



STEINBEIS UNIVERSITY
Schools of Next Practices

ON-CAMPUS

INTERNATIONAL STUDY PROGRAMS



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STEINBEIS UNIVERSITY

Schools of Next Practices

Steinbeis University – Schools of Next Practices, also known as S-Next, is the business school of Steinbeis-Hochschule, which has been officially recognized as a private university since 1998 and is one of the largest private universities in Germany.

As an institute of the globally active Steinbeis Foundation, Steinbeis-Hochschule stands for knowledge transfer and innovation at the interface between science and business. The institute is a pioneer in the world of education – having designed the MedienMBA (the first industry-specific MBA in the world) in 1999. For 25 years, we have continued to lead the way worldwide with our unique transfer-oriented study model.

Although S-Next is responsible for developing and implementing all content for our study programs according to the study and examination regulations, graduates receive their degrees from Steinbeis-Hochschule.

We offer master's, MBA programs, certificates, and diplomas in the fields of business and economics, leadership management, and technology. No matter how different the respective programs may seem, they are all essentially based on the ideas and ways of thinking of Ferdinand von Steinbeis – the inventor of dual education.



Our Founding Father
Ferdinand von Steinbeis
 (1807-1893)

150 Years

of putting theory into practice

World-class education, made in Germany.

Steinbeis University is one of the largest officially recognized private universities in Germany and is part of the globally active Steinbeis Foundation.

For over 150 years, the name Steinbeis stands for innovation: first, in pioneering the world-renowned dual education approach, uniting classroom theory with onsite workplace experience – and now, with our cutting-edge business study programs.

We are bringing the latest developments across many industries to students around the world. At S-Next, we're proud of:

- Over 25 years of experience in higher education.
- A strong network of 2,200+ successful alumni.
- Valuable partnerships with 200+ leading German companies like Bosch, Siemens, Daimler, and SAP.
- An outstanding 98% recommendation rate from our current students.
- Being a trusted German business school with globally recognized degrees.

OUR CORE STUDY CONCEPT

At Steinbeis University - Schools of Next Practices, we help people find their path and have a positive impact on the world.

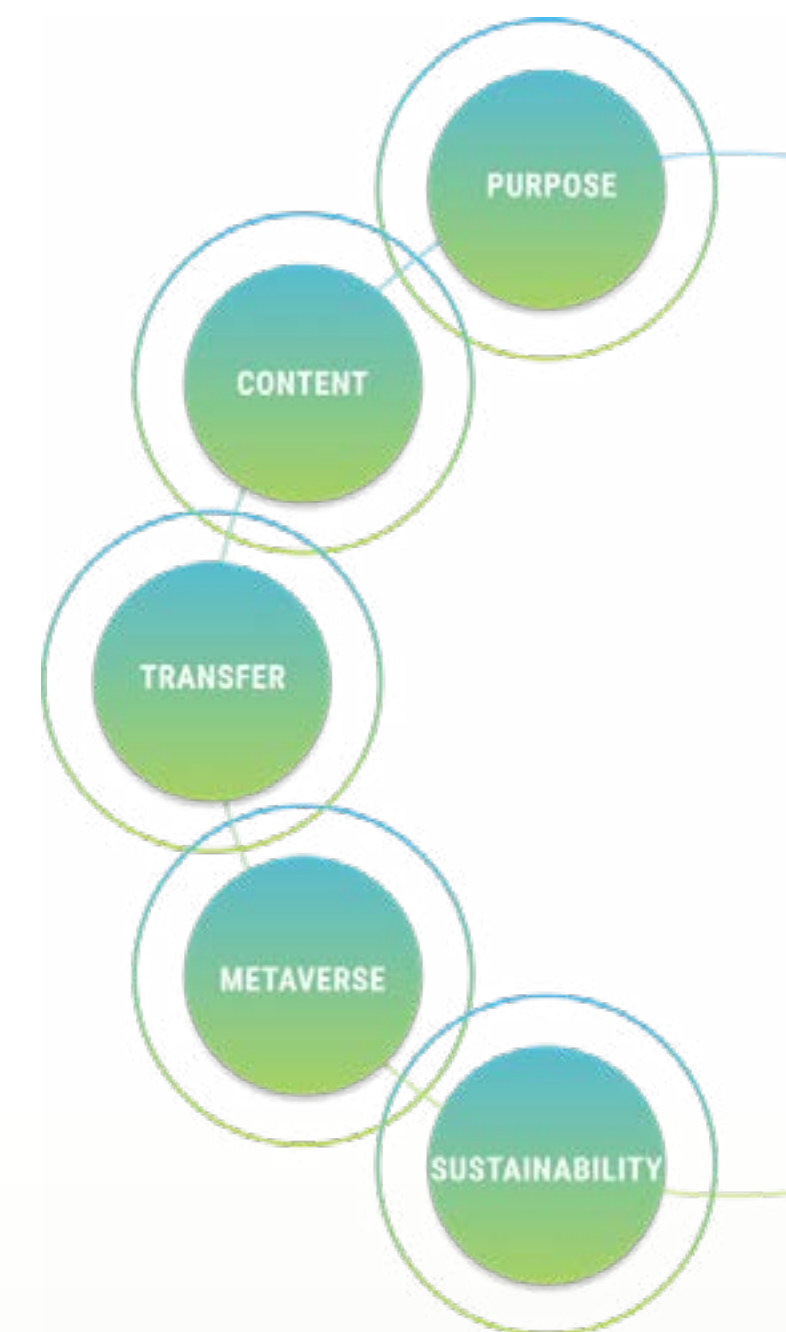
By implementing our core study concept, the 5 Circles, into your studies, you can, and will, succeed in reaching the Next Level of your professional life and personal journey.

