

FULL-TIME MBA

DIGITALIZATION & INDUSTRIAL CHANGE



Digitalization has an enormous potential to optimize processes, to enable new business models, and to revolutionize the relationship between companies and their stakeholders. Accordingly, industrial organizations have to change fundamentally to become agile, fast adaptable and responsible entities driven by people having exactly this mindset and possessing the necessary business-oriented and technological skills to implement value-adding digital applications.

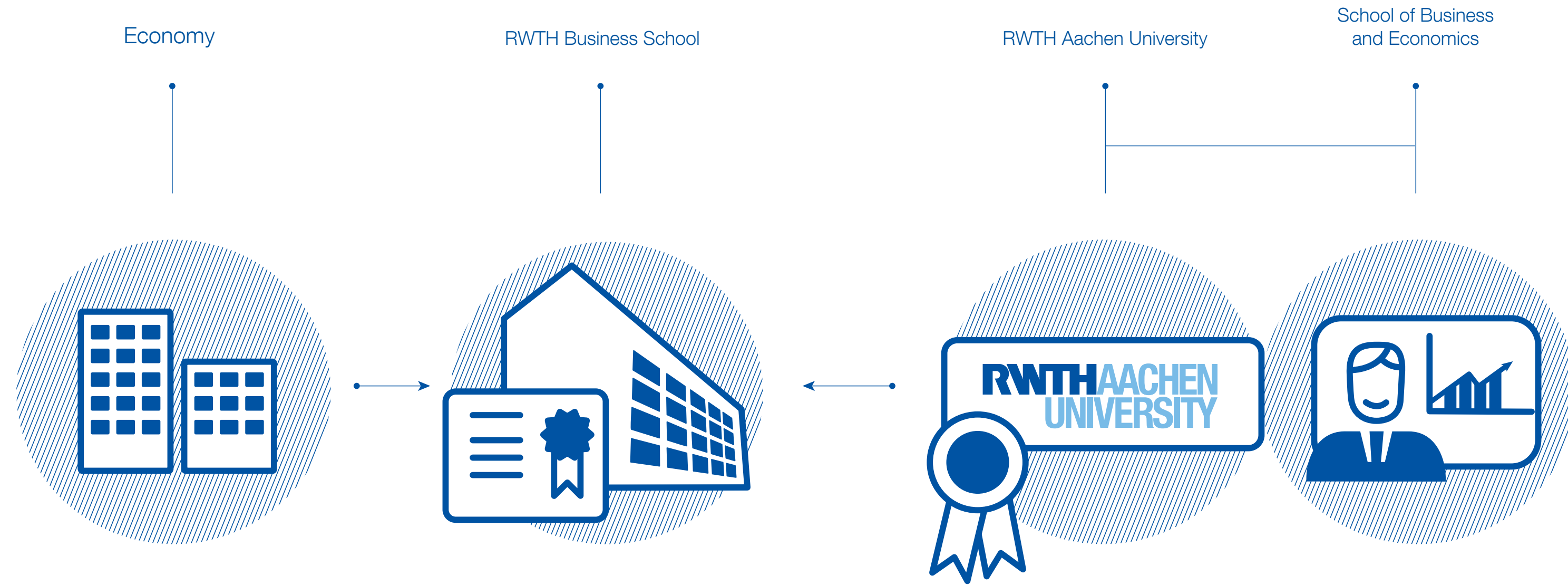
Our Full-Time Master of Business Administration (MBA) Digitalization and Industrial Change will equip you with these skills, tools, and mindset, featuring a strong industry focus at one of the biggest technical campuses of Europe.



Prof. Oliver Lorz

“BECOMING A SUCCESSFUL LEADER INVOLVES DEVELOPING YOUR PERSONALITY. OUR FULL-TIME MBA WILL SUPPORT YOU ALONG THIS INDIVIDUAL JOURNEY.”

Prof. Dr. Oliver Lorz,
Head of Department of International Economics
RWTH Aachen University & academic director Full-Time MBA



RWTH BUSINESS SCHOOL

RWTH Business School builds on the academic excellence of RWTH Aachen University and its School of Business and Economics and offers practice-oriented continuing education programs at the intersection of management and technology for experts and executives.

