



» YOU MUST RELY ON INNOVATIONS AND PEOPLE!«

FERDINAND VON STEINBEIS (1807–1893)

Dear readers,

In a globally networked and continuously changing world full of economic challenges, innovation is the crux of successful business more than ever. But innovation does not only mean large, far-sighted change. To ensure long-term success, every company must continually innovate, especially in the small things.

This is possible only with innovative, competent employees who view their companies with open eyes and take on whatever problems and challenges they encounter. The School of International Business and Entrepreneurship (SIBE) has made it its task to educate such people.

As the Graduate School of Leadership & Management of the Steinbeis University, we – the faculty, employees and leaders of SIBE – want to enable our graduates to be very successful. Our goal is to help them become creative personalities who implement value-added and sustainable contributions in their companies, organizations and in society.



We are very proud of our alumni, who have developed their own talents as well as personal and company-related competencies through their studies at SIBE. This has not only increased their own professional success but also enriched their partner companies and helped them make considerable progress. But read for yourself what alumni and company representatives say about studies at SIBE.

Two handwritten signatures in black ink. The signature on the left is 'W. G. Faix' and the signature on the right is 'St. Kisgen'.

Prof. Dr. Dr. h.c.BR Werner G. Faix **Et** **Prof. Dr. Stefanie Kisgen**
CEOs of the School of International Business and Entrepreneurship (SIBE)

Investments in education are worth it

Successes of our alumni three years after graduation



69% ...

of the alumni who continue at their sponsoring companies are still with them three years later*.

54% ...

of the alumni hold leading positions three years later.

85% ...

of the alumni indicate that their study at SIBE has strongly to very strongly promoted their professional advancement.

94% ...

of the alumni rate the Experience Based Curriculum (EBC) as good to very good.

10% ...

of the alumni have founded a company during the three years after completion of their studies.

Overall, alumni give their studies a very positive rating: 84% of them indicate that their studies have strongly to very strongly promoted their professional development. 94% rate the EBC as good to very good.

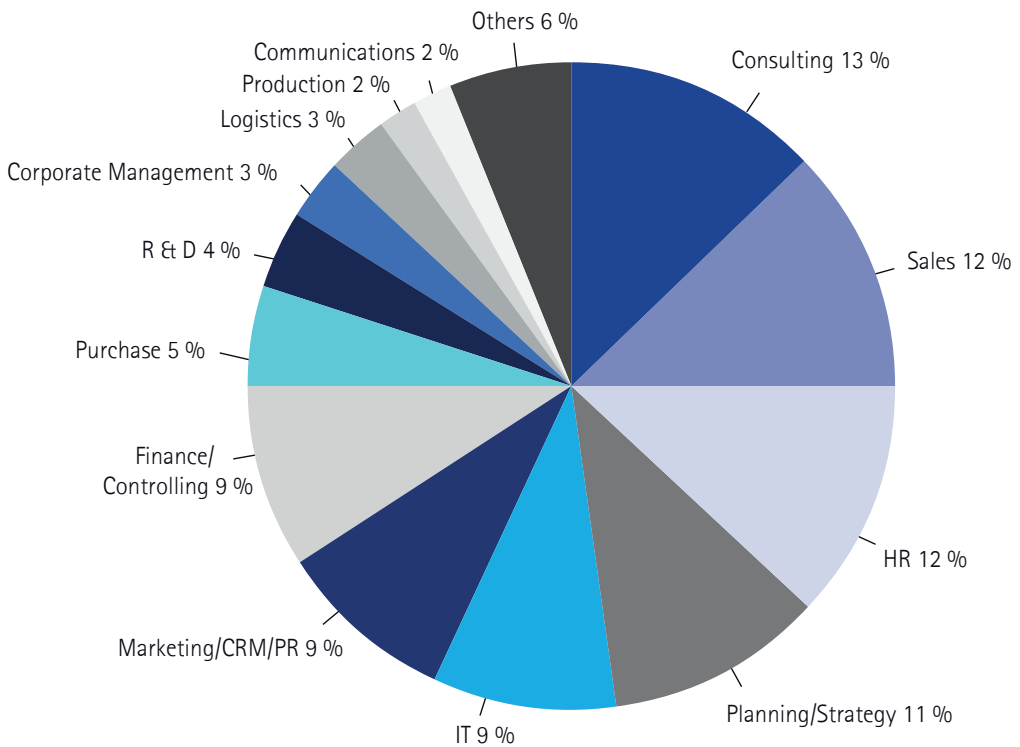
Today, SIBE alumni hold management or executive board positions at Bertrandt AG, SAP AG or Paul Hartmann AG. At 10% of all alumni, the share of company founders three years after completion is above-average.