Make our 5 Circles – **PURPOSE**, **CONTENT**, **TRANSFER**, **METaverse**, and **SUSTAINABILITY** – your daily drivers to pave the way to a successful career.

Envision your **PURPOSE** and shape your life and career to fit your ultimate end goal with the support of the highly experienced lecturers and expertly trained student advisory team at Steinbeis University - Schools of Next Practices.

Strengthen your professional and personal qualifications and reach your Next Level through the most up-to-date study **CONTENT**. Put the latest industry-led innovations and insights learned in the classroom into practice, thanks to our unique **TRANSFER**-oriented teaching method, and become part of the **METaverse** – the future of work – with our immersive technologies and diverse, digitally taught subject matter.

Use the instructive knowledge, future-oriented perspectives, and qualifications acquired during and after your time at Steinbeis University - Schools of Next Practices to go forth and make a real **SUSTAINABLE** difference to the world – socially, environmentally, and economically.



INSIDER

ONLINE LEARNING SOLUTION

The **INSIDER** is a multimedia learning solution that is designed to facilitate your learning process and optimize your learning experience. The main advantages offered by INSIDER are:

EASY TO ACCESS

Just visit <http://insider-project.com>, log in, and begin your work on the INSIDER platform. No extra application downloads are required.

EFFICIENTLY STRAIGHTFORWARD

On the Dashboard, you will find everything you need to complete each module, including:

- Module description, lecturer details, and learning objectives.
- Access to all learning materials that will enhance your MyMedia learning journey.

CONNECTING THEORIES AND PRACTICE

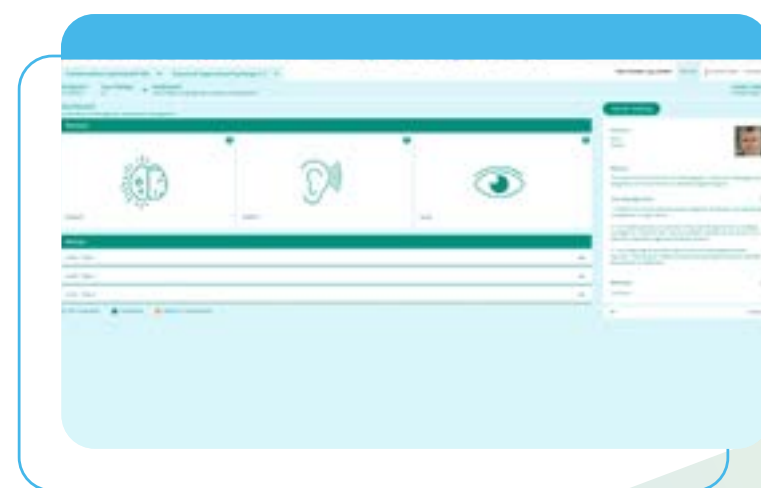
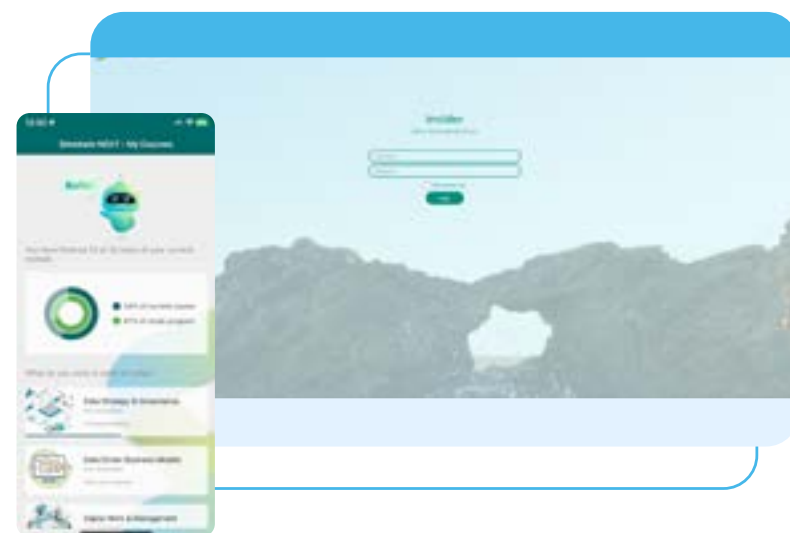
By working on your module's assignments on **MyMaps**, you will have the opportunity to:

- Dive deeper into the topic you are learning.
- Learn to analyze and provide solutions for specific workplace cases using the new knowledge you acquired.
- Collaborate with your superior or colleagues at work to better understand the implementation of the theories in the real-world workplace.

To discover more about how **INSIDER** works, check out the tutorial, which offers an in-depth exploration of INSIDER's operations, providing valuable insights and detailed guidance to help you navigate the platform effectively and make the most of its features. Access the tutorial via the following link;

