

**MASTER OF BUSINESS ADMINISTRATION**  
YOUR CURRICULUM, YOUR CONTENT, YOUR MODULES,  
YOUR PLANNING: **100% ONLINE**

Your study plan for the start in October 2021

[www.steinbeis-smi.com](http://www.steinbeis-smi.com)



STEINBEIS SCHOOL OF  
**MANAGEMENT**  
**AND INNOVATION**

## Your Modules, your Insights

### **Responsible Leadership & Organization Management**

Responsible Leadership

Intercultural Management

Strategic HR Management

Corporate Social Responsibility

Self-management

Transfer Project

### **Innovation & Entrepreneurship**

Innovation & Design Thinking

Entrepreneurship & Value Creation

International Strategy Perspectives

Digital Transformation

Change Management

### **Disruptive Marketing & Technology**

Strategic Marketing

Technology & Trends

Sales

Digital Business & Platform Strategy

Global Managerial Economics

### **Finance & Business Planning**

Financial Accounting

International Business Law

Investment & Risk Management

Controlling

Designing & Developing a sustainable Business



## **Additional offers in all specializations:**

- **Developing the perfect pitch:** Present and communicate convincingly
- **Guest Speaker Events:** Learn from inspirational innovators
- **Additional offers (fee required):**
  - The Bootcamp: Challenge based learning alongside your classmates; analyze, create and implement! Put your ideas into action!
  - The Retreat: Personal growth - work intensively on your personal skills with experienced trainers and coaches.
  - The Future Summit: Listen, discuss and learn! Consider future challenges, technologies and strategies with your classmates and leading figures in science, business, politics and culture.
- **Optional study trips (fee required):**
  - Milan (Italy) – in cooperation with SDA Bocconi
  - New York City (USA) – in cooperation with NYU Stern School of Business
  - Aarhus (Denmark) - in cooperation with KaosPilots
  - Tel Aviv (Israel) – in cooperation with IDC Herzliya
  - Vienna (Austria) – in cooperation with WU Wien
- **Additional insights:** You can choose two modules from other specializations.
- **The SMI push program:** Individual coaching for your personal development and career
- **Alumni network:** Regular online meet-ups and alumni events to expand your network



# Your curriculum

\*Time refers to CET

From	To	What?	Where?
<b>Study program kick-off</b>			
23 October 2021		Opening Event	Online
<b>Introduction to the main modules of the semester</b>			
30 October 2021 2:00 pm*	4:30 pm	Course introduction <b>Platform Strategies &amp; Digital Business</b>	Online
30 October 2021 5:00 pm	7:30 pm	Course introduction <b>Self-management</b>	Online
<b>Self-paced learning – self-determined and self-directed via SMI eduBITES®</b>			
31 October 2021	12 November 2021	eduBITES - Platform Strategies & Digital Business - Self-management  Challenge-based teamwork	Self-organized learning and transfer phase
<b>Follow-up – integrate, reflect, discuss, question</b>			
13 November 2021 2:00 pm	6:00 pm	Follow-up webinar <b>Platform Strategies &amp; Digital Business</b>	Online
14 November 2021 2:00 pm	6:00 pm	Follow-up webinar <b>Self-management</b>	Online
<b>Self-paced learning – self-determined and self-directed via SMI eduBITES®</b>			
15 November 2021	10 December 2021	eduBITES - Platform Strategies & Digital Business - Self-management	Self-organized learning and transfer phase
<b>Optional Q&amp;A sessions</b>			
to be defined in class		Q&A session <b>Platform Strategies &amp; Digital Business</b>	Online
to be defined in class		Q&A session <b>Self-management</b>	Online
<b>Transfer and examination</b>			
4 weeks after receiving the task		Submission of case <b>Platform Strategies &amp; Digital Business</b>	Online
4 weeks after receiving the task		Submission of transfer assignment <b>Self-management</b>	Online