79.000 EURO

Average salary
after 3 years



Sectors of activity of alumni in an employment relationship



It is noticeable - measured by first degrees and project topics - that students from the more technical areas develop during or after their studies into more strategic, management-oriented areas.

The majority of alumni (58%) work in groups with more than 10,000 employees, 13% are employed by employers with 2,000 to 10,000 employees, 11% are employed by employers with 500 to 2,000 employees and 18% by smaller companies with up to 500 employees.

SIBE has surveyed its graduates ten years after completion of their studies since 2014. The figures shown on these two pages are taken from the surveys from 2014 to 2025 (cumulative, n = 1,271).

* This question has been included in the survey since 2016 (cumulative, n = 1,103).

Continuous positive development of our alumni

Successes of our alumni ten years after graduation

Even ten years after their graduation, the feedback of our alumni is very positive. The results speak for themselves and that fills us with pride. Accordingly,

we are pleased to present the results of the survey ten years after graduation.

27 % ... of the hired alumni are still with their project companies even ten years later.



86 % ... of the alumni state that their studies have strongly to very strongly promoted their professional advancement.

83 % ... rate the project company as good to very good, even ten years after graduation.

95 % ... of the alumni rate the Experience Based Curriculum (EBC) as good to very good.

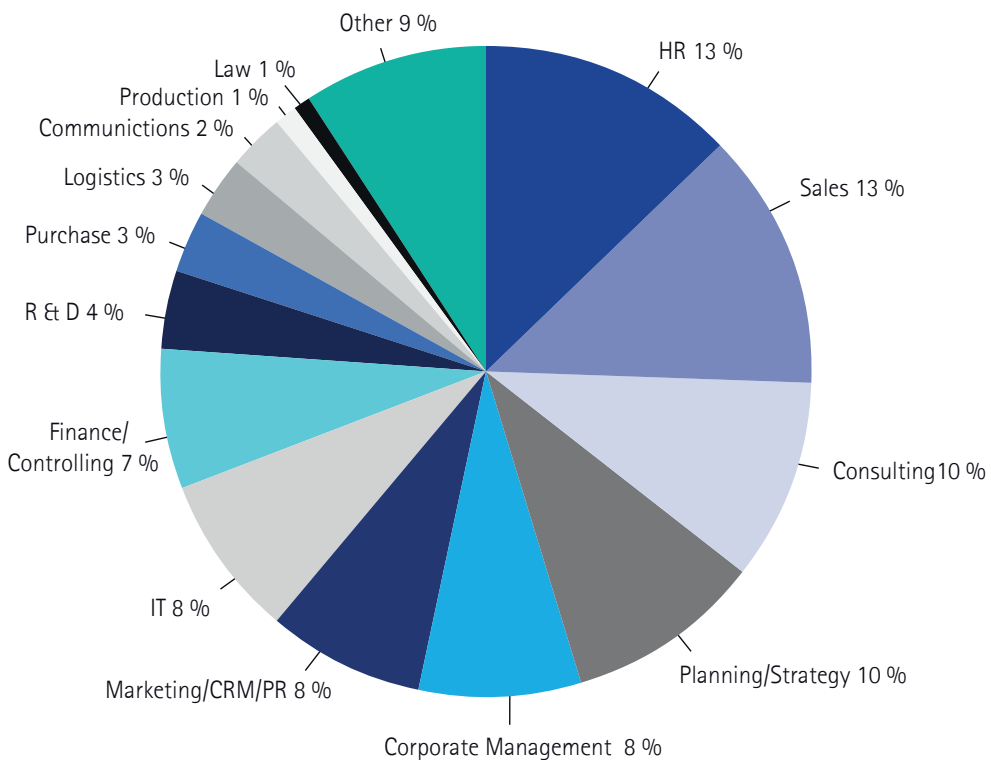
15 % ... of the alumni founded a business in the ten years after graduating.

