

Programmes 2018

# Access to future communication & politics

**MBA**  
Communication  
& Leadership

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**MBA**  
Public Affairs  
& Leadership

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**M.A.**  
Communication  
& Leadership

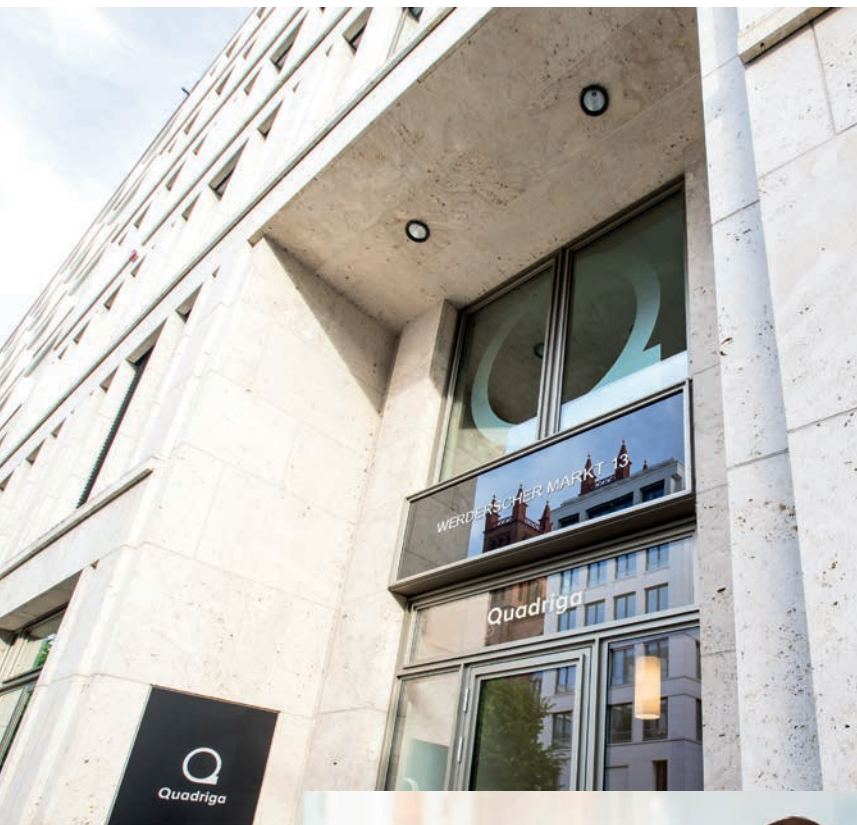


**Quadrigo** University  
of Applied Sciences

# About us

## Quadriga University Berlin

Quadriga University of Applied Sciences is known for the excellent training and development of executives from communications, politics and public affairs. The goal is to provide a holistic, multidisciplinary and globally facing understanding of management and to develop their students in every career matter. The university educates managers who stand up to current and future challenges within a diversified and still changing world and which they, as managers, can help further shape in a well-versed manner. Therefore the university promotes interdisciplinary knowledge exchange, practical research and professional network building for career development, based on the idea of communication-focused management.





# What we offer

## Practical teaching

Leading and highly committed professionals teach alongside Quadriga University professors addressing industry needs and challenges.

## Customised Studying

Numerous options to adapt course schedule and duration of studies to fit individual requirements.

## Centrally located

In the heart of Berlin – our campus is just a quick walk away from business and politics hot spots.

## International

International students and academic partnerships, a global network and multinational case studies.

## Stakeholder-Mentoring

Supportive personal mentoring programmes and coaching during the course of study and after graduation.

## Life-long, unique network

Access to a vast European network, prestigious awards, congresses and summits that you can join either as a participant or get contribute to as a speaker, juror or writer.



# Excellence of the programmes

Economic professionalism, substantial expertise, strategic planning, an innovative, interdisciplinary toolbox, a very active network, and personal leadership skills: the MBA programmes at Quadriga University of Applied Sciences provide a pathway to meeting the requirements and the challenges posed by fundamental changes facing individuals, organisations, industries, and business models.

Besides the engaging courses and sessions, every student gets a personal mentor who is an experienced expert in the field of communication or public affairs. In addition, graduates achieve a life-long professional network consisting of leading executives, different networking events, awards, professional journals and congresses, many active alumni and the possibility use them effectively.

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## Course of Studies MBAs

<b>Credits</b>	60 Credits
<b>Term</b>	18 months part-time, start in June or November
<b>Attendance</b>	approx. 52 days in Berlin and 32 online sessions of 2 hours each
<b>Field trip</b>	Public Affairs: Brussels Communication: London
<b>Language</b>	English. Option to take exams in German
<b>Tuition fees</b>	29,000 € Payment possible in instalments, many financing options
<b>Enrolment fee</b>	500 €
<b>Scholarships</b>	Up to 10,000 €

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## Elements of the Programmes

### On-campus sessions

Lectures, seminars, exercises, projects, group work, guest lectures, case studies, simulations

– **Self-study sessions**

– full flexibility via our Learning Management System

– **Online sessions**

– Field trip

– **Complementary programme**

Networking events, research, mentoring, keynote speeches, social events

– **Master Thesis**

a practical focus

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## Contact



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## Our scholarship partners

(selection)

Renowned partners support dedicated and qualified students with a comprehensive scholarship programme. You can check your chances to get a scholarship on the website [quadriga-university.com/stipendium/check](http://quadriga-university.com/stipendium/check).



