SCHILLER
INTERNATIONAL UNIVERSITY

MBA : International Business



MBA graduates are in high demand in today's market. Pursuing an MBA degree will open up doors of opportunity and provide the necessary leverage for corporate advancement for executives who can effectively navigate the interests of multinational corporations when dealing with international clients and suppliers. With the right education, you can become an important part of a business team.

The 45-credit International Business MBA degree program can be completed within two semesters and a summer session on a full-time basis. The program requires coursework focusing on managerial aspects of finance, accounting, marketing and management. Case studies are designed to prepare students for managerial positions in small businesses as well as large multinational companies.

"I am an MBA student of Schiller International University; I study in the International Business field. I started my studies in Schiller International University at the Madrid campus, and now I continue my study in Heidelberg campus of SIU. I like traveling so much, so Schiller International University is a great opportunity to combine study and traveling. In Madrid Campus of Schiller you will find a warm and friendly atmosphere and an international community. The University helps students to find good internships and jobs around the world in different International and American companies. MBA program experience at Schiller International University is really unforgettable."



Muslim Mukuev
MBA
Madrid/Heidelberg Campus

International Business Focus Courses
MBA PROGRAM

- *BA 523 -* Marketing Management
  Provides students with a basic understanding of the marketing concept and the strategic aspects of marketing management. Special attention is focused on the techniques and tools for effective decision making, with practical case examples.

- *BA 541-* International Corporate Finance
  Basic issues arising out of the financial needs and techniques of business operating in the international environment. Alternative policies for international financial control. Different systems for organizing and controlling transitional operations. Case studies.

- *BA 570-* Managerial Communications for International Business
  Reflects the vital importance of effective communication skills to success in management. Exposition of basic business communications principles, focusing on communicating economically, accurately, and cogently. Communications strategies to meet business situations that managers encounter. Students analyze cases and compose appropriate business communications.

Course Descriptions
MBA PROGRAM

BA 501 - Organizational Behavior
Impact that individuals, groups, and structure have on the behavior within organizations. Practical examples. Methods related to problem-solving within organizations.

BA 510 - Business Economics
Emphasis on applicability of economic theory to both the business/internal dynamics of business and the external circumstances under which businesses operate.

BA 512 - Managerial Accounting
Understanding of financial and managerial accounting by exploring in more depth the essential concepts including ratio analysis, budgeting and cost measurement.

BA 515 - Managerial Finance
Function of managing business funds, mobilizing cash and credit and planning their use to further the objectives of the firm.

BA 522 – International Marketing
Developing international strategies in planning market research and control with regard to legal, cultural and economic factors involved in crossing borders.

BA 529 - Multinational Business Management
Emphasizes specific techniques utilized by a multinational firm; its strategy, marketing, finances, decision-making, organization, communication, planning and control.

BA 537 - Production & Operations Management
Basic methods and models of production management and operations research. Inventory control and demand forecasting. Emphasis on analytical techniques of POM and modern topics.

BA 542 - Comprehensive Business Management Seminar
Focuses on how managerial thinking influences strategy formation and implementation. Importance of change and the need for managerial dynamic thinking and the importance of organizational learning.

BA 544 - Human Resource Management
Familiarizes the student with the role and function of human resource professionals and their impact on organizations.

BA 560 - International Business Law
This course aims at providing a general understanding of the legal problems arising from transnational business transactions.

BA 589 - Methods of Research & Analysis
Empirical program of research involving the formulation of a research problem, theoretical background reading, research design, data collection and fieldwork and, finally, the construction and writing of a project.

IT 576 - I.T. Applications in Business
Introduces students to electronic data processing systems and techniques in the context of organizational management information systems. Types of hardware and software for information needs and problem solving, source document preparation, flowcharting and system design.



FLORIDA CAMPUS
8560 Ulmerton Road Largo,
Florida 33771 USA
Tel: +1 800 261 9751



HEIDELBERG CAMPUS
Skylabs, Zollhofgarten 1
69115 Heidelberg GERMANY
Tel: +49 6221 4581 0



MADRID CAMPUS
Calle Serrano 156
Plaza de la República Argentina
Madrid 28002 SPAIN
Tel: +34 91 448 24 88



PARIS CAMPUS
9 rue Yvart
Paris 75015 FRANCE
Tel: +33 1 45 38 56 01

One World, One University

ACCREDITED MEMBER
ACICS
Accrediting Council for Independent Colleges & Schools

Schiller International University is accredited by the Accrediting Council for Independent Colleges and Schools (ACICS) to award Associate, Bachelor and Master Degrees. ACICS is recognized by the US Department of Education. Its accreditation of degree-granting instituitions is also recognized by the Council for Higher Education Accreditation (CHEA).

CHEA Council for Higher Education Accreditation