108.000 EURO

Average salary
after 10 years



Sectors of activity of alumni in an employment relationship



82 % ... of the alumni are in permanent employment. The respective position is held full-time by 77 % of all respondents.

72 % ... of all alumni who participated in the survey hold a leading position ten years after graduation. This is accompanied by disciplinary staff responsibility (1–100 people) for 71 %.

SIBE has surveyed its graduates ten years after completion of their studies since 2014. The figures shown on these two pages are taken from the surveys from 2014 to 2025 (cumulative, n = 603).

About SIBE



As early as the 19th century, Ferdinand von Steinbeis (1807-1893) committed himself with great ingenuity and imagination to innovation and improvements in industry. He tirelessly called on all involved parties to invest in the qualifications of employees and created one of the most modern training systems in the world. The duality of theory and practice in education is primarily based on Steinbeis's thinking and work.

The School of International Business and Entrepreneurship (SIBE) leads the Graduate School of Leadership & Management at Steinbeis University.

It is located in Herrenberg and directed by Prof. Dr. Dr. h.c. Werner G. Faix and Prof. Dr. Stefanie Kisgen. For SIBE, successful knowledge transfer between science and economy plus the systematic development of competencies are fundamental. SIBE focuses on companies and organizations as well as on competent, entrepreneurial and globally thinking and acting high potentials.

With Master programs since 1994, currently ca. 300 students, over 5,300 successful graduates as well as partnerships with over 350 companies, SIBE is a competent partner for growth and globalization.



SINCE 1994
MANAGEMENT MASTER PROGRAMS

SINCE 2003
SUBJECT-SPECIFIC OPPORTUNITIES FOR DOCTORAL STUDIES



ACCREDITATIONS

FIBAA PREMIUM SEAL: M.Sc. in International Management
SEAL OF THE ACCREDITATION COUNCIL FOUNDATION:
M.Sc. in Digital Leadership

OVER 31 YEARS
OF EXPERIENCE

VERY SELECTIVE
WITH OVER 3,500 APPLICATIONS PER YEAR

300
STUDENTS

5,300
GRADUATES



Convincing quality

Outstanding degree programs



FIBAA Premium Seal for excellent quality of study and teaching:

The Master of Science in International Management program is one of the exclusive programs that have been awarded the premium seal by FIBAA for their outstanding quality.

SIBE's Experience Based Curriculum (EBC) goes one step further than typical work-integrated programs. Students implement one or more innovation project(s), develop courses of action and put them directly into business practice – „an open-heart operation“ – instead of occupying themselves with unhurried case studies. They develop their own competencies and create knowledge through intensive preoccupation with challenging, innovative projects whose results are open. This form of teaching and learning not only impresses companies and students. Awarded the FIBAA Premium Seal for the Master of Science in International Management program, the program is one of the highest-rated master's programs accredited by FIBAA. Since their establishment, SIBE's study programs have been continuously accredited. In addition, SIBE is

a member of the Association to Advance Collegiate Schools of Business (AACSB), underscoring the high quality standards it sets for its own teaching and research in an international context.



In addition, SIBE received awards in two categories at the 2012 Global Business Education Awards.

Best Executive Education Programme, Europe
Most Innovative Business School, Germany

Real-World-Projects

Experience Based Curriculum

Students do not learn particularly well when they only sit in seminars or memorize facts at their desks. Experimenting is central for learning under real conditions but in a protected framework. SIBE's Experience Based Curriculum (EBC) offers this framework. Students work on their own innovation projects in their sponsoring companies – by developing new markets or optimizing processes, for example. They transfer to the project the management instruments and theories they have studied, thus creating direct added value for their companies. In addition to their project work, however, they are full-fledged employees involved in their company's

daily business right from the start. Due to the demanding tasks assigned to them, they achieve a high level of identification with their project and company. Specific contact partners in the company and at the university support students with their demanding tasks.