German Tutorial: <https://cloud.steinbeis-smi.de/index.php/s/mTA3e3E5dJXnX8Y>

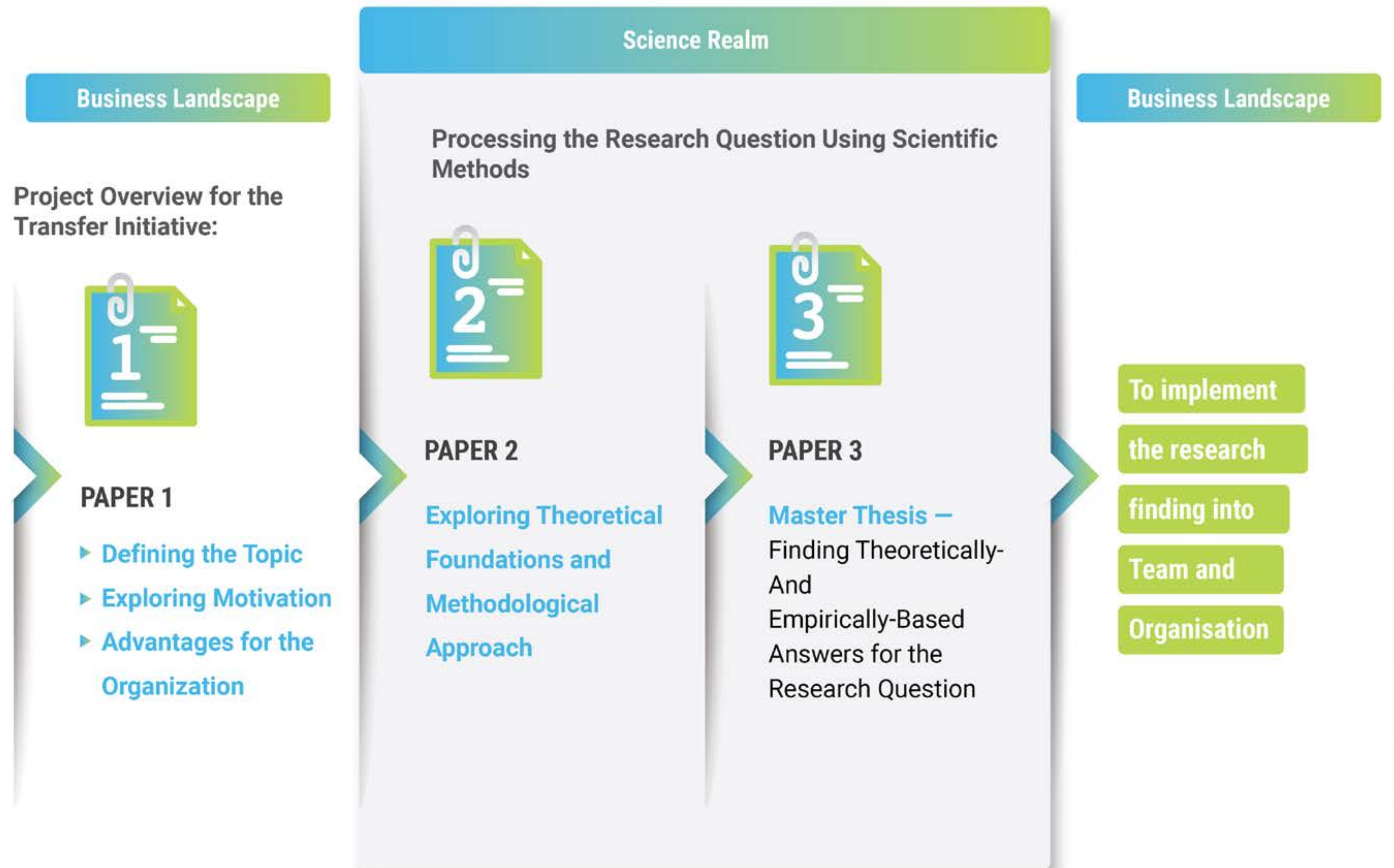
English Tutorial: <https://cloud.steinbeis-smi.de/index.php/s/n7Jr2sPpn3bBa2j>