RWTH Aachen University is one of the largest universities of technology in Europe and was founded in 1870. This long tradition serves not only as a strong scientific and academic foundation, but also as a commitment for the future: RWTH Aachen University draws on strong research networks and the intellectual curiosity of its staff to generate knowledge on challenging scientific issues, transfer leading knowledge and develop solutions that impact today's and tomorrow's challenges.

Accreditation

The School of Business and Economics at RWTH Aachen University is one of the few faculties in Germany to bear the international seal of approval of the renowned accreditation agency AACSB.



Technological Focus

Our Full-Time MBA differs from other programs primarily in its strong focus on manufacturing companies. The curriculum combines business and technical focal points and completes them with the practical application of innovative solutions.



Application Oriented

The program's interdisciplinary and problem-oriented approach enables you to transfer your knowledge and skills directly into practice by developing and applying innovative, industry-oriented solutions.



OUR PROMISE

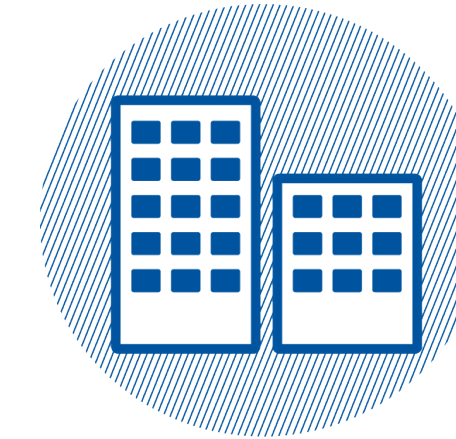
Personal Development

Based on your personal profile, you will be accompanied in the development of an agile mindset and of your individual leadership skills (in- and outward-oriented) throughout the entire program.



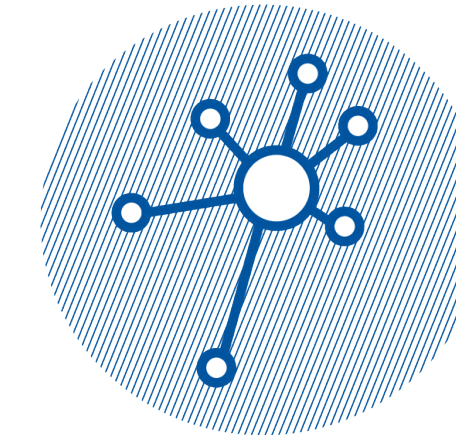
Close to industry

The campus of RWTH Aachen University, one of Germany's leading technical universities, with its machine tool laboratories, demo-factories, and agile production labs offers first-hand insights into cutting-edge industrial production technologies.



Network

The MBA program will enable you to build a vibrant network of fellow students, lecturers and industry representatives that will last for a lifetime.