What additional things do students learn? We are convinced that working on real-world projects drives their personal development; the „company as a lab“ environment aids entrepreneurial thinking and acting to help them become the leaders of tomorrow.



International success

Our partner universities





EDINBURGH
BUSINESS SCHOOL
HERIOT-WATT UNIVERSITY



u^b



南京工业大学浦江学院
NANJING TECH UNIVERSITY PUJIANG INSTITUTE



UNIVERSITÄT
BERN



URAL
STATE
UNIVERSITY
OF ECONOMICS



UNIVERSIDADE
VILA VELHA
ESPÍRITO SANTO

Heriot-Watt University, Edinburgh Business School
Edinburgh, UK
(www.hw.ac.uk/ebs/)

University for Continuing Education Krems
Krems, Austria
(www.donau-uni.ac.at)

UK

AUSTRIA

SWITZERLAND

GEORGIA

CHINA

INDIA

Nanjing Tech University Pujiang Institute
Nanjing, China
<https://en.njpi.edu.cn/>

Hubei University of Arts and Science
Xiangyang China
<https://hubeiuniversityofartsandscience.com/>

Tsinghua University
Peking, China
(www.tsinghua.edu.cn)

Tongji University
Shanghai, China
(www.tongji.edu.cn)

Symbiosis Institute
of Business Management
(SIBM)
Pune, India
(www.sibm.edu)

University of Bern
Department of Management
and Entrepreneurship
Bern, Switzerland
(www.imu.unibe.ch)

Alma Mater Europaea of the
European Academy of Sciences and Arts
Salzburg, Austria
(www.euro-acad.eu)
Chinese Academy of Sciences
Shenzhen, China
(www.english.siat.cas.cn)

Alterbridge International
University of Management
and Communication
Tiflis, Georgia
(www.alterbridge.edu.ge/)

Perfect fit

Our study programs*

	SIBE-MANAGEMENT-MASTER – M.SC. IN INTERNATIONAL MANAGEMENT	GERMAN-US-DUAL-DEGREE (M.SC./MBA)
SHORT DESCRIPTION	▪ Work-integrated program with company project ▪ Seminars in English ▪ Generally 24 months ▪ 120 ECTS credit points ▪ Professional specialization through the business project ▪ Option to obtain MBA at partner university (online) ▪ Plus online MBA option of a Brazilian partner university**	▪ Work-integrated program with company project ▪ In cooperation with Post University, USA, on the respective online campus ▪ Seminars in English ▪ Generally 24 months ▪ M.Sc.: 120 ECTS credit points; MBA: 39 semester credit hours ▪ Professional specialization through the business project
OUR SERVICES FOR COMPANIES	▪ Integration of young academics or Young Professionals	▪ Recruitment of young academics, including projects with Indian IT scientists or Young Professionals ▪ Innovation projects ▪ Contract research
OUR SERVICES FOR STUDENTS	▪ Master degree or Doctorate ▪ Career start	▪ Scientific project implementation ▪ Networks

Optional study trip can be booked separately

* Current prices for our courses can be found on the SIBE website: www.steinbeis-sibe.de

** This is based on bilateral agreements between SIBE and its foreign partner universities, subject to changes due to legal or political conditions. There is no legal claim to the award of titles or certificates.

SIBE-DIGITALIZATION- MASTER – M.SC. IN DIGITAL LEADERSHIP

- Work-integrated program with digitalization project within the company
- Seminars in English
- Generally 24 months
- 120 ECTS credit points
- Professional specialization through the digitalization project
- Plus online MBA option of a Brazilian partner university**

- Unique assessment of potential of young academics

- Employer branding

- Individual goal design

LL.M. IN INTERNATIONAL BUSINESS LAW

- For lawyers with at least the first state examination (or comparable international degree)
- Part-time study with flexible study format (100 % online, 100 % English)
- Generally 24 months
- 60 ECTS credit points
- In cooperation with University for Continuing Education Krams (titleawarding university)

