MSc Strategic Business Management

Advance your business management career

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In partnership with
The University of Law
The MSc Strategic Business Management is designed and awarded by The University of Law and delivered at GISMA’s Berlin campus. This programme aims to provide graduates with the skills to develop and understand how to manage national and international organisations.

### Career direction

With the MSc Strategic Business Management, graduates can secure roles such as operational manager, entrepreneur, consultant or analyst. Upon completion of the course, students can apply for an 18 month postgraduate residence permit for job search in Germany. Graduates who wish to continue their studies can consider the following:

- PhD
- Master of Business Administration (MBA)
- Chartered Management Institute’s (CMI) postgraduate qualifications

### Why Berlin?

- EU’s second largest city
- Excellent employment prospects
- Reasonable cost of living in comparison to many other European countries
- Attractive to international students pursuing an education abroad
- Rich in culture, history and entertainment
- Famous for its many flourishing tech companies and a growing number of start-ups and entrepreneurs

### Who is the programme for?

This programme is ideal for individuals interested in becoming successful managers, consultants, analysts or entrepreneurs.

### Ranking

The University of Law is a prestigious institution with an employability rate of 97%*. In 2017, The University of Law was awarded a Gold ranking in the UK government-led Teaching Excellence Framework (TEF).

### Program structure & testimonials

**Core modules**

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<th>Core modules</th>
<th>Content</th>
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<td>Global Business Strategy and Leadership</td>
<td>- Global corporate strategy and leadership</td>
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<td>- Leadership and strategic decision making</td>
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<td>- Solutions to improve competitive strategy in a global context</td>
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<td>Management of Business Operations</td>
<td>- Operations management strategies in an international context</td>
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<td>- Information technology tools and packages</td>
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<td>Performance Management and Reward</td>
<td>- Design of performance management systems</td>
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<td>- Performance review process</td>
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<td>- Rewards for performance</td>
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<td>International Marketing Leadership</td>
<td>- International marketing strategies</td>
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<td>- International marketing leadership</td>
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<td>Financial Information for Business Decisions</td>
<td>- Accounting and corporate finance</td>
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<td>- Business decision making</td>
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<td>- Evaluation of financial and business problems in a changing economy</td>
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<td>Research Methods, Professional Development and Dissertation</td>
<td>- Tools for researching within a professional environment</td>
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<td>- Critical evaluation of a business issue of your choice</td>
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*97% of full-time LPC students that graduated in summer 2014 and 2015 were in employment within nine months.

**What do our alumni say?**

*"The Careers Centre at GISMA helped me to secure three internship opportunities, from which I chose the one at Sennheiser Electronics. I am very grateful for the Careers Centre’s exerted efforts."*

_Roula Harb, GISMA alumna_

*I have always been excited to come to Germany. German was my second foreign language at school and I thought it would be a great opportunity to "resurrect" it. I finally decided to land at GISMA. The school has an excellent mix and the faculty is extremely professional, reputable and enjoyable."

_Emadeldin Fawaz, GISMA alumnus_
Key facts & admissions requirements

Qualifications

• 2:2 or above from a UK Bachelor’s degree, or equivalent qualification
• For non-standard entry requirements, please contact us

Documents

• Complete application form
• Certified copies of relevant certificates/ transcripts
• Copy of passport

English proficiency options

• IELTS — 6.5 (5.5 minimum in each component)
• English native speaker/ degree obtained in English

Experience

Work experience is not an obligatory requirement. Students from all academic backgrounds are welcome to apply. For more information on this programme and the entry requirements, please get in touch with one of our advisors.

Key facts

Campus Berlin, Germany
Study mode Full-time
Start date Feb 18 / Oct 18 / Feb 19
Duration One academic year
Free German classes*

*GISMA offers free German courses (A1). Further levels are available at a cost. For more information visit gisma.com/terms-and-conditions.