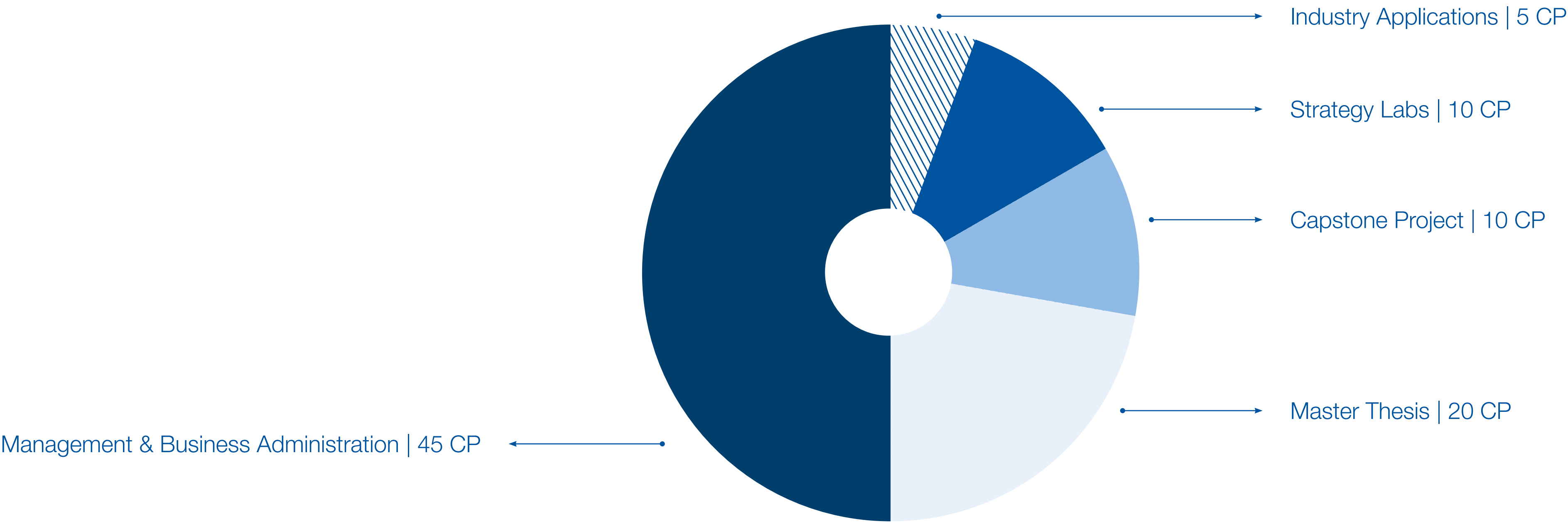
Intercultural Teams

As working in multicultural teams is a given in today's world, most courses feature group projects where you can solve managerial and technological challenges in culturally diverse teams.



WHAT'S IN IT FOR YOU?

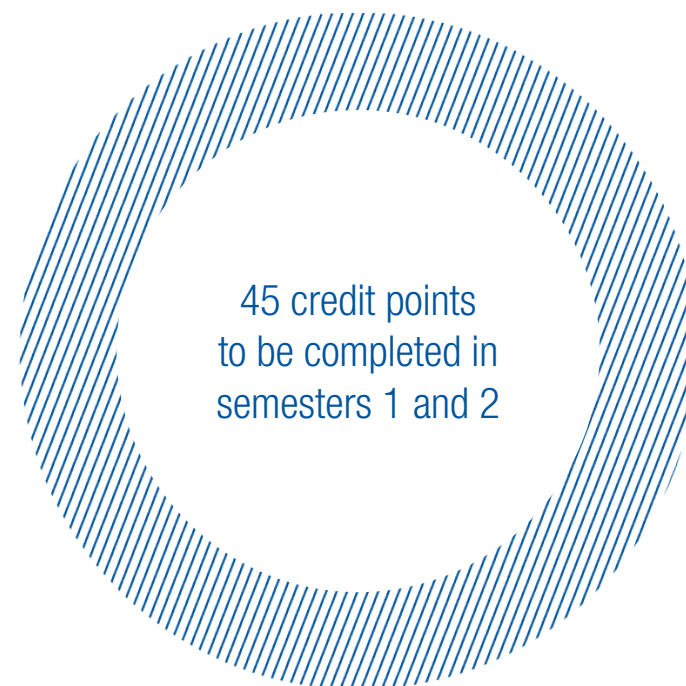
005 - Modules



MANAGEMENT AND BUSINESS ADMINISTRATION

The first modules of the program introduce you to the field and tackle the main questions associated with digital change for societies and companies. Building on these foundations, you expand your knowledge in finance, management, and data science.

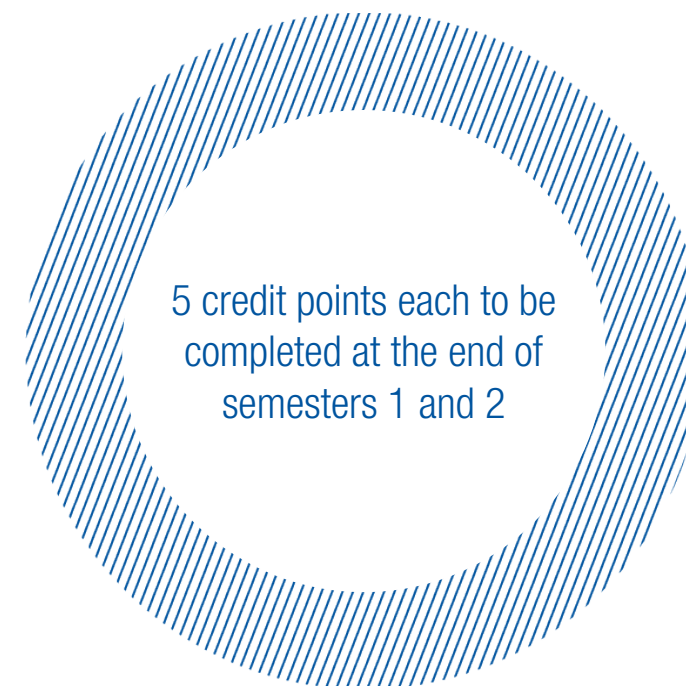
- Technology for a Sustainable Tomorrow
- Economics of Industrial Transformation
- Personal Development in the Digital Age
- Strategic Management
- Innovation and Value Creation in Digital Environments
- Leading Innovation and Organizational Renewal
- Business Analytics
- Data Literacy & Big Data in Production
- Financial Management and Digital Change