- Transfer of current management know-how

- Reverse mentoring

- Salary + supported Master program

- Significantly higher career chances

INTERNATIONAL PROGRAMS (INCL. ACADEMIC DEGREE DEPENDING ON AGREEMENT)

- Specialized work-integrated programs tailored to the target market
- Usually with local partner university

- Targeted talent management

- Personal development

Post-postgraduate programs in cooperation with University of Continuing Education, Krems, Austria*

MBA GENERAL MANAGEMENT AND ARTIFICIAL INTELLIGENCE & QUANTUM DIPLOMA

MBA PROFESSIONAL

SHORT DESCRIPTION

- Part-time program with practical application
- Blended learning format: Combination of online and face-to-face formats
- Language: English
- 2 semester (full-time) or 3 semester (part-time)
- Two qualifications: MBA in General Management and Artificial Intelligence & Quantum Diploma
- On-site visits: IoT/KI exhibition and quantum computer tour



ALMA MATER
EUROPAEA
ECH

- Part-time program with practical application
- Access also possible without a degree (with professional experience)
- Language: German
- 6 semester (part-time)
- Blended learning format: Combination of online and face-to-face formats

Universität für
Weiterbildung
Krems



OUR SERVICES FOR COMPANIES

- Individual and company-specific project focus
- Intensive and continuous support and consulting by experts from the Steinbeis network (approx. 6,000 experts, including around 700 professors)

OUR SERVICES FOR STUDENTS

- MBA degree
- Interdisciplinary network and intensive methodological support
- Cooperation with renowned partners

* Current prices for our courses can be found on the SIBE website: www.steinbeis-sibe.de.

The world is enough

Looking beyond the (German) horizon is worthwhile for many companies. For example, international markets can be interesting in order to:

- open up new purchasing or sales markets
- realize more cost-effective production sites
- gain employees
- counter political or economic conditions.

Countries with strong economies are particularly interesting, but so are emerging markets. These include the US, India, Brazil and some African countries.

During the realization it is important to integrate local expertise and to use an existing network. The former can be done by recruiting appropriate employees. And SIBE has long-standing relationships in various countries.



Projects that have been realized together with SIBE

Market entry strategy France, EQS Group AG

Analysis and conception of a market entry strategy for the sustainable international corporate development of EQS Group AG using the example of market development in France

Market development plan for Great Britain and Ireland, Gebrüder Rieger GmbH & Co. KG

Design and implementation of a market development plan for sales expansion using the example of Great Britain and Ireland at Gebrüder Rieger GmbH & Co. KG

International market development, Coface Finanz GmbH

Success factors and risks of international market development in the factoring industry – conceptual design of a business plan for Coface Finanz GmbH in the Dutch factoring market

Expanding our portfolio for businesses

New founding: Alma Mater Europaea – ECH

Alma Mater Europaea – European Center Herrenberg (AME-ECH) expands the existing educational and research profile of the **School of International Business and Entrepreneurship (SIBE)** with a European-oriented, interdisciplinary perspective.

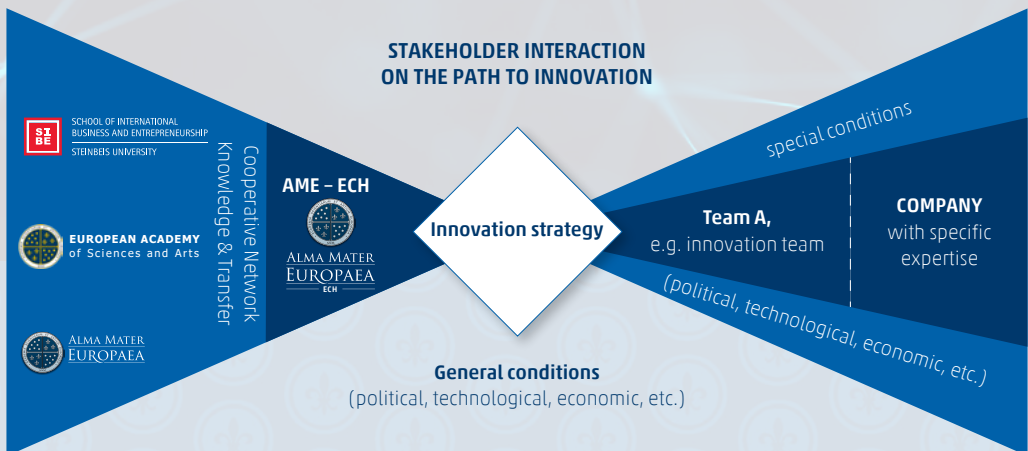
Initiated by the European Academy of Sciences and Arts, AME-ECH promotes knowledge and knowledge transfer in the field of innovation and leadership. The European Academy brings together over 2,000 top-class scientists and 38 Nobel Prize winners.



