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**CUNNINGHAM**  
**UNIVERSITY COLLEGE**  
GHANA, CUCGH  
Knowledge, Innovation, Impact  
Gnósi, Kainotómia, Epídrasi

A woman with dark curly hair, wearing a blue blazer over a white collared shirt, is looking upwards with a smile. In the background, there is a bar chart with several vertical bars of varying heights. A large, glowing yellow arrow points diagonally upwards from the bottom left towards the top right, passing behind the woman and the bar chart. The background is a dark blue gradient. The bottom right corner of the image is a solid yellow triangle.

**MASTER OF SCIENCE (M.Sc.) IN**  
**BUSINESS**  
**MANAGEMENT**

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In collaboration with Steinbeis University  
Berlin – Schools of Next Practices (S-NEXT)

# Program Overview

The M.Sc. in Business Management is a highly practical, internationally recognized postgraduate degree tailored for professionals and aspiring business leaders. Offered through an exclusive academic collaboration between Cunningham University College Ghana (CUCGH) and Steinbeis University Berlin (S-NEXT), this 2-year program provides students with advanced knowledge and competencies required to thrive in today's global business environment.



Students benefit from a flexible, online learning experience supported by world-class faculty and industry experts from Germany and Ghana. Graduates are equipped with the strategic, analytical, and operational tools necessary to lead, innovate, and manage in dynamic business contexts.

## About CUCGH



Cunningham University College Ghana (CUCGH) is a premier higher education institution located in East Legon, Accra, Ghana. Established in 2025 by esteemed educationist Mr. Peter Galeh, CUCGH is dedicated to nurturing global leaders, innovators, and entrepreneurs through an education model that combines academic rigor, practical skills, and international exposure. Located in East Legon, Accra, Ghana, Cunningham University College Ghana (CUCGH) is a leading higher education institution founded in 2025 by Mr. Peter Galeh.

CUCGH's educational approach combines academic excellence, practical skill development, and international perspectives to cultivate global leaders, innovators, and entrepreneurs.

## About S-NEXT

S-NEXT maintains partnerships with over 200 industry leaders, including prominent German companies such as Daimler, Bosch, and Siemens. These collaborations provide students with valuable networking opportunities and practical insights into the business world.

S-NEXT's talent management programs develop future-ready leaders through a relevant, flexible, and impactful educational philosophy. Students gain the skills to tackle modern business challenges effectively. The INSIDER Study Model.

S-NEXT employs the INSIDER Study Model, a core component of its educational approach. This model integrates flexible learning with practical, hands-on projects. By incorporating virtual teamwork, real-world simulations, and practical applications, it prepares students for the demands of the professional world. Global Industry Partnerships.

S-NEXT has established collaborations with over 200 industry leaders, including major German companies like Daimler, Bosch, and Siemