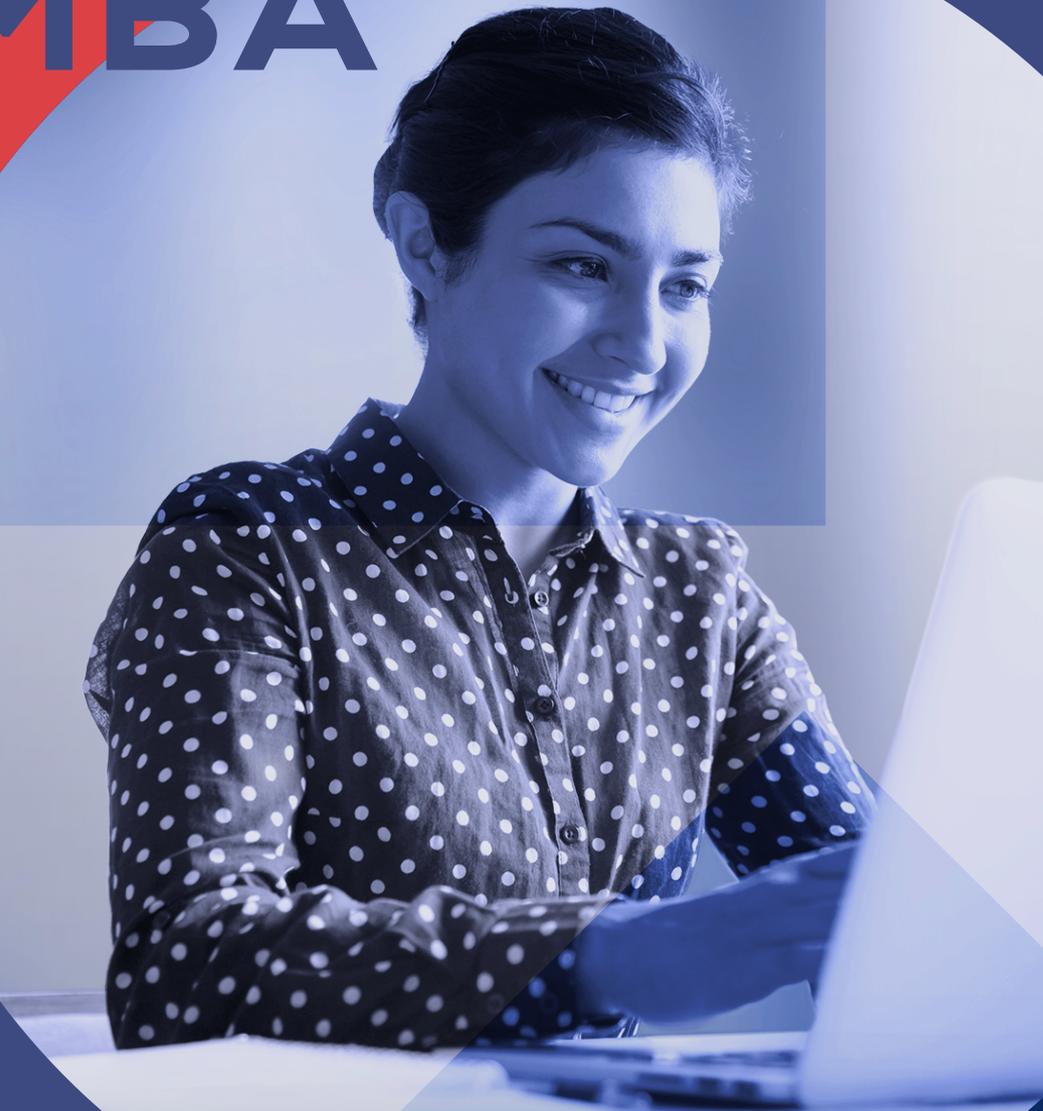


GLOBAL ONLINE MBA



1 in Germany
9 in Europe

→ Fast-track your career
at your own pace

Want to make better business decisions?

The **ESMT Berlin Global Online MBA** is designed to teach you everything that a modern decision maker needs to be a successful leader. Analytics, innovation and managerial skills are at the core of this program, which offers you a great deal of flexibility.

The **Global Online MBA** is designed to be completed in 24 months. However, you can choose to take the modules either in consecutive order as scheduled or take a break in between. You have up to five years to complete the program.

