



SCHOOL OF INTERNATIONAL
BUSINESS AND ENTREPRENEURSHIP
STEINBEIS UNIVERSITY



STEINBEIS UNIVERSITY MASTER PROGRAM IN ALTERBRIDGE

**MASTER OF ARTS IN
GENERAL MANAGEMENT**

ABOUT ALTERBRIDGE

International Teaching University of Management and Communication "Alterbridge" is a new alternative area in Georgia's educational industry. The name of the institution is derived from the Teaching institution's goal and long-term vision, and it implies a bridge from education to employment and personal growth.

In the transformative and diverse environment of Alterbridge, any student can discover an "alternative self". Our students will acquire practical experience from skilled and motivated lecturers in addition to academic knowledge.



MISSION

“The mission of the Teaching University is to give people new opportunities for personal and professional self-realization. In collaboration with Steinbeis University, we offer an alternative to study the German educational program with a lecture schedule suitable for the work conditions and life activities” – **states the Rector of Alterbridge University Natia Gotsadze.**

The program is designed for individuals with a bachelor's degree and who wish to further their study in management. Each of them can pursue a German education in the realm of the Alterbridge University thanks to a student-tailored, flexible learning environment.

ALTERBRIDGE UNIVERSITY OFFERS THE FOLLOWING PROGRAMS

Higher Academic programs

Bachelor's degree

- Mass Communication
- Business Administration (ENG)
- Psychology

Master's degree

■ Strategic Communication as a master's degree program.

Long & Short-term training courses

- Relationship psychology and people management
- PR, Marketing, Digital Media, Event Management
- Communication techniques and balance in relationships
- Management of strategic events
- NLP coaching for growth and success
- Women's Leadership Empowerment Program
- Stress and change management
- Leadership and team management
- Effective communication and sales
- Media speaker skills
- The art of public speaking
- Conflict management and negotiations
- Service standards
- project management
- emotional intelligence
- Psychology of interpersonal relations
- Development of organizational culture
- Personal psychological help
- Coaching for personal success



Professional programs

- Basic training program for professional development of I and II rank public servants - civil servant managing skills
- Basic professional development program for rank III and IV officials - personal and professional competence development

International Program

EXECUTIVE MBA PROGRAM

Program is created in cooperation with Adizes Graduate School (USA) For experienced managers looking to develop their management and leadership skills.

School of International Business and Entrepreneurship (SIBE)

The SCHOOL OF INTERNATIONAL BUSINESS AND ENTREPRENEURSHIP (SIBE) is the Graduate School for Leadership & Management at Steinbeis University, located in Herrenberg, Germany, and is headed by Prof. Dr. h. c. Werner G. Faix and Prof. Dr. Stefanie Kisgen. SIBE stands for successful knowledge transfer and systematic competence building between science and business. It is focused on companies and organizations as well as on competent, entrepreneurially global thinking and acting high potentials.

“With our innovation projects and our high potentials, we ensure growth and globalization at our partner companies - and competent management and junior (management) staff. We are committed to the success of our partner companies and thus to the success of our participants. Their success is our success!”



An SIBE Master's is not solely an investment in an employee's future, but rather an investment in your own company's success! And best of all: overall, a master's student usually costs less than a regular bachelor's annual salary.

Rather, students are expected to make knowledge a reality during an SIBE study program - not under laboratory conditions, but out in the "real world", in projects in the company. Knowledge thus becomes a real experience, becomes tangible and thus "graspable" in the truest sense of the word.

MASTER OF ARTS IN GENERAL MANAGEMENT

THE "MASTER OF ARTS IN GENERAL MANAGEMENT" IS DEVELOPED AND IMPLEMENTED BY STEFANIE KISGEN, THE CURRENT MANAGING DIRECTOR OF THE SIBE.

Employment Report

Business Mentor

Supervisor of the students in the company



Prof. Dr. John Erpenbeck
Professor for Competency
Management at SIBE

Through the project work directly in the company, the students sometimes reach their own limits – but precisely these moments of „emotional labialization“ are the ones that most serve the development of competencies. Once overcome, they emerge strong from it – what one can see in the graduates!“

Results of our Business Mentor Survey

93%

confirm that the potential of students can be assessed well to very well through 93% the program.*

93%

are satisfied to very satisfied with the SIBE study program.