From	To	What?	Where?
<b>Introduction to the main modules of the semester</b>			
<b>18 December 2021</b> 2:00 pm	4:30 pm	Course introduction <b>Transfer Project</b>	Online
<b>18 December 2021</b> 5:00 pm	7:30 pm	Course introduction <b>International Strategy Perspectives</b>	Online
<b>Self-paced learning – self-determined and self-directed via SMI eduBITES®</b>			
<b>19 December 2021</b>	<b>7 January 2022</b>	eduBITES - Transfer Project - International Strategy Perspectives  Challenged-based teamwork	Self-organized learning and transfer phase
<b>Follow-up – integrate, reflect, discuss, question</b>			
<b>8 January 2022</b> 2:00 pm	6:00 pm	Follow-up webinar <b>Transfer Project</b>	Online
<b>9 January 2022</b> 2:00 pm	6:00 pm	Follow-up webinar <b>International Strategy Perspectives</b>	Online
<b>Self-paced learning – self-determined and self-directed via SMI eduBITES®</b>			
<b>10 January 2022</b>	<b>4 February 2022</b>	eduBITES - Transfer Project - International Strategy Perspectives	Self-organized learning and transfer phase
<b>Optional Q&amp;A sessions</b>			
<b>to be defined in class</b>		Q&A session <b>Transfer Project</b>	Online
<b>to be defined in class</b>		Q&A session <b>International Strategy Perspectives</b>	Online
<b>Transfer and examination</b>			
<b>to be defined in class</b>		Submission of transfer assignment <b>Transfer Project</b>	Online
<b>4 weeks after receiving the task</b>		Submission of transfer assignment <b>International Strategy Perspectives</b>	Online



From	To	What?	Where?
<b>Introduction to the main modules of the semester</b>			
<b>12 February 2022</b> 2:00 pm	4:30 pm	Course introduction <b>Technology &amp; Trends</b>	Online
<b>12 February 2022</b> 5:00 pm	7:30 pm	Course introduction <b>Designing &amp; developing a sustainable business</b>	Online
<b>Self-paced learning - self-determined and self-directed via SMI eduBITES®</b>			
<b>13 February 2022</b>	<b>25 February 2022</b>	eduBITES - Technology & Trends - Designing & developing a sustainable business  Challenge-based teamwork	Self-organized learning and transfer phase
<b>Follow-up – integrate, reflect, discuss, question</b>			
<b>26 February 2022</b> 2:00 pm	6:00 pm	Follow-up webinar <b>Technology &amp; Trends</b>	Online
<b>27 February 2022</b> 2:00 pm	6:00 pm	Follow-up webinar <b>Designing &amp; developing a sustainable business</b>	Online
<b>Self-paced learning - self-determined and self-directed via SMI eduBITES®</b>			
<b>28 February 2022</b>	<b>25 March 2022</b>	eduBITES - Technology & Trends - Designing & developing a sustainable business	Self-organized learning and transfer phase
<b>Optional Q&amp;A sessions</b>			
<b>to be defined in class</b>		Q&A session <b>Technology &amp; Trends</b>	Online
<b>to be defined in class</b>		Q&A session <b>Designing &amp; developing a sustainable business</b>	Online
<b>Transfer and examination</b>			
<b>26 March 2022</b>		Exam <b>Technology &amp; Trends</b>	Online
<b>4 weeks after receiving the task</b>		Submission of case <b>Designing &amp; developing a sustainable business</b>	Online



From	To	What?	Where?
<b>Introduction to the main modules of the semester</b>			
<b>2 April 2022</b> 2:00 pm	4:30 pm	Course introduction <b>International Business Law</b>	Online
<b>2 April 2022</b> 5:00 pm	7:30 pm	Course introduction <b>Entrepreneurship &amp; Value Creation</b>	Online
<b>Self-paced learning - self-determined and self-directed via SMI eduBITES®</b>			
<b>3 April 2022</b>	<b>15 April 2022</b>	eduBITES - International Business Law - Entrepreneurship & Value Creation  Challenge-based teamwork	Self-organized learning and transfer phase
<b>Follow-up – integrate, reflect, discuss, question</b>			
<b>16 April 2022</b> 2:00 pm	6:00 pm	Follow-up webinar <b>International Business Law</b>	Online
<b>17 April 2022</b> 2:00 pm	6:00 pm	Follow-up webinar <b>Entrepreneurship &amp; Value Creation</b>	Online
<b>Self-paced learning - self-determined and self-directed via SMI eduBITES®</b>			
<b>18 April 2022</b>	<b>13 May 2022</b>	eduBITES - International Business Law - Entrepreneurship & Value Creation	Self-organized learning and transfer phase
<b>Optional Q&amp;A sessions</b>			
<b>to be defined in class</b>		Q&A session <b>International Business Law</b>	Online
<b>to be defined in class</b>		Q&A session <b>Entrepreneurship &amp; Value Creation</b>	Online
<b>Transfer and examination</b>			
<b>14 May 2022</b>		Exam <b>International Business Law</b>	Online
<b>14 May 2022</b>		Exam <b>Entrepreneurship &amp; Value Creation</b>	Online