The Global Online MBA is the first of its kind in the European market. It is set up so you can continue working full-time while gaining the knowledge and competencies to support, not only your personal development, but also the growth and transformation of your company. You can choose to add in various options including personalized coaching on the career side, or to take an international module either in Berlin, or join an international field seminar with your cohort.

Flexibility

Should you decide to take a break during the two-year program, you will be able to resume your studies at the beginning of any module on offer at that time. You will need to complete all core modules before taking the elective courses.

For the exact module dates of the **September 2021** and **May 2022 intakes**, please visit our [website](#). Optional program add-ons allow you to further personalize your learning experience, based on your own goals.

The world's most innovative learning platform → The Hub

ESMT's membership in the **Future of Management Education (FOME)** alliance guarantees you access to the world's most innovative online learning environment. Your study experience is hosted by the Hub: It is the only online learning platform designed specifically for business education, meaning your experience is tailored to your needs.

Engage with faculty and peers through multiple interactive channels. Our Hub technology empowers you to track your progress, assess your achievement of learning outcomes, and interact with your peers on weekly topics.

The in-house Edtech team works to ensure a seamless study experience on this unique learning platform. We liaise closely with professors and the FOME partnership to stay up to date with the latest knowledge, learning models and techniques, including the right technologies to deliver a high-quality and impactful educational experience.

You can experience life as a student on the Global Online MBA with our interactive demonstration of the Learning Hub. Access "**the Hub**" [here](#).

Key Facts

			
2 INTAKES PER YEAR: SEPTEMBER AND MAY	100% ONLINE DELIVERY	ENGLISH	TEACHING THROUGH WORLD LEADING ONLINE HUB
			
FOCUS ON ANALYTICS, INNOVATION AND LEADERSHIP	GLOBAL ELECTIVITIES WITHIN THE GNAM NETWORK	TUITION FEE €25,000	OPTIONAL PERSONAL CAREER COACHING

On Campus activities and access

In addition to a program design that focuses on **100% online learning**, all Global Online MBA students are considered full members of the wider ESMT student body. As such, you have full, unrestricted access to the main ESMT campus and all on campus activities.

In an online world, many of ESMT's speaker series and open events take place digitally, however when these take place on campus you can choose to attend in person. On campus career events, alumni, club, and all other extracurricular activities are open for Global Online MBA students.

Careers

Throughout the program, you will have access to a series of online Career Services materials for specific soft-skills development, as well as access to a robust professional network to help prepare you for the next phase of your career. Packages of individual coaching sessions may be added for an additional cost.

As an ESMT student, you will have the chance to meet with potential employers and recruiters, and connect with business leaders from an array of different sectors. Through the alumni network, you will also build your professional network on a local and international level.

Please refer to our [Global Online MBA Careers](#) page for more information.

Founders and benefactors of ESMT Berlin



Global Online MBA curriculum and timeline

Kick-off courses (3 ECTS)

Module 0 Make connections: How to build a trusted network

- Introduction to general management
- Global virtual teams

Core courses (9 ECTS per module)

Module 1 Making wiser decisions under uncertainty

- Crafting better decisions
- Data-driven decisions
- Ethics and responsibility

Module 2 Understanding your market

- The economics of the market
- Marketing and sales in a digital world
- Customer analytics

Module 3 Understanding your organization

- Accounting and financial management
- Managing operations
- People, teams and organizations

Module 4 Creating strategic advantage

- Agile leadership
- Customer centricity
- Entrepreneurial strategy

Module 5 Innovation & Global Experiences Electives (6 ECTS)

Technology and innovation electives

- New business creation
- Human factor of innovation
- Embracing technology changes
- Matchmakers in the digital economy
- Valuing companies and startups
- Negotiations

Global Experience electives

- Small Network Online Course 1, offered by the GNAM network
- Small Network Online Course 2, offered by the GNAM network
- Global Experience week
- Berlin experience week (on ESMT campus)

Module 6 Final report (15 ECTS)

- Final report based on project focusing on business innovation, transformation and new business creation
- Includes project presentation and individual analytic paper

Curriculum is subject to change.

For up-to-date information, visit our website degrees.esmt.berlin/global-online-mba

Global Online MBA schedule

The next intakes start in **September 2021** and in **May 2022**. Please visit our [website](#) for complete module dates and details.

September 2021 intake

If you start in **September 2021** and follow the program as designed, you can complete your degree by **September 2023**. You can also choose to exit with a diploma in management before the elective and final report modules.