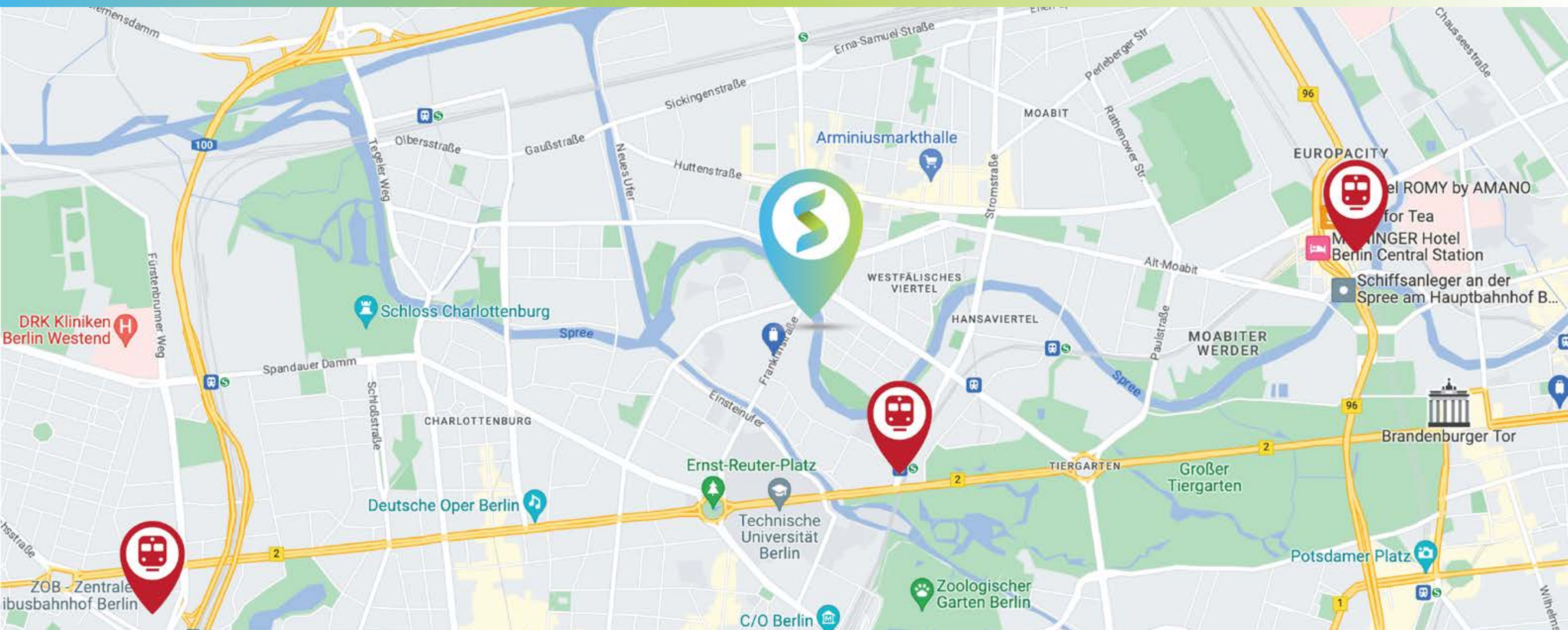
THE RIGHT PROGRAMS FOR YOU

- Taught 100% in English
- Provides the skills needed to become and remain competitive in the German job market
- German state-approved and FIBAA accredited
- Project-based learning through our famous Transfer Project model
- The most cutting-edge and diverse curriculum from professors and industry experts

TRANSFER-ORIENTED STUDY



Our Berlin Campus



Located in the charming district of Charlottenburg, our campus overlooks the Spree River and boasts superb connectivity to public transport, ensuring a mere 14-minute commute from Berlin Central Station, Zoologischer Garten Station and Tiergarten Station.

Moving to Berlin to Study:

Studying in English and Other Benefits



Berlin is a Global Center

The city boasts a large international community, making it easy to meet new people and integrate quickly into your new home. Also, English is a prevalent language, so – while we do encourage you to learn at least the basics – it is certainly possible to get by in Berlin without fluent German.



Berlin is a Cultural Mecca

As the epicenter for countless historical events, Berlin is an excellent place for curious students – and with its many galleries, restaurants, and infamous club scene, there is something for everyone and plenty of places to explore with all your new fellows and friends.



Berlin is Affordable

Berlin ranks within the top five cheapest capital cities in Western Europe, so the price of rent, transport, and food is very reasonable. Expect to pay around 40% of your monthly salary for your Berlin accommodation, which in comparison to other major capital is very reasonable.



Berlin is a Green City

In fact, Berlin is one of the greenest cities in Europe – which may come as a surprise for those used to visiting as a tourist and hanging out in Alexanderplatz. There are over 2,500 parks within the concrete jungle, supplying locals with a sanctuary from the hustle and bustle of big city life.



Berlin is Well-Connected

Although traveling by bike is popular in Berlin because of the city's dense network of cycle paths and routes, the many underground and overground trains, trams, and buses make it easy to get around. Direct intercity trains allow for spontaneous weekend breaks, as well!



Berlin is a Start-Up Hub

With its creative culture and support from the government, Berlin has become a top choice for entrepreneurs to start their companies. The city provides everything startups need to succeed, like talented people, affordable living costs, and events to meet others in the industry.



STEINBEIS UNIVERSITY
Schools of Next Practices

MASTER OF ARTS IN BUSINESS AND ORGANIZATIONAL PSYCHOLOGY



Master of Arts (M.A.) Business & Organizational Psychology



Duration
24 months (90 ECTS)



Language
English



Start Dates
Jan; Apr; Jul; Oct

The evolution of our economy and society, along with the many challenges this creates within all areas of working life calls for an update in professional and managerial competency.

comprehensive training needed to apply commercial, organizational, and psychological skills effectively — at the place where human psychology and the economic sphere intersect.

The M.A. in Business and Organizational Psychology at S-Next provides a unique combination of psychological skills and business know-how so that our students will graduate confident in their ability to meet the dynamics of today's work environment. Through this program, you will receive the versatile and

How Does This Benefit You?

- You will develop the personal skills needed to shape your team and organization.
- You will enter into a field that is currently in high-demand.
- You will be prepared for a vast range of functions within your chosen industry.
- You will ready yourself and your organization to compete in a global workforce.

Your Modules

The S-Next master's in Business and Organizational Psychology provides the unique combination of psychological skills and business know-how to meet the dynamics of today's work environment.

Strategies of HR Management	Change Management
Workforce Management	Organizational Consulting and Organizational Development
Value-driven HR Management	The Future of Business Organization
Organizational and Decision Making Techniques	Psychological Aspects of Change in Organizations

Tuition Fee*

We offer two options of payment:

Per Semester	Total Payment
€4,175.00	€16,700.00

* Excl. **€250** matriculation fee + **€250** examination fee

Admission Requirements

To enroll in our MA program, you must have:

1

Bachelor's degree or equivalent

2

EN proficiency (IELTS 6.0 / PTE - 56/ TOEFL - 80/Duolingo - 100/ Cambridge Advanced or Proficiency)

3

Submitted the complete application documents, such as an updated CV, an official copy of your university certificate, and academic transcript



MASTER OF BUSINESS ADMINISTRATION

Master of Business Administration



Duration

12 months (60 ECTS)



Language

English



Start Dates

Jan; Mar; May; Jul; Sep; Nov

We understand the importance of working your way up the ladder and commend those with the perseverance and grit to have progressed thus far in their careers. While years of experience working within your chosen field is important to prove that you can perform well in such an environment, our broad and practice-oriented MBA gives you the formal training and the necessary skills to advance in your career — whether you have a bachelor's degree or not.