95%

are satisfied and very satisfied with the 95 % student's competency development.*

95%

are satisfied to very satisfied with the 95 % work on the project.

93%

satisfied to very satisfied with the 93 % development of their practical skills

92%

would recommend the study program to others.*

Cumulative figures of the Business Mentor Survey for the years 2013 – 2021 (n= 1.686).

*These questions are included in the survey since 2017 (cumulative, n= 848).

Results of our Alumni Survey

82%

of the alumni indicate that their studies influenced their professional development strongly or very strongly.

94%

of the alumni have a leading position three years after their studies.

67%

of the acquired alumni are still with their project 67 % companies three years later.*

55%

of the alumni have a leading position three years after their studies.

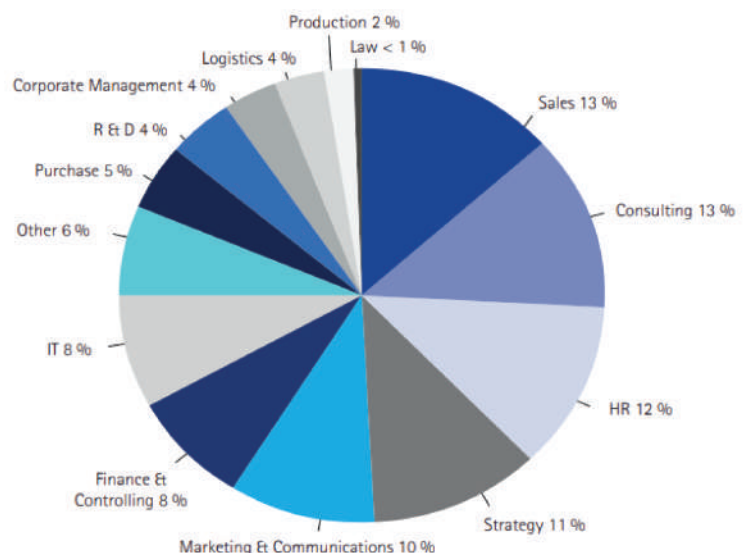
9%

of all alumni have set up a company after three years of their graduation.

Based on the cumulative figures of the alumni survey three years after completing their studies for the years 2014 - 2022 (cumulative, n= 908).

*This question has been included into the survey since 2016 (cumulative, n= 739)

76.000€
Average salary after 3 years



STUDY CONCEPTS

COOPERATION IN THE EXPERIENCE BASED CURRICULUM (EBC)

COMPANY

- Recruitment of young talents or retention of employees
- Collaboration & solution of entrepreneurial challenges (real Innovation projects) in the workplace
- Transfer of current management know-how
- Realization of entrepreneurial value

PROJECT

- Measurable project benefit
- Directly at the workplace
- Realization of long-term projects (innovation projects)
- Support in ongoing projects

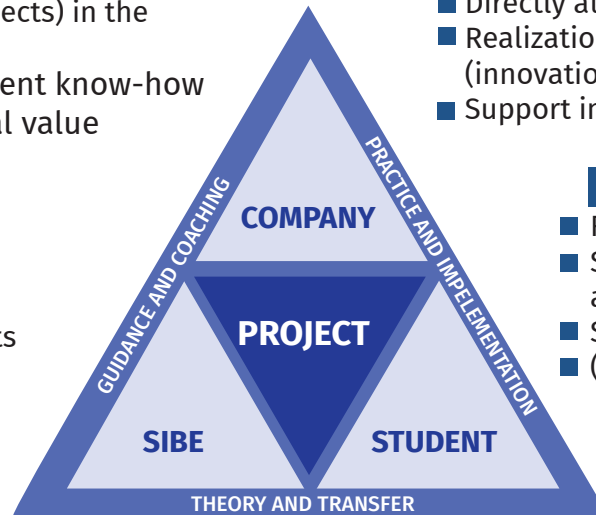
SIBE

Enhance students

- To contribute to companies' success with real world projects
- To define and achieve goals
- To develop personality and competencies
- To structure network