From	To	What?	Where?
<b>Introduction to the main modules of the semester</b>			
<b>21 May 2022</b> 2:00 pm	4:30 pm	Course introduction <b>Innovation &amp; Design Thinking</b>	Online
<b>21 May 2022</b> 5:00 pm	7:30 pm	Course introduction <b>Investment &amp; Risk Management</b>	Online
<b>Self-paced learning - self-determined and self-directed via SMI eduBITES®</b>			
<b>22 May 2022</b>	<b>3 June 2022</b>	eduBITES - Innovation & Design Thinking - Investment & Risk Management  Challenge-based teamwork	Self-organized learning and transfer phase
<b>Follow-up – integrate, reflect, discuss, question</b>			
<b>4 June 2022</b> 2:00 pm	6:00 pm	Follow-up webinar <b>Innovation &amp; Design Thinking</b>	Online
<b>5 June 2022</b> 2:00 pm	6:00 pm	Follow-up webinar <b>Investment &amp; Risk Management</b>	Online
<b>Self-paced learning - self-determined and self-directed via SMI eduBITES®</b>			
<b>6 June 2022</b>	<b>1 July 2022</b>	eduBITES - Innovation & Design Thinking - Investment & Risk Management	Self-organized learning and transfer phase
<b>Optional Q&amp;A sessions</b>			
<b>to be defined in class</b>		Q&A session <b>Innovation &amp; Design Thinking</b>	Online
<b>to be defined in class</b>		Q&A session <b>Investment &amp; Risk Management</b>	Online
<b>Transfer and examination</b>			
<b>4 weeks after receiving the task</b>		Submission of case <b>Innovation &amp; Design Thinking</b>	Online
<b>4 weeks after receiving the task</b>		Submission of transfer assignment <b>Investment &amp; Risk Management</b>	Online





From	To	What?	Where?
<b>Introduction to the main modules of the semester</b>			
<b>9 July 2022</b> 2:00 pm	4:30 pm	Course introduction <b>Digital Transformation</b>	Online
<b>9 July 2022</b> 5:00 pm	7:30 pm	Course introduction <b>Financial Accounting</b>	Online
<b>Self-paced learning - self-determined and self-directed via SMI eduBITES®</b>			
<b>10 July 2022</b>	<b>22 July 2022</b>	eduBITES - Digital Transformation - Financial Accounting  Challenge-based teamwork	Self-organized learning and transfer phase
<b>Follow-up – integrate, reflect, discuss, question</b>			
<b>23 July 2022</b> 2:00 pm	6:00 pm	Follow-up webinar <b>Digital Transformation</b>	Online
<b>24 July 2022</b> 2:00 pm	6:00 pm	Follow-up webinar <b>Financial Accounting</b>	Online
<b>Self-paced learning - self-determined and self-directed via SMI eduBITES®</b>			
<b>25 July 2022</b>	<b>19 August 2021</b>	eduBITES - Digital Transformation - Financial Accounting	Online
<b>Optional Q&amp;A sessions</b>			
<b>to be defined in class</b>		Q&A session <b>Digital Transformation</b>	Online
<b>to be defined in class</b>		Q&A session <b>Financial Accounting</b>	Online
<b>Transfer and examination</b>			
<b>4 weeks after receiving the task</b>		Submission of case <b>Digital Transformation</b>	Online
<b>13 August 2022</b>		Exam <b>Financial Accounting</b>	Online