Our MBA program is suitable for any working professional — whether you hold a bachelor's degree or went straight into the workforce after completing high school. Whether you are starting from the basics, or seeking to close knowledge gaps, this comprehensive management program will empower you to build on your strengths. Gain the confidence, knowledge, and evidence you need to propel your career forward and achieve your professional aspirations.

How Does This Benefit You?

- Studying in an MBA program can significantly boost your career prospects and earning potential.
- You will become a master communicator, both in your internal and external work.
- You will be able to see your organization in a societal context, and reflect on the interactions between societal challenges such as climate change, immigration, or equality, and operational requirements.

Your Modules

The S-Next MBA ECTS 60 provides you with a strong understanding of all things business-related. This crash course will get you up to speed with changes that have occurred within the business sector since your graduation from either secondary education or university — so that you can use these transferrable skills to better your current or future company.

Strategy	Finance and Investment
Markets and Marketing	Accounting and Controlling
Innovation and Entrepreneurship	Operations Management
Organization Design and IT Systems	Sustainable Leadership and Management

Tuition Fee*

We offer two options of payment:

Per Semester	Total Payment
€9,900.00	€19,800.00

* Excl. **€250** matriculation fee + **€250** examination fee

Master of Business Administration Specializing in Business & Organizational Psychology



Duration

18 months (90 ECTS)



Language

English



Start Dates

Jan; Mar; May; Jul; Sep; Nov

To stay competitive, a business must be run with precise competence from the ground up. An excellently curated and managed team is essential to coping with the inevitable economic and organizational challenges a business will face.

Our MBA specializing in Business & Organizational Psychology differs from the traditional master's degree in how it emphasizes the business aspects of this interdisciplinary career path. On top of giving you a comprehensive business education, this program helps you to develop essential skills in business psychology, diagnostics, organizational consulting and development,

change management, and leadership — making it the optimal specialization for anyone aiming to become organization developers and recruitment consultants, HR leaders, coaches, and much more.

Find out how to positively impact your employees and your organization by strengthening your own leadership qualities, and develop your critical thinking and build the expertise to improve workplace motivation and attitudes. Support diversity, build resilient leaders, and boost your team morale and — in turn — your organization's productivity.

How Does This Benefit You?

- Avail an opportunity to enter an interdisciplinary career path that requires no extra studies.
- This will give you more job options, allowing you to move up to higher positions in your preferred field.
- You will enhance your skills not only at managing your business finances, but also at managing your human resources.
- You will be able to communicate effectively with your team and your market, thanks to your newfound awareness of team management and human psychology.

Your Modules

The S-Next MBA ECTS 90 will get you up to speed with recent changes in the business sector and allow you to dive deep into topics that interest you through your Business & Organizational Psychology specialization.

Business Psychology 1	Organization Consulting, Organization Development
Business Psychology 2	Psychological Aspects of Leadership in Organizations
Psychological Aspects of Change in Organizations	Change Management

Tuition Fee*

We offer three options of payment:

Per Semester	Per Year	Total Payment
€7,267.00	€10,900.00	€21,800.00

* Excl. **€250** matriculation fee + **€250** examination fee

Master of Business Administration

Specializing in Sustainable Management



Duration

18 months (90 ECTS)



Language

English



Start Dates

Jan; Mar; May; Jul; Sep; Nov

Across the globe, sustainability has become increasingly important. As a result of this, industries and organizations around the world are now expected to realize and manage the impact they have not just on the economy and society, but also on the environment.

Our master's with a focus on Sustainable Management concentrates on the intersection of business and sustainability, and provides you with the information you need to ensure the long-term viability of a company or business.

This study program will help you expand your knowledge in the sustainability field across organizations, industries, and practices. You will enhance your capabilities in business, consulting, and ESG (environmental, social, and governance), and establish your own sustainable business through a combination of the essential skills learned from S-Next's mandatory business management foundation module, and the in-depth understanding of various sustainability topics gained from this specialization.

How Does This Benefit You?

- You can help your organization to realize and manage the impact they have not just on the economy and society, but also on the environment.
- You will feel good in the knowledge that you can, and will, make a positive change to the world around you.
- You'll gain the information you need to ensure the long-term viability of your business in this competitive market.
- You will strengthen your leadership skills and learn to manage your team fairly and consistently to create a positive and productive working environment.

Your Modules

The S-Next MBA ECTS 90 will get you up to speed with recent changes in the business sector and allow you to dive deep into topics that interest you through your Sustainable Management specialization.

Sustainability in Society, Economy, and Organizations	Sustainable Growth Strategies
Sustainable/Responsible Management	Sustainable Finance and Risk
Sustainable Entrepreneurship	Sustainable Mindset and Practices of Management

Tuition Fee*

We offer three options of payment:

Per Semester	Per Year	Total Payment
€7,267.00	€10,900.00	€21,800.00

* Excl. €250 matriculation fee + €250 examination fee

Master of Business Administration

Specializing in Data Analytics & Artificial Intelligence



Duration

18 months (90 ECTS)



Language

English



Start Date

Jan; Mar; May; Jul; Sep; Nov

Through S-Next's MBA in Business Management specializing in Data Analytics & Artificial Intelligence, you will be uniquely equipped to access one of the most dynamic areas in Germany – and the world – where demand for talent outstrips supply.

Gain strong knowledge in data technology, data applications, data strategies, and data-driven decision making, and explore the potential of data applications within a business context – both in terms of operational analysis and strategic decision-making.

Understand corporate functions, learn how to implement a wide range of tools to solve complex management challenges, and acquire the skills needed to make excellent management decisions.

How Does This Benefit You?