STUDENT

- Full-time employed in the company
- Systematic development of action and competency management
- Study results and conclusion
- (Career) Network



STRUCTURE OF THE EXPERIENCE BASED CURRICULUM (EBC)

The Experience Based Curriculum (EBC) takes place at the workplace, and also through the work and documentation of the project

Project = „Laboratory“ for the transfer of knowledge from the university to the entrepreneurial practice

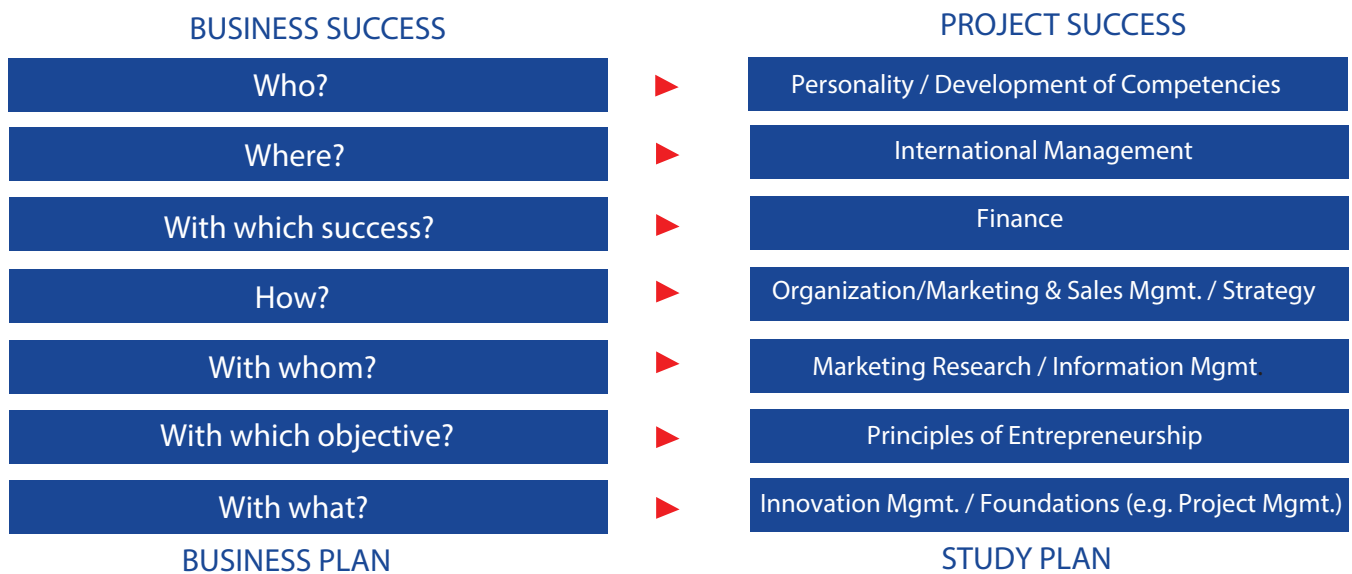
EXPERIENCE BASED CURRICULUM (EBC) (100%)

THEORY (50%)		PROJECT (50%)	
SELF-STUDY (25%)	SEMINARS (25%)	PROJECT STUDY (25%)	PROJECT DOCUMENTATION (25%)