From	To	What?	Where?
<b>Introduction to the main modules of the semester</b>			
<b>27 August 2022</b> 2:00 pm	4:30 pm	Course introduction <b>Responsible Leadership</b>	Online
<b>27 August 2022</b> 5:00 pm	7:30 pm	Course introduction <b>Strategic Marketing</b>	Online
<b>Self-paced learning - self-determined and self-directed via SMI eduBITES®</b>			
<b>28 August 2022</b>	<b>9 September 2022</b>	eduBITES - Responsible Leadership - Strategic Marketing  Challenge-based teamwork	Self-organized learning and transfer phase
<b>Follow-up – integrate, reflect, discuss, question</b>			
<b>10 September 2022</b> 2:00 pm	6:00 pm	Follow-up webinar <b>Responsible Leadership</b>	Online
<b>11 September 2022</b> 2:00 pm	6:00 pm	Follow-up webinar <b>Strategic Marketing</b>	Online
<b>Self-paced learning - self-determined and self-directed via SMI eduBITES®</b>			
<b>12 September 2022</b>	<b>7 October 2022</b>	eduBITES - Responsible Leadership - Strategic Marketing	Self-organized learning and transfer phase
<b>Optional Q&amp;A sessions</b>			
<b>to be defined in class</b>		Q&A session <b>Responsible Leadership</b>	Online
<b>to be defined in class</b>		Q&A session <b>Strategic Marketing</b>	Online
<b>Transfer and examination</b>			
<b>4 weeks after receiving the task</b>		Submission of transfer assignment <b>Responsible Leadership</b>	Online
<b>8 October 2022</b>		Exam <b>Strategic Marketing</b>	Online
<b>September 2022</b>		Our recommendation <b>Registration of study assignment</b>	



From	To	What?	Where?
<b>Introduction in the main modules of the semester</b>			
<b>15 October 2022</b> 02:00 pm	04:30 pm	Course introduction <b>Sales</b>	Online
<b>15 October 2022</b> 05:00 pm	07:30 pm	Course introduction <b>Change Management</b>	Online
<b>Self-paced learning - self-determined and self-directed via SMI eduBITES®</b>			
<b>16 October 2022</b>	<b>28 October 2022</b>	eduBITES - Sales - Change Management  Challenge-based teamwork	Self-organized learning and transfer phase
<b>Follow-up – integrate, reflect, discuss, question</b>			
<b>29 October 2022</b> 2:00 pm	6:00 pm	Follow-up webinar <b>Sales</b>	Online
<b>30 October 2022</b> 2:00 pm	6:00 pm	Follow-up webinar <b>Change Management</b>	Online
<b>Self-paced learning - self-determined and self-directed via SMI eduBITES®</b>			
<b>31 October 2022</b>	<b>25 November 2022</b>	eduBITES - Sales - Change Management	Self-organized learning and transfer phase
<b>Optional Q&amp;A sessions</b>			
<b>to be defined in class</b>		Q&A session <b>Sales</b>	Online
<b>to be defined in class</b>		Q&A session <b>Change Management</b>	Online
<b>Transfer and examination</b>			
<b>4 weeks after receiving the task</b>		Submission of transfer assignment <b>Sales</b>	Online
<b>26 November 2022</b>		Exam <b>Change Management</b>	Online
<b>4 weeks after receiving the task</b>		Submission of transfer assignment <b>Change Management</b>	



From	To	What?	Where?
<b>Introduction to the main modules of the semester</b>			
<b>3 December 2022</b> 2:00 pm	4:30 pm	Course introduction <b>Strategic HR Management</b>	Online
<b>3 December 2022</b> 5:00 pm	7:30 pm	Course introduction <b>Global Managerial Economics</b>	Online
<b>Self-paced learning - self-determined and self-directed via SMI eduBITES®</b>			
<b>4 December 2022</b>	<b>16 December 2022</b>	eduBITES - Strategic HR Management - Global Managerial Economics  Challenge-based teamwork	Self-organized learning and transfer phase
<b>Follow-up – integrate, reflect, discuss, question</b>			
<b>17 December 2022</b> 2:00 pm	6:00 pm	Follow-up webinar <b>Strategic HR Management</b>	Online
<b>18 December 2022</b> 2:00 pm	6:00 pm	Follow-up webinar <b>Global Managerial Economics</b>	Online
<b>Self-paced learning - self-determined and self-directed via SMI eduBITES®</b>			
<b>19 December 2022</b>	<b>13 January 2023</b>	eduBITES - Strategic HR Management - Global Managerial Economics	Self-organized learning and transfer phase
<b>Optional Q&amp;A sessions</b>			
<b>to be defined in class</b>		Q&A session <b>Strategic HR Management</b>	Online
<b>to be defined in class</b>		Q&A session <b>Global Managerial Economics</b>	Online
<b>Transfer and examination</b>			
<b>14 January 2023</b>		Exam <b>Strategic HR Management</b>	Online
<b>14 January 2023</b>		Exam <b>Global Managerial Economics</b>	Online