Your added value as a company:

- **Scientifically based solutions** for strategic and operational challenges
- **Tailor-made programs** for executive and team development
- **Impulses for innovation and transformation** in digital and sustainable change
- **International network** of science, business, and society

Both institutions—under joint management—combine academic excellence with entrepreneurial practice. This creates a unique offering for companies that want to shape their future in a scientifically sound and strategically effective way.



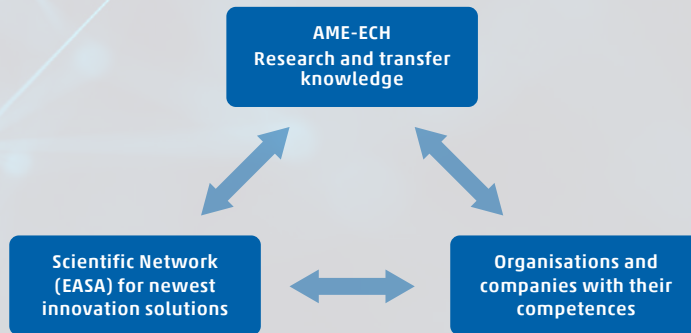
Alma Mater Europaea – ECH is a competent partner offering educational programs for companies in all areas of radical and disruptive innovation projects as well as in innovation research. It combines its excellent network and utilizes multidimensional synergies. Thanks to its close ties to the [School of International Business and Entrepreneurship \(SIBE\)](#), it also draws on a wide range of expertise in transfer and practical issues.

Shaping innovation. Leading the future.

Driving innovation through leadership

Competitive advantage through radical and disruptive innovations

In response to stagnating innovation momentum in Europe – particularly in comparison to the US, China, and Japan – AME-ECH provides targeted support to companies and public organizations in the development and implementation of forward-looking innovation strategies. The focus is clearly on radical and disruptive innovations rather than incremental optimizations in order to enable long-term growth, new market potential, and a more resilient competitive position.



Your advantages:

- **Practical & scientifically sound:** Findings are directly translated into implementable solutions.
- **Individual:** Strategies and tools are tailored to your organization.
- **Holistic & sustainable:** Impact on products, processes, technologies, and structures.
- **Experienced & networked:** Benefit from over 5,000 projects and a strong innovation network.

Conclusion: With these innovation projects, companies gain a partner that consistently combines science, practice, and shaping the future.

'If you look at history, innovation comes not only from incentivizing people, but also from creating environments where their ideas can connect.'

William Pollard

Contact



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For your company

Our added value

Increasing digitalization and globalization are having an immense impact on the modern working world of companies and individuals. These factors are central for the increasing complexity and acceleration of business processes in which innovation plays a key role in ensuring competitiveness and thus, the viability of enterprises. Innovations that are vital for tomorrow's companies must be recognized and successfully implemented.

This requires competent (junior) leaders – in brief: creative personalities! The recruitment and retainment of suitable management and junior staff is an immense challenge for companies due to worldwide demographic changes. To meet these challenges with esprit, we are ready to stand at your side as a successful partner!