FULL-TIME IN THE COMPANY

STUDY CONCEPTS

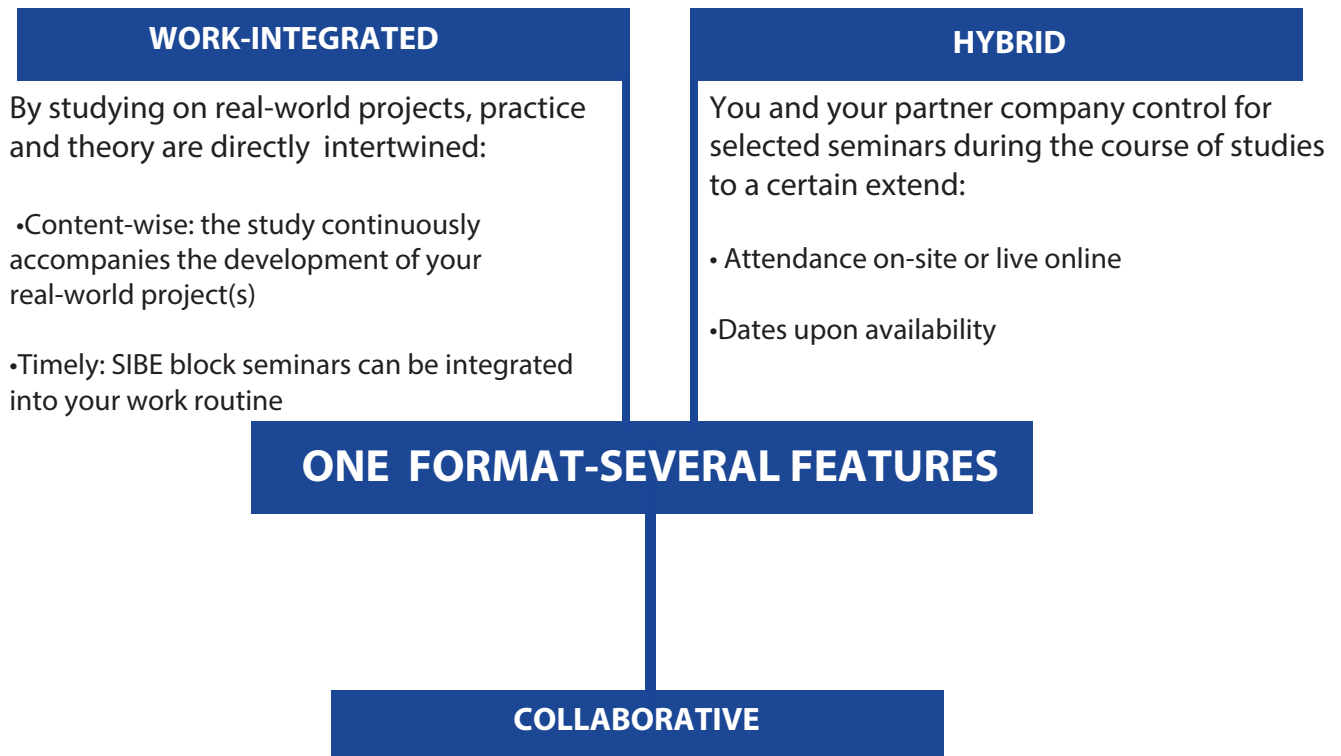
Content of the Experience Based Curriculums (EBC)



The content Experience Based Curriculum (EBC) follows the ideal logic of a business project

The milestones of a business project are correlated with the milestones of the study program in the shape of scientific paper works

One study format - several features!



Together we are ready for any challenge, so we focus on:

- Group work in seminars
- Peer mentoring with fellow students and allow intense exchange and networking

Projects implemented by students within the framework of the Master's thesis

Investigation of future business reengineering requirements and application to the internal service provider "Online Systems" at **Deutsche Bank AG**.

Use of new technologies to increase customer loyalty and acquire new customers in **Commerzbank's retail banking** - prerequisites and successes based on previous project experience.

Communication measures in employer branding - needs analysis and derivation of new measures for the central department **Corporate Finance and Accounting of Robert Bosch GmbH**.

A conceptual analysis, selection and implementation of innovative cleaning systems using the example of **Adolf Würth GmbH**.

Extension and optimization of the business process management in the central division **Finance and Controlling of Robert Bosch GmbH** - analysis and reconceptualization of the existing process library to increase internal process efficiency.

Analysis of the current master data system and conceptual design of the future "Bosch Partner Master Data System", as well as identification of the challenges to sustainably increase the efficiency of FI master data management for internal customers in the central division **Finance and Accounting of Robert Bosch GmbH**.

