



BACHELOR'S LEARNING GOALS

The Bachelor's goals are derived from the MBS mission and refer to the knowledge and skills that Bachelor's students will acquire during their studies.



Learning Goal 1

Graduates demonstrate fundamental international business theories and processes.

MBS Mission

Munich Business School contributes to the economy and society by creating an inspiring academic environment in Munich that enables individuals to strive for **entrepreneurial success** while treating the people around them as well as our natural resources in a respectful and responsible manner.

In a holistic approach, we encourage people to fully understand and appreciate their role in and impact on society as well as to **competently apply and continuously advance their business knowledge**. We provide students from all over the world with an academic and professional perspective in Germany and beyond. In collaboration with our international partner universities, **we enable them to gain advanced insights into the global economy and diverse cultures**.

Together with our company and academic partners, **we create a platform for motivated and curious individuals with an entrepreneurial spirit to connect, exchange views and learn from each other**.

In all of our activities, we pursue practical relevance and high quality.



Learning Goal 4

Graduates practice fundamental entrepreneurial thinking.



Learning Goal 2

Graduates demonstrate intercultural awareness and ethical thinking.



Learning Goal 3

Graduates communicate effectively both in writing and orally.



Goal 1:
Graduates demonstrate knowledge of fundamental international business theories and processes.

Objective 1:
Graduates apply international business theories to real world business cases.

Objective 2:
Graduates analyze international business processes.



Goal 2:
Graduates demonstrate intercultural awareness and ethical thinking.

Objective 1:
Graduates demonstrate intercultural awareness.

Objective 2:
Graduates employ critical thinking skills in business ethics.



Goal 3:
Graduates communicate effectively both in writing and orally.

Objective 1:
Graduates make effective oral presentations in a professional manner.

Objective 2:
Graduates write effective and well organized (business) papers.



Goal 4:
Graduates practice fundamental entrepreneurial thinking.

Objective 1:
Graduates provide comprehensive market analysis.

Objective 2:
Graduates creatively design and evaluate innovative ideas on a fundamental level.