Why study General Management and Leadership?
With this intensive interactive programme, using our unique CORE teaching modular system, you’ll gain a solid foundation in all core management disciplines. The degree is designed for students with minimal or no previous management skills from which you will acquire a skillset that will maximize your career opportunities. In addition, the Master General Management and Leadership has a cross-cultural, hands-on teaching method, providing the perfect balance of practical and people skills, enabling strong leadership skills with an intercultural exposure enabling opportunities of a successful global future.

Career Prospects
With an emphasis on international aspects, this degree offers graduates the perfect tool for kick-starting their career in industry and to take on a leadership role which can be applied to organizational environments globally, making graduates some of the most employable in industry. Graduates can avail of the startup facilities and support offered by SRH Heidelberg if they choose an Entrepreneurial career.

Key Aspects
- Full-time program
- Course language: 100% English
- Integrated study abroad or internship
- Multicultural classes
- International guest professors
- Cooperation with business enterprises

Course Overview
- Core subjects including, but not limited to Marketing, Accounting, Operations Management, Corporate Finance, Sales Management
- Introduction to Business Administration
- Applied Research Tools (qualitative and quantitative social research)
- Entrepreneurship courses enabling students to develop their own business
- Electives taken abroad at our partner universities

Admission Requirements
- Bachelor degree covering a minimum of 180 ECTS
- Formal university degree (Bachelor, Diploma or Masters) with a final grade of at least 2,5
- Proof of English: IELTS 6.5/TOEFL 80 or other proof of English proficiency
- Personal interview

Start, Duration of Study & Credit Points
- October
- 2 Years, 120 ECTS
- Reduced study time possible in certain cases of previously completed studies and / or vocational competences.

Final Qualification
Master of Arts General Management and Leadership

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Tuition Fees
- 770 EUR per month
- one-time registration fee of 750 EUR (1,000 EUR for applicants from countries with visa obligations)
For payment regulations see more details on our website

SCHOOL OF BUSINESS
GENERAL MANAGEMENT AND LEADERSHIP
Master of Arts