MESSAGE FROM THE STEINBEIS UNIVERSITY

OUR MISSION

"We enter Georgian market in order to drive regional economy & innovation and implement our best-practice solutions in business modelling, digitalization, service industry and manufacturing. The core of our innovative academic approach is the integrated project based study, linking theory with practice."

OUR ROLE

"STEINBEIS as a facilitator between academic and corporate worlds manages innovation transfer. Through our wide network we source and link new and innovative approaches developed by our academic/corporate partners and circulate them throughout our network, thereby increasing competitive advantage of our Georgian partners and overall Georgian economy. In order to accomplish our role as the facilitator, we connect Georgian and international academic, public and corporate partners. By organizing workshops, trainings or providing project based services, we help to transfer best-practice know-how of our international partners to Georgian peers and vice versa. We already laid the groundwork for academic partnerships and joint programs between Georgian and German universities in cutting-edge and in-demand fields, by introducing programs in Legal-tech, Energy politics and management as well as a doctorate program in innovations management".

WHAT THE PROJECT IS ABOUT

The Integrated project module is the core of the STEINBEIS philosophy that aims to merge academic and practical teaching. Every student has to work in a group on a real-life project with our local or international corporate/public partner. Students develop solutions and problem solving skills based on actual challenges faced by public organizations or corporates. Working in a group fosters teamwork and soft skills of the participants and prepares them for future work environment. Students will have the opportunity to do internships at our corporate partners in Georgia as well as internationally. Corporate partners benefit from innovative and entrepreneurial approach of the Students. As future employers, our partners get to network with potential future employees which undergo a thorough selection process for the elite Program. The exposure of corporate partners and their employees to our Students and their innovative solutions contributes to the life-long learning initiative of **STEINBEIS Institute**.

We leverage our academic, public and corporate network to drive synergies by bringing together our high profile students with our partners to the benefit of both sides.

By acting as an intermediary between academic and private sector we follow our social mission and the goal to drive, conceptualize and implement innovations in real economies.

STEINBEIS Philosophy – Integrated learning

Fostering innovation, entrepreneurship, and knowledge transfer is the purpose of the learning course.

ACADEMIC SKILLS

- State of the art academic curriculum
- Best in class academic staff with international academic education
- International professors and guest lecturers

PROJECT BASED STUDY

- Integrated project study in the academic curriculum
- Project is conducted in cooperation with corporate partners
- Exposure to real-world cases

STEINBEIS UNIVERSITY MASTER PROGRAM IN ALTERBRIDGE

PROGRAM DETAILS

PROGRAM NAME: Master of Arts in General Management

Format: 60% of the program will be held remotely through the Zoom platform, the meeting will be led by Steinbeis lecturers. The 40% will be held offline, at Alterbridge University and the lectures will be led by the Georgian, local lecturers.

working language: English - the knowledge of English language on B2.1 level is required. Applicants must have a certificate

PROGRAM IMPLEMENTER: STEINBEIS UNIVERSITY – SIBE

DIPLOMA ISSUER: STEINBEIS UNIVERSITY – SIBE

PROGRAM DURATION:

2 YEARS – 4 ACADEMIC SEMESTRES

3 SEMESTERS – TEACHING COURSE

1 SEMESTER – MASTER THESIS

NUMBER OF CONTACT HOURS: 900 HOURS

PROGRAM CONTENT: THE PROGRAM CONSISTS OF 11 MODULES AND A MASTER'S THESIS.

PROGRAM FEE: COST OF 2 ACADEMIC YEARS 5900 EURO

Recruiting of participants - Potential participants for the M.A. program have to fulfill the following criteria:

- First degree of a state-recognized university, at least equivalent to Bachelor level
- Anabin confirmation of the respective (Bachelor) University H+ (PDF)
- With a workload of at least 180 CP (ECTS) or international equivalent
- English skills with a level of at least B2.1 (CEFR)
- Successful completion of SIBE's assessment center incl. interview. Competence test, English test (Portal Speex, arguable with interview documentation, enrollment possible: B1.2)