## MBA Communication & Leadership

The MBA Communication provides all the skills and knowledge needed to succeed in communications management of businesses, federations and other organisations. Graduates of the MBA Communication & Leadership are qualified generalist communications managers, having taken courses covering public relations as well as specialist disciplines such as media relations or internal communications. These courses also prepare graduates for careers in communications agencies as well, the business focused courses providing a great support.



“My training at Quadriga University of Applied Sciences Berlin was inspiring and enriching: the academic and executive knowledge as well as my new professional network are a great benefit. And the mix of on campus teaching and self-studying was perfect for implementation in my everyday work-life.”

**Elke Wößner-Probst** / Head of PR and Marketing, PPRO Group, Alumni MBA Communication & Leadership

## MBA Public Affairs & Leadership

The MBA Public Affairs & Leadership focuses on preparing graduates to take on leadership roles and executive functions in political communication management spheres. The participants acquire both comprehensive economic knowledge and a detailed insight into political processes and communicative regularities. Thanks to the deployment of an entire range of strategic representation of interests and modern political management, students are ready to assume positions of responsibility in federations as well as NGOs with political parties, businesses or agencies.



“The MBA Public Affairs & Leadership is exactly right for those seeking to provide their professional career with a fresh impetus. The mentoring-programme is an ideal possibility for an exclusive networking, essential and necessary to be successful in Berlin”.

**Joachim Bodenstaff** / Senate Administrator for Interior & Sport, Alumni MBA Public Affairs & Leadership

# Curriculum of our prestigious MBA Programmes

The curriculum of each programme provides communication and public affairs professionals the needed comprehensive economic knowledge, and detailed insight into political processes and communication management and strategy.

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## 1

### **Management I: Economics & Strategy**

The module focuses on economic thinking fundamentals, on how corporations function and operate, and on identifying the most important economic principles.

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## 2

### **Communication Spheres**

Communication management is explained through the exploration of social-psychological mechanisms and through practicing and perfecting communication skills.

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## 3

### **Management II: Accounting, Finance & Law**

The communicator's core business kit understanding: business law, accounting, investments and finance.

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## 4

### **Management III: Organization Design & Governance**

The module prepares for the leading of a communication department or division. Participants gain valuable insights into corporate governance, into organisation, management and human resources.

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## Communication

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## 5

### **Research, History & Fields of Communication**

The professional field of communication management as well as its tasks and backgrounds, functionalities and principles are covered in this module's comprehensive courses.

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## 5

### **Politics**

Students acquire professional competences to utilise in the political arena. The module outlines the legislative processes, treaties, political formulation processes and identifies the relevant actors within the European Union.

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## 6

### **Thought Leadership & International**

The module's objective is to teach students about the various work areas of communication management, such as public affairs, crisis PR, internal communication or change management.

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## 6

### **Representation of Interest & Public Affairs**

Students gain a very precise view of the various actors involved in advocacy groups and examines all relevant processes. They become acquainted with instruments and methods of modern advocacy through numerous exercises.

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## 7

### **Management IV: Marketing & Brand Management**

Marketing and Brands are incredibly important for an institution. Students finish the module with their own project, thereby adding to the profound knowledge they acquired on the topic.

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## 8

### **Steering Communication & Strategic Planning**

Participants learn about the strategic principles of successful campaign management or communication strategies and how to practically apply them.

# M.A. Communication & Leadership

Looking for in-depth topics and deeper reflections on profound knowledge regarding your communications work with less broad business modules and executive education? In this case, the M.A. Communication & Leadership programme will fit you perfectly as it teaches all essential aspects of communication management, combined with field-tested and relevant expertise on communication processes and their specificities. At the same time, the M.A. degree course ensures great flexibility to professionals as for the large proportion of self-study segments.

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## Course of Studies M.A. Communication & Leadership

<b>Credits</b>	60 Credits	<b>Language</b>	German, good English skills needed
<b>Term</b>	18 months part-time	<b>Tuition fees</b>	19,000 €, payment possible in instalments
<b>Attendance</b>	approx. 40 days in Berlin and 6 online-sessions of 2 hours each, one field trip to London	<b>Enrolment fee</b>	500 €
		<b>Scholarships</b>	Up to 5,800 €

## Members of our Network



**Dr. Michael Helbig**  
Director Communication  
and press officer  
KfW Group



**Andreas Lampersbach**  
Head of Group  
Communications  
Munich Re



**Ulrike Demmer**  
Deputy Government  
Spokeswoman  
German Government



**Prof. Dr. Michael Eilfort**  
Member of the Board  
Market Economy Foundation



**Christina Claire Graeff**  
Director General  
Communications  
European Central Bank



**Oliver Schumacher**  
Head of Communications  
and Marketing  
Deutsche Bahn AG



**Markus N. Beeko**  
Secretary General  
Amnesty International



**Annette Kroeber-Riel**  
Senior Director  
Public Policy & Leiterin  
Government Relations  
Google