From	To	What?	Where?
<b>Introduction to the main modules of the semester</b>			
<b>21 January 2023</b> 2:00 pm	4:30 pm	Course introduction <b>Intercultural Management*</b>	Online
<b>21 January 2023</b> 5:00 pm	7:30 pm	Course introduction <b>Corporate Social Responsibility</b>	Online
<b>22 January 2023</b> 2:00 pm	4:30 pm	Course introduction <b>Controlling*</b>	Online
<b>Self-paced learning - self-determined and self-directed via SMI eduBITES®</b>			
<b>23 January 2023</b>	<b>10 February 2023</b>	eduBITES - Intercultural Management - Corporate Social Responsibility - Controlling  Challenge-based teamwork	Self-organized learning and transfer phase
<b>Follow-up – integrate, reflect, discuss, question</b>			
<b>11 February 2023</b> 2:00 pm	6:00 pm	Follow-up webinar <b>Intercultural Management</b>	Online
<b>12 February 2023</b> 2:00 pm	6:00 pm	Follow-up webinar <b>Corporate Social Responsibility</b>	Online
<b>18 February 2023</b> 2:00	6:00 pm	Follow-up webinar <b>Controlling</b>	Online
<b>Self-paced learning - self-determined and self-directed via SMI eduBITES®</b>			
<b>19 February 2023</b>	<b>11 March 2023</b>	eduBITES - Intercultural Management - Corporate Social Responsibility - Controlling	Self-organized learning and transfer phase
<b>to be defined in class</b>		Q&A session <b>Intercultural Management</b>	Online
<b>to be defined in class</b>		Q&A session <b>Corporate Social Responsibility</b>	Online
<b>to be defined in class</b>		Q&A session <b>Controlling</b>	Online
<b>Transfer and examination</b>			
<b>4 weeks after receiving the task</b>		Transfer assignment submission <b>Corporate Social Responsibility</b>	



Your degree at SMI			
<b>December 2022</b>		Our recommendation <b>Submission of study assignment</b>	
<b>January 2023</b>		Our recommendation <b>Registration of thesis</b>	
<b>September 2023</b>		Our recommendation <b>Submission of thesis</b>	
<b>October 2023</b>		Our recommendation <b>Defense of thesis</b>	

\*Based on the study and examination regulation, there is no examination linked with this module.



## **Insights – Innovation – Impact.**

Studying at SMI means: To get to the bottom of current management challenges and to understand complex phenomena. Learning at SMI means: Being curious, creative, inventive and entrepreneurial. At SMI, you work on exciting projects, implement ideas and create value – for yourself, your team and your organization.

Besides traditional modes of examination (such as exams), we encourage you to transfer the acquired theoretical knowledge into practice. To this end, we integrated multiple case studies and other innovative modes of examination. You work in a team (with your classmates who specialize in diverse industries) or individually and highly flexible. You can find all the different modes of examination in your study plan.

### **Projects and innovation characterize the unique transfer studies at SMI:**

- Work on organizational or individual projects as part of your studies.
- You can focus on innovative products and services, new business ideas or strategies, business plans or organizational innovations. Alternatively, you can tackle interesting research questions.
- transfer assignments/cases
- project study assignment
- study assignment
- master's thesis, which develops and implements concrete innovations, strategies, business models and corporate projects.

**Your degree: State-recognized.** Accredited by FIBAA. Valued in Business.

**Your academic degree:** Master of Business Administration (MBA)

**Your degree program, study and examination regulation (SPO, 30 November 2015):** Master of Business Administration (MBA)-1

14 September 2021