The partner has to ensure accreditation-compliant implementation of the selection procedure in close coordination with and according to SIBE's standards and guidelines and timely submission of the following documentation to SIBE, required for enrolment:

Admission form

- High School Diploma (Copy of Original with officially recognized German /English translation)
- Bachelor diploma (Copy of Original with officially recognized German /English translation)
- CV in English / German with signature (digital signature acceptable)
- Photo (JPEG)

CURRICULUM

MASTER OF ARTS IN GENERAL MANAGEMENT

N	Study Modules
Modul 1	Economics
Modul 2	Project Management and Entrepreneurship
Modul 3	Methods of Empirical Social Research
Modul 4	Market Analysis
Modul 5	Objectives and Strategy
Modul 6	Communication, Marketing and Sales
Modul 7	Management Accounts and Corporate Finance
Modul 8	Law
Modul 9	International Business Development
Modul 10	Leadership and Competencies 1
Modul 11	Leadership and Competencies 2
Modul MT	Master Thesis

THE HEAD OF THE PROGRAM

CEO BEI STEINBEIS SCHOOL OF INTERNATIONAL BUSINESS AND ENTREPRENEURSHIP (SIBE) GMBH

Junior Professor of Leadership at Steinbeis University. CEO of the Steinbeis School of International Business and Entrepreneurship GmbH (SIBE) with currently approx. 800 students in master's degree programs in Management and Law and 4.200 graduates. Founder and CEO of SIBE Scientific Projects (SISP), the research institute of SIBE, which focuses on research in the areas of leadership, personality and innovation.



PROF. DR. STEFANIE KISGEN



GIORGI KHUBUA

PROF. DR, Lawyer, philosopher of law, former rector of Ivane Javakhishvili Tbilisi State University.

The author of more than 40 scientific works, including 7 monographs and one textbook. Prof. Giorgi Khubua has active scientific contacts with Germany. He was an invited professor at the Technical University of Jena, Bamberg, Munich; Was engaged in research activities at the Max Planck Institute of Public Law and International Law in Heidelberg, the Ludwig-Maximilians University of Munich, the University of Hanover, the University of Bern (Switzerland), the German University of Public Administration.

ALTERBRIDGE RECTOR

Doctor of Public Administration (Ph.d.), Professor. Founder and Rector of "Alterbridge" International Teaching University of Management and Communication.

Communication expert, trainer and consultant with 10 years of experience. 15 years of experience in corporate communications and strategic development. Partner and licensed professor of Warsaw University of Management. 8+ years of experience in organizational leadership and management.



NATIA GOTSADZE



GIORGI TCHANTURIA

Associate professor at the International Teaching University of Management and Communication Alterbridge.

MBA of Caucasus School of Business and Georgia State University Robinson College of Business, Atlanta, USA and Master of Science in Mathematics of Tbilisi State University, Head of International Relations Department.

SIBE'S COOPERATION WITH INTERNATIONAL UNIVERSITIES

BRAZIL

Instituto Mauá de Tecnologia
Universidade Católica de Brasília
Universidade Estadual Paulista
Instituto Euvaldo Lodi
Faculdade da Indústria
Universidade Católica de Santos
Universidade Vila Velha
Instituto Federal de Educação, Ciência e Tecnologia do Maranhão

INDIA

Symbiosis Institute of Business Management
SAMVIT School of Executive Education Pune

CHINA

Tsinghua University
University of Chinese Academy of Sciences
Tongji University

EUROPE

European Academy of Sciences and Arts

UNITED KINGDOM

Heriot-Watt University Edinburgh

USA

Post University

IRAN

Isfahan Science and Technology Town

SWITZERLAND

IMU University of Bern

POLAND

Polska Akademia Nauk (INE PAN) Warsaw



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CONTACT INFORMATION

 (+995) 558 198 198

 info@alterbridge.edu.ge

 www.alterbridge.edu.ge

 Bagebi, tskneti highway 67/Bagebi, tskneti highway 67



CONTACT INFORMATION

 (+490) 7032 9458 24

 international@steinbeis-sibe.de

 www.steinbeis-sibe.de

 Kalkofenstr. 53 71083 Herrenberg