- As a graduate of this program, you will be qualified to act as an effective and responsible manager for internationally operating organizations.
- Become a master communicator, understand corporate functions, and acquire the skills required to make excellent management decisions.
- You will gain a distinctive advantage to enter the thriving tech industry, an incredibly dynamic sector globally, where the demand for skilled professionals surpasses availability.
- You will grasp the concepts of data technology and its applications, empowering you to confidently analyze data, conduct investigations, and understand their boundaries.

Your Modules

The S-Next MBA ECTS 90 will get you up to speed with recent changes in the business sector and allow you to dive deep into topics that interest you through your Data Analytics & Artificial Intelligence specialization.

Digital Infrastructure and Software Development	Data Strategy and Governance
Data Management, Big Data, and High Performance Computing	Data Exploration and Analytics
Data Driven Business	Artificial Intelligence

Tuition Fee*

We offer three options of payment:

Per Semester	Per Year	Total Payment
€7,267.00	€10,900.00	€21,800.00

* Excl. €250 matriculation fee + €250 examination fee

Master of Business Administration

Specializing in Digital Innovation & Business Transformation



Duration

18 months (90 ECTS)



Language

English



Start Dates

Jan; Mar; May; Jul; Sep; Nov

Become, and remain, a pioneer of this digital age through S-Next's MBA degree focusing on Digital Innovation & Business Transformation.

As the world evolves at such a rapid rate, so do the demands of daily life and, therefore, the personal requirements of your companies' clientele. It is for this reason that the digital and innovative transformation of a company —whether it is an already established enterprise or a brand-new start-up — is crucial to its success.

Find out how to develop a data-driven culture within your organization by applying technologies like Artificial Intelligence and Machine Learning. By embracing future trends and learning about the implications of digital innovation and economics on business and society, navigation of modern business challenges will no longer feel so challenging.

How Does This Benefit You?

- 92% of business executives believe that digital transformation is crucial for maintaining a competitive edge.
- Your expertise will position you as a sought-after professional.
- You will develop the adaptability and resilience needed to navigate modern business challenge effectively, which will help ensure that your organization remains a pioneer in the digital age.

Your Modules

The S-Next MBA ECTS 90 will get you up to speed with recent changes in the business sector and allow you to dive deep into topics that interest you through your Digital Innovation & Business Transformation specialization.

The Future of Business Organization	Innovation Project
Digital Technology	Innovation Management – Advanced
Market Research and Consumer Behavior	Digital Economics – Implications for Business and Society

Tuition Fee*

We offer three options of payment:

Per Semester	Per Year	Total Payment
€7,267.00	€10,900.00	€21,800.00

* Excl. €250 matriculation fee + €250 examination fee

Master of Business Administration

Digital Marketing



Duration

18 months (90 ECTS)



Language

English



Start Dates

Jan; Mar; May; Jul; Sep; Nov

Master the process of identifying market needs, planning projects, and developing innovative solutions, often collaboratively. Formulate solutions, analyze feedback, and refine innovations for continuous improvement.

Prepare for presentations and fine-tune innovation designs as needed. Explore digital marketing fundamentals, including frameworks and strategies, and gain insight into digital brand management and storytelling.

Deepen your understanding of digital marketing theories and master marketing planning, content strategies, and advanced messaging techniques.

How Does This Benefit You?

- Upon completion, students will have the skills to excel in the digital marketing field. In fact, studies show that professionals with such competencies are in high demand, with job postings for digital marketing roles increasing by 60% over the past year.
- Graduates will master market research and consumer behavior, opening doors to various career opportunities and advancement, especially considering that 88% of marketing professionals view data and analytics skills as critical for success.
- You will gain a deep understanding of the digital economy, which will directly impact corporate strategies and enhance your ability to navigate its opportunities and challenges.

Your Modules

The S-Next MBA ECTS 90 provides you with a strong understanding of all things business-related. This crash course will get you up to speed with recent changes in the business sector, and you will also dive deep into topics that sincerely interest you through your Digital Marketing specialization.

Innovation Project	Legal Frameworks of Marketing
Digital Marketing	Digital Marketing – Advanced
Market Research and Consumer Behavior	Digital Economics – Implications for Bus. & Soc.

Tuition Fee*

We offer three options of payment:

Per Semester	Per Year	Total Payment
€7,267.00	€10,900.00	€21,800.00

* Excl. €250 matriculation fee + €250 examination fee

Master of Business Administration Management & Innovation



Duration
18 months (90 ECTS)



Language
English



Start Dates
Jan; Mar; May; Jul; Sep; Nov

Assess complex market and customer needs, define project tasks, and develop innovative, socially relevant solutions, often in collaborative teams. Create and test innovative solutions, refine them based on analysis, before presenting the final design.

Learn how businesses start, explore different business models (including digital ones), and discuss ways to fund new ventures. Build business plans and models, gain wisdom from successful innovators, and analyze strategic management techniques.

Craft sales strategies in line with business and marketing, master Key Account Management and Customer Relationship Management, and improve negotiation skills through effective communication and psychology.

How Does This Benefit You?

- Studying strategic management can boost an organization's profitability. In fact, companies that excel in strategic management practices tend to be 12% more profitable than those that don't.
- Learning innovation management enables you to tap into a \$1.8 trillion global investment in research and development, unlocking opportunities for growth and staying at the forefront of industry advancements.
- This MBA will provide you with the skills to navigate global challenges, apply market entry and legal knowledge, predict international marketing impacts, and make informed contributions to global organizational success.

Your Modules

The S-Next MBA ECTS 90 provides you with a strong understanding of all things business-related. This crash course will get you up to speed with recent changes in the business sector, and you will also dive deep into topics that sincerely interest you through your Management & Innovation specialization.