Candidate Catalog

- SIBE's free Candidate Catalog offers you an actual overview of our applicants, who are available for positions in combination with our Master's degree programs

Recruitment

- Successful recruitment through your cooperation with SIBE
- Engaged, highly motivated young academics, selected according to potential, with at least one university degree
- Employment with a work or internship contract (limited to two years) – even without headcount

Personal development

- Verifiable development of competencies during the Master program
- Unique assessment of the potential of young academics

Project

- Student projects generate solutions for your business challenges
- Systematic and successful implementation of innovative projects for your company
- Students work on measurable project benefit
- Transfer of current management know-how to the company

Staff retention

- Early development of company loyalty of young, talented employees to counter the „War for Talents“
- After two years, takeover of students is possible
- As part of personnel retention, you can propose your own employees

Feedback from our partners

The annual survey of business mentors, who are the supervisors of the students in the sponsoring company, confirms that the SIBE has achieved outstanding results:

	93 %	are satisfied to very satisfied with the SIBE study program
	90 %	would recommend the program*
	94 %	confirm a high or very high benefit in terms of employment of the SIBE student*
	95 %	are satisfied to very satisfied with SIBE students with regard to dealing with entrepreneurial challenges*
	95 %	are satisfied to very satisfied with the competency development of SIBE students*
	92 %	confirm that the program's assessment of the students' potential is good to very good*

These are based on the cumulative figures of surveys of business mentors in 2013 – 2024 (n = 2,037).

*This question has been included in the survey since 2017 (cumulative, n = 1,262).

»It is nice to be able to accompany the development of young talents so intensively.«

Kemal Kösemehmetoglu, Head of Business Field Service, Deutsche Telekom Technical Service



"By working directly on a company project, students sometimes reach their own limits – but it is precisely these moments of ‚emotional uncertainty‘ that serve to develop their competencies the most. Once overcome, the students emerge much stronger – which can be seen in the graduates!"

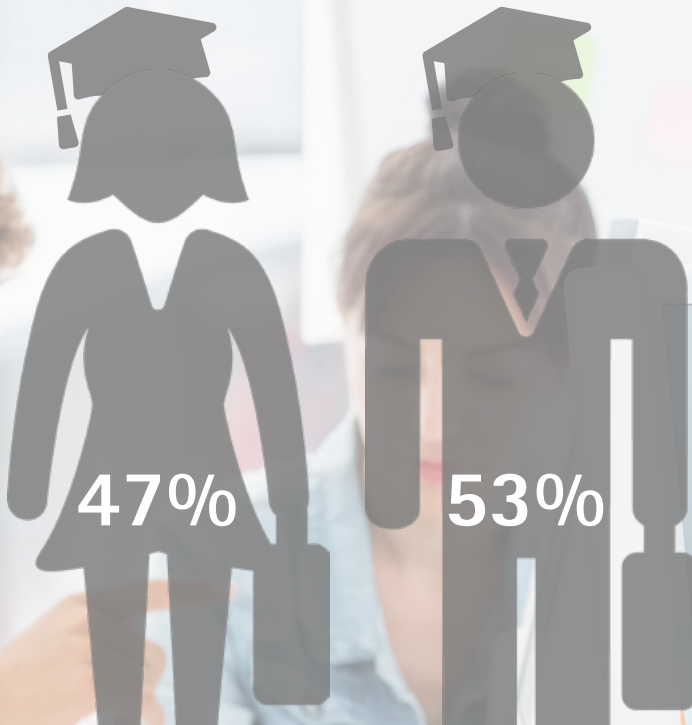
Prof. Dr. John Erpenbeck

Professor for Competency Management at SIBE

Excerpt of company cooperation



Our students

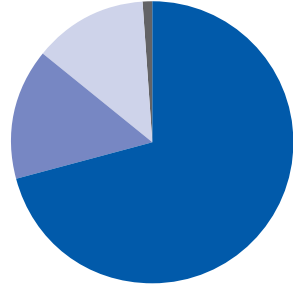
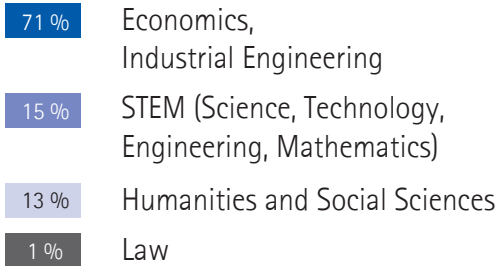


Currently 47 % of SIBE students are female and 53 % are male. This ratio is likewise reflected by our alumni.

