ Optimize end to end client engagement from opportunity to delivery, based on Germany and India collaboration in SAP area
- ✚ Integrated market approach for global delivery within the German SAP consulting market, Electronics Industry
- ✚ Simulation based Decision Making for Research & Development in Chemicals Industry – A System Dynamic Modeling Approach

### **What students (=employees) get:**

- ✚ Up-to-date management knowledge from the courses which gives immediate opportunity to transfer the learning's into application
- ✚ Improved business competence
- ✚ Study projects are “real cases”
- ✚ Diploma from SiBM (Symbiosis International University)
- ✚ An international MBA degree

### **For HR-purposes:**

- ✚ Retention and up-bringing of top talents
- ✚ Improved skill profiles

### **Program Set-Up:**

- ✚ 24 months in India(Blended learning pattern e-campus + 3-4 days per month presence seminars)
- ✚ 2 weeks foreign study trip to Germany
- ✚ Major Contents of MBA:
- ✚ Modules of the main study period






## **1 Economics**

- ✚ Macroeconomics
- ✚ Microeconomics
- ✚ Managerial Economics







## **2 Law**

- ✚ 2.1 Principles of Law
- ✚ 2.2 Legal Framework and Fields of Activity for Executives




### 3 **Project Management & Organization**

-  3.1 Interdisciplinary Scientific Work
-  3.2 Methods of Project Planning and Management
-  3.3 Information Management
-  3.4 Organizational Management
-  3.5 Information Technology Management






### 4 **Entrepreneurship & Strategy**

-  4.1 Principles of Practical Corporate Management
-  4.2 Principles of Entrepreneurship
-  4.3 Innovation Management
-  4.4 Management of Strategies
-  4.5 Business Strategy
-  4.6 Corporate Strategy


### 5 **Marketing**

-  5.1 Principles of Marketing
-  5.2 Market Research
-  5.3 Marketing and Sales Management






### 6 **Accounting & Corporate Finance**

-  6.1 Principles of Accounting
-  6.2 Financial Analysis
-  6.3 Financial Reporting and Controlling
-  6.4 Principles of Corporate Finance
-  6.5 Models and Systems

### 7 **International Management**




-  7.1 Principles of Foreign Trade
-  7.2 Principles of International Management
-  7.3 Cross-Cultural Management

## 8 Leadership & Competencies

-  8.1 Leadership
-  8.2 Organizational Behavior
-  8.3 Human Resource Management
-  8.4 Personality
-  8.5 Development of Competencies

### PK1.5 Master Thesis

The program consists of 3 stages:

-  Pre – Delivery
-  Delivery ( Presence seminars )
-  Evaluation

#### Pre – Delivery (Online)

The above classroom delivery is combined with “Blended Learning Concept” as a self directed study through **E-Campus**. It is a web based campus that provides a study environment. It is a continuous and mobile tool to support the students in their study projects independent from a student’s location.

This is about developing the required knowledge for a topic with the assistance of the web based training called e-learning.

This method also enables the participants to solve complex application tasks together with the other members of their respective study groups by interacting with them through this blended learning which allows continuous studying independent from a students’ location .

4 weeks prior to seminars the faculty has to submit the reading material for uploading on the above platform, interact with the participants in case of any queries on the same .

Classroom Delivery (Presence seminars) maybe 3 days per month  
The participants are supposed to work on the case studies, exercises and also they are expected to implement the learning into their projects with the help of faculty.

## Evaluation:

- ✚ 6 Written Tests
- ✚ 5 Project Study Papers
- ✚ 4 Transfer Papers
- ✚ 1 Master Thesis
- ✚ 1 Final Exam

ECTS: (European credit Point System for International Degree Recognition)

- ✚ 90 ECTS can be achieved through MBA
- ✚ 210 credits from previous degree
- ✚ Both together lead to 300 Credits enables graduates to apply for doctorate studies

## Special Note for Automotive Industry :

✚ All students work on a study project from the automotive industry. In addition, the compulsory course contents can be held by lecturers with an expertise in the automotive industry and therefore a focus on the specific situation and requirements of the automotive industry. In consequence all students undergo a two year deepening of general management in their specific industry.

✚ We design a special compulsory curriculum for the automotive sector. The degree authorized could be named e.g. Master of Business Administration (MBA) in Automotive Management