Innovation Project	Innovation Management
Entrepreneurship	Sales Management and Negotiations
Strategic Management II	International & Intercultural Management

Tuition Fee*

We offer three options of payment:

Per Semester	Per Year	Total Payment
€7,267.00	€10,900.00	€21,800.00

* Excl. €250 matriculation fee + €250 examination fee

Master of Business Administration HR & Change Management



Duration
18 months (90 ECTS)



Language
English



Start Dates
Jan; Mar; May; Jul; Sep; Nov

Learn about agile organizational concepts like design principles for corporate networks, self-organization, and sociocracy. Gain expertise in strategic workforce planning, workforce management in dynamic markets, leadership culture development, HR and organizational integration, performance management, and evidence-based HR practices.

Engage with the world of organizational change, leadership, and personal leadership experiences. Develop versatile consulting

skills, covering individual and organizational aspects, including agile coaching, strategic management, Lean Management, process consulting, and systemic problem-solving.

Explore the history and evolution of organizational development, current approaches, diagnostic techniques, the role of organizational culture, and effective change management strategies.

How Does This Benefit You?

- By completing this program, you'll gain a comprehensive grasp of leadership and its psychological intricacies. It's worth noting that 84% of high-performing companies attribute a significant part of their success to leadership development.
- Upon completion of this module, students will excel at assessing and enhancing the value-added contributions of personnel management within an organization.
- 91% of companies with efficient personnel management strategies report higher employee engagement, ultimately leading to increased productivity and success.
- By becoming proficient in coaching and group consultation, you'll be ready for a wide range of career opportunities. Your ability to choose and apply the right strategies effectively in organizational consulting will make you an asset to employers.

Your Modules

The S-Next MBA ECTS 90 provides you with a strong understanding of all things business-related. This crash course will get you up to speed with recent changes in the business sector, and you will also dive deep into topics that sincerely interest you through your HR & Change Management specialization.

The Future of Business Organization	Value Driven HR Management
Workforce Management	Psychological Aspects of Leadership in Org.
Org. Consulting & Org. Development	Psychological Aspects of Change in Org.

Tuition Fee*

We offer three options of payment:

Per Semester	Per Year	Total Payment
€7,267.00	€10,900.00	€21,800.00

* Excl. €250 matriculation fee + €250 examination fee

Admission Requirements

To enroll in our MBA programs, you must have:

1

A 3-4 years bachelor's degree with 2 years of work experience OR a 2 years bachelor's degree with 7 years of work experience OR successfully completed High School education with additional 10 years of work experience and S-Next university entrance test.

2

EN proficiency (IELTS 6.0/PTE - 56/TOEFL - 80/Duolingo - 100/Cambridge Advanced or Proficiency).

3

Submitted the complete application documents, such as an updated CV, an official copy of your university certificate and academic transcript, as well as work experience certificates



M.Sc. in Business Management Specializing in Management & Innovation

**Duration**

24 months (120 ECTS)

**Language**

English

**Start Dates**

Jan; Mar; May; Jul; Sep; Nov

While it shares a foundation of broad management knowledge for a comprehensive education, our Master of Business Management specializing in Management & Innovation sets itself apart with its unparalleled qualities.

By focusing on topics that address the issues modern businesses face daily in these times of change and market upheaval, this master's prepares you to face the unexpected by teaching you how to remain competitive within an environment of permanent change.

Learn to set innovative standards and initiate forward-thinking products, processes, structures, and growth strategies — so that you can conquer new target groups and markets, and pave the way to successful innovations for yourself and your company in an effective, enthusiastic, and inspiring way.

How Does This Benefit You?

- By mastering innovative strategies, you will be better prepared to remain competitive and drive success in dynamic environments.
- You can set new standards and drive forward-thinking products, processes, structures, and growth strategies.
- You'll become a dynamic leader capable of driving successful and inspiring innovations within your organization.
- You will overcome the barriers to successful innovation and replace them with smart tools, methods, and solutions.

Your Modules

Learn the basics with our eight compulsory foundation modules, and study topics tailored to your interests and needs through the following specialization modules in Management & Innovation.

Innovation Management	International and Intercultural Management
Innovation Management – Advanced	Managerial Economics
Strategic Management II	Future of Business Organization
Entrepreneurship	Sales Management and Negotiations

Tuition Fee*

We offer three options of payment:

Per Semester	Per Year	Total Payment**
€5,950.00	€11,900.00	€23,800.00

* Excl. €250 matriculation fee + €250 examination fee

** 3% discount is given for total payments

MASTER OF SCIENCE IN BUSINESS MANAGEMENT

WITH A CHANCE TO GET UP TO 25% SCHOLARSHIP



M.Sc. in Business Management Specializing in Digital Marketing



Duration

24 months (120 ECTS)



Language

English



Start Dates

Jan; Mar; May; Jul; Sep; Nov

Digital is the new normal, therefore every digitized company needs to know how to deliver content across diverse channels. S-Next's Business Management degree specializing in Digital Marketing will teach you how to use digital channels professionally to help your company's products and services quickly increase in value and popularity.

Based on a smart, data-based marketing strategy, you will learn to competently implement omnichannel concepts and specific targeting.

You will also find out how to increase the efficiency of your marketing campaigns through clever automation, and establish inbound marketing concepts so that your company becomes a hub that is actively searched for and found by customers.

How Does This Benefit You?

- Digital marketing is the quickest and most cost-effective way to reach your target market, raise your brand's awareness, and boost your company's leads and sales.
- You will find out how to monitor the expectations and experiences of your audience through feedback from your social channel's comments and chats.
- You will professionally transform your company's products and services by utilizing the vast number of digital channels available in today's tech-focused world.
- By understanding consumer behavior and emerging trends, you will be able to execute targeted marketing initiatives that result in increased engagement and higher conversion rates.