STRATEGY LABS

Practical labs at the end of the first and second term provide the opportunity to apply the learned competencies and to develop personal skills in leadership, communication as well as project management in intercultural teams. The strategy labs connect academic knowledge with first-hand experience of its application. You will learn about the newest production technologies and – building on that – create business ideas as well as develop and implement marketing strategies for their product and process innovations.

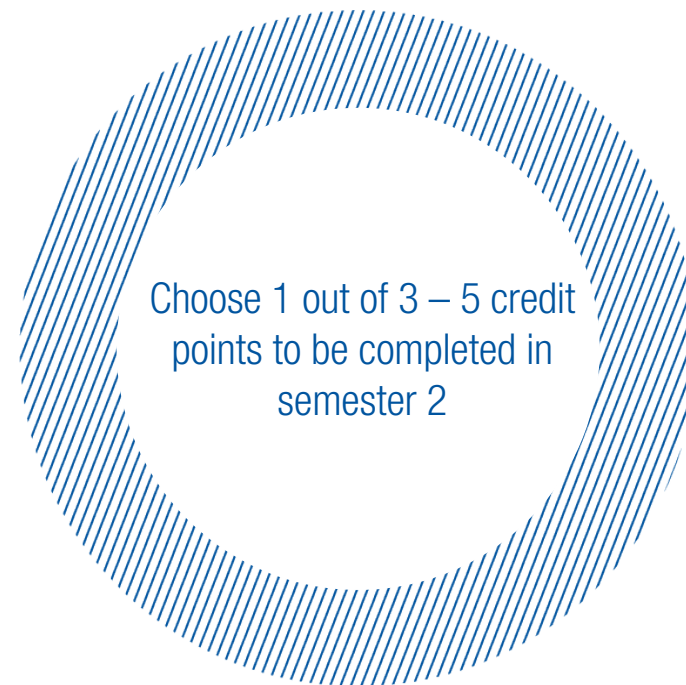
- Strategy Lab I: Circular Economy and Innovative Production Management
- Strategy Lab II: Customer-Driven Value Creation with New Technologies



INDUSTRY APPLICATIONS

Industry-focused electives enable you to define your context of application. Parts of the program will be taught at the Laboratory for Machine Tools and Production Engineering at RWTH Aachen University, a renowned institution for cutting edge research in production engineering.

- Digital Futures: Industry 4.0
- Production and Logistic Chains
- Agile Engineering for the Factory of the Future



CAPSTONE PROJECT

The final part of the program is about developing strategies for the real world – and for real companies – making use of the competencies and skills gained during the first year in an interdisciplinary capstone project. Using analytical and strategic tools, creative solutions will be developed by small groups experiencing the importance of communication, negotiation and presentation. As experts from the industry and the university support the groups, the “tensions” between scientific preciseness and business constraints (e.g. concerning time and money) will be experienced by every group. This challenge will prepare real business leaders for their prospective challenges in the future.



We will enable you to harness the full potential of new technologies and to solve the grand interdisciplinary challenges of today and tomorrow.



ADMISSION REQUIREMENTS

If you want to develop as a professional and transform your career, this program will be ideal for you, provided you have:

- A Bachelor's degree in a STEM related field (Science, Technology, Engineering, and Mathematics) or a business/economics degree
- At least 24 months of professional work experience
- English language proficiency

APPLICATION

Apply before January 15 to benefit from our Early Bird discount on the entire tuition fee!

Our online application portal is open from October 1 until August 31 for all applicants.

Our application process is entirely online and there is no application fee.

QUICK FACTS

Duration:

3 semesters

Degree:

Master of Business Administration
RWTH Aachen University

Language:

English

Costs:

30,000 €

Early Bird:

until January 15
3,000 € discount

Start:

October 1 of each year



ANY QUESTIONS?

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<https://www.business-school.rwth-aachen.de/en/full-time-mba/>