May 2022 intake

If you choose to begin the program in **May 2022**, you can complete your degree by **May 2024**. You could choose to exit with a diploma in management before the elective and final report modules.

- You can expect to devote **15 hours per week** to your studies during modules. The interactive sessions, assignments, and projects are available any time on **the Hub** to fit into your schedule.

Your study experience

ESMT's innovative course design means you can study at times which suit you. Each module lasts for **15 weeks** and contains nine hours of live teaching sessions and weekly live office hours. Each live teaching session is offered twice to ensure you can join from any time zone. Course materials including mini-lectures and interactive activities are built into all modules to allow studying at your own pace.

All courses contain a mixture of group and independent study, and assessment will take place throughout each module through a series of assignments and projects.

→ The Hub

The Hub Preview
Marketing and Sales in a Digital World

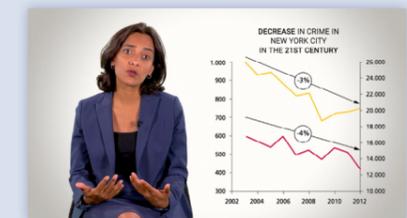
1: What is Marketing?
1.6: Marketing in the Digital World

Screen summary
Participants learn about how marketing is affected by digitalization.

Duration
30 minutes

Let's start off by hearing from Judd Andrazi talking about her experience at Immo, a startup sister company of Deutsche Telekom.

We just heard how marketing is shaped by the digital world for one company example. But what about your company?



Online behavior tracking
Who is on what websites?
What do they want?
What do they buy?

Admissions requirements

To apply you should have

- Minimum three years of postgraduate professional experience
- An undergraduate degree or equivalent qualification
- GMAT/GRE/ or ESMT admission tests are **optional**, but strongly recommended
- English proficiency test scores, if applicable

Key qualities we look for in applicants

- International outlook and intercultural competence
- The ambition and motivation to study part-time alongside your full-time work
- A change and innovation mindset



To begin the admissions process, you should complete an online application, which requires the following information:

- Personal, academic, and professional details
- A personal video essay · two minutes in length
- Two recommendations
- Your academic test scores, if applicable

Deadlines

September 2021 intake

- June 1, 2021 · Early-bird deadline
- August 15, 2021 · Final application deadline

May 2022 intake

- January 10, 2022 · Early-bird deadline
- May 2, 2022 · Final application deadline

ESMT admissions operates a rolling selection process. Applications are reviewed as soon as they are completed.

Visit apply.esmt.berlin to start your **online application**.

Fees and financing

The tuition and fees for the Global Online MBA are **€25,000**, which includes access to the learning platform and content, and required case study licenses.

Tuition can be paid in full, in advance, resulting in a 10% discount off the total tuition cost.

For the greatest financial flexibility, the Global Online MBA tuition can also be **paid by module**:

- Module 0 is included in the non-refundable enrollment fee of **€4,000**
- Subsequent modules cost **€3,500 each**

The first payment of the enrollment fee including Module 0 is due within four weeks of acceptance to the program, with a minimum of two weeks before the program start. Subsequent module payments are due at least two weeks before the respective module start.

Early-bird discount

If you apply by the early-bird deadline, the Module 0 and enrollment fee is reduced by €2,000. The first payment will thus be €2,000 instead of €4,000, reducing the overall tuition to €23,000. It is not possible to combine the early-bird tuition discount with the full advance tuition payment discount of 10%.

Tax Deductions

Many countries, including Germany, allow tuition for higher education, and related costs, to count as tax deductible expenses.

For more information, please visit the [tuition and fees section](#) of the Global Online MBA website and consult your tax advisor.

About us

ESMT Berlin is the highest ranked business school in Germany and top 10 in Europe.

Founded by 25 leading global companies, ESMT offers master's, MBA, and PhD programs, as well as executive education on its campus in Berlin, in locations around the world, online, and in online blended format.

Focusing on leadership, innovation, and analytics, its diverse faculty publishes outstanding research in top academic journals. Additionally, the international business school provides an interdisciplinary platform for discourse between politics, business, and academia.

ESMT is a non-profit private institution of higher education, accredited by AACSB, AMBA, EQUIS, and FIBAA, and is committed to diversity, equity, and inclusion across all its activities and communities. www.esmt.berlin

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Head of Admissions
Stephanie Kluth

Join us



YOUKU

YouTube



iTunes



European Business Schools
Ranking 2020

1 in Germany
9 in Europe

ESMT Berlin is accredited by

ESMT Berlin is a member of