Your Modules

Learn the basics with our eight compulsory foundation modules, and study topics tailored to your interests and needs through the following specialization modules in Digital Marketing.

Digital Economics	Strategic Media Management
Structural Framework of Marketing	Entrepreneurship
Market Research and Consumer Behavior	Digital Infrastructure and Principles of Software Developments
Digital Marketing	Digital Marketing – Advanced

Tuition Fee*

We offer three options of payment:

Per Semester	Per Year	Total Payment**
€5,950.00	€11,900.00	€23,800.00

* Excl. €250 matriculation fee + €250 examination fee

** 3% discount is given for total payments

M.Sc. in Business Management Specializing in Digital Innovation & Business Transformation



Duration

24 months (120 ECTS)



Language

English



Start Dates

Jan; Mar; May; Jul; Sep; Nov

Embrace the challenges of the modern business world, where digital innovation and transformation are paramount for sustained success. According to a report by Deloitte, 87% of organizations believe that digital transformation is a key priority. By enrolling in our specialized program, you'll gain the skills to navigate this transformative era with confidence.

Become a driving force of change by learning to harness the power of emerging technologies like Artificial Intelligence and

Machine Learning. Dive into cultivating a data-driven culture within your organization, harness the potential of Artificial Intelligence and Machine Learning in modern multi-cloud environments, and adopt an agile, team-oriented entrepreneurial mindset – all under the guidance of our specialized curriculum.

How Does This Benefit You?

- In the modern business world, digital innovation and business transformation are paramount for sustained success.
- By staying current in the ever-evolving tech world, you remain attuned to people's daily needs, understanding their individual requirements and delivering on them.
- You will position yourself as a sought-after expert, capable of guiding companies towards success in the ever-evolving digital landscape.
- Acquiring the expertise from this program will empower you to lead innovation within your organization, driving growth and staying ahead of the competition.

Your Modules

Learn the basics with our eight compulsory foundation modules, and study topics tailored to your interests and needs through the following specialization modules in Digital Innovation & Business Transformation.

Digital Technology – Advanced	Future of Business Organization
Digital Economics – Implications for Business and Society	Innovation Management
Digital Infrastructure and Principles of Software Development	Innovation Management – Advanced
Entrepreneurship	Market Research and Consumer Behavior

Tuition Fee*

We offer three options of payment:

Per Semester	Per Year	Total Payment**
€5,950.00	€11,900.00	€23,800.00

* Excl. €250 matriculation fee + €250 examination fee

** 3% discount is given for total payments

M.Sc. in Business Management Specializing in Data Analytics & Artificial Intelligence



Duration

24 months (120 ECTS)



Language

English



Start Dates

Jan; Mar; May; Jul; Sep; Nov

This specialization creates experts who develop a data-driven culture in the company and profitably use disruptive technologies such as artificial intelligence or machine learning in modern multi-cloud environments.

To make such innovations possible, you will think and act as a team-oriented, agile founder. You will learn how, alongside technologists, to develop innovative applications that strategically and technologically set the company apart from the competition.

With the knowledge gained through this specialization of digital strategies and business models, you will become a driver for the digital transformation of your company — and your industry.

How Does This Benefit You?

- According to the World Economic Forum, the demand for data analysts and AI specialists is projected to exceed supply by 2025, offering abundant career opportunities.
- Data analytics and AI empower you to harness the power of data for informed decision-making.
- Mastering data analytics and AI equips you with skills to embrace future trends and adapt to industry advancements seamlessly.
- You will be equipped to access one of the most dynamic areas in the world, where demand for talent outstrips supply.

Your Modules

Learn the basics with our eight compulsory foundation modules, and study topics tailored to your interests and needs through the following specialization modules in Data Analytics & Artificial Intelligence.

Digital Technology — Advanced	Data Management, Big Data and High-Performance Computing
Digital Economics — Implications for Business and Society	Data Driven Business Models and Products
Digital Infrastructure and Principles of Software Development	Data Strategy and Governance
Artificial Intelligence	Data Exploration and Analytics

Tuition Fee*

We offer three options of payment:

Per Semester	Per Year	Total Payment**
€5,950.00	€11,900.00	€23,800.00

* Excl. **€250** matriculation fee + **€250** examination fee

** 3% discount is given for total payments

Admission Requirements

To enroll in our MSc programs, you must have:

1

A bachelor's degree or equivalent

2

Depending on the student's area of study during your Bachelor, Pre-Master preparation modules may be required

3

EN proficiency (IELTS 6.0 / PTE - 56/ TOEFL - 80/Duolingo - 100/Cambridge Advanced or Proficiency)

4

Submitted the complete application documents, such as an updated CV, an official copy of your university certificate and academic transcript



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At S-Next, we build on this legacy, providing top-tier, flexible study programs designed to seamlessly integrate with your work, family, and social commitments. We're here to guide you on an exciting journey of discovery and growth, where your questions, thoughts, and ideas are not only welcome but encouraged. Feel free to reach out to us anytime.



**Michael
Johnson**

Head of International Business
Development

EMAIL : m.johnson@steinbeis-next.de

PHONE: +49 151 141 97378



**Agnes
Salim**

Head of Sales/Admission

EMAIL : studentadvisory@steinbeis-next.de

PHONE: +49 125 250 375

Steinbeis University - Schools of Next Practices

Rudower Chaussee 28

12489 Berlin

Germany

+49 32 221095074

studentadvisory@steinbeis-next.de

www.steinbeis-next.de

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