A central point of the SIBE degree programs are their interdisciplinary nature and diversity. Since innovations are also based on breaking through known patterns and rely literally on „thinking outside the box“, this heterogeneous mixture of students is simultaneously an important key to success.

In the Master program, the students' systematic development of skills is guaranteed by integrated competency assessments and development using KODE® and the SIBE COMPETENCY ASSESSMENT (SCA) Center. The feedback opportunities for individual performance are enabled by several 360° feedback rounds during the SIBE Master program.

First degrees of our students



Based on the initial degree of all enrolled students of the respective degree program



26

Average age of students
at beginning of studies

Our students come from



Projects & experiences

Our students' projects

Artificial Intelligence in the Insurance Sector: Strategic Opportunities, Risk Management, and Implications for the Future Development of Insurance Companies

Jannek Rabe
Allianz SE

Strengthening Voith's Global Energy Transformation Program: Enhancing and Sustaining Energy Independence across Various Future Scenarios

Saskia Mnich
Voith GmbH & Co. KGaA

Keeping the North Star in Sight: A Framework for Sustainable Strategy Communication and Evaluation at Mercedes-AMG GmbH

Lisa Becker
Mercedes-AMG GmbH

Beyond Compliance: Integrating Sustainability into Procurement Processes: A Case Study of Leadec

Silvana Maricela Espinosa Oyervides
Leadec Holding BV & Co KG

Driving the Future of Data-Driven Decisions: AI's Role in enhancing Mercedes-AMG's Business Intelligence systems

Tom Oliver Binder
Mercedes-AMG GmbH

Logistics 2035: Delphi Study and Strategic Recommendations for Competitiveness using the Example of Akkodis in Germany

Michael Bopp
Akkodis Germany Consulting GmbH

Experiences of our partners

"As a business mentor, I was able to support my student through targeted coaching and practice-oriented tasks. Beyond fostering her personal development, the collaboration also created tangible added value for our company: The project delivered a Change Management Plan for implementing a supplier documentation system – a true win-win outcome."

Lea Lippmann

Head of Corporate Digital Purchasing & Supplier Management
Voith Group

"It was a pleasure for me to mentor my student in the field of employer branding. With her innovative ideas and critical approach to the status quo, she has made impressive progress. For our company, the close integration of theory and practice has been an enriching experience and a complete success."

Markus Kreysa

Vice President Corporate Human Resources
TDK Electronics AG

"SIBE's dual approach combines theory with real-world projects in the best possible way. This enables students to broaden their horizons while growing alongside our company. At the same time, we as business mentors benefit from fresh perspectives and an inspiring shared learning experience. This collaboration is of invaluable worth for both sides."

Lea Buchholz

Personnel Planning & Controlling, and Svenja Eckmaier, Personnel and Leadership Development
Mercedes-AMG GmbH

"SIBE's German-US Dual Degree Program provides significant added value for both sides: Our company benefits from the global perspective and international approaches of the US MBA, while students gain valuable networking opportunities and insights into diverse business communities. This international focus strengthens both the students' personal development and our company's innovative capacity."

Elena Oser

Operations & IT Transformation Manager
Allianz SE



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The figures in the report originate from the following surveys and studies:

- SIBE Graduate Survey 2014 – 2025 (cumulative)
- SIBE Business Mentor Survey 2013 – 2024 (cumulative)

Image sources: P. 1–3: internal; P. 4: iStock (YekoPhotoStudio); P. 5: internal; P. 6: Pexels; P. 7–9: internal; P. 10–11: iStock (fstoph123; mediaphotos); P. 12–17: Pexels; P. 18–19: AMEU; AME ECH; iStock (Vitalii Pasichnyk); P. 20–21, 23: Pexels; freepik; P. 24: photodune; P. 25: internal; P. 26–27: Pexels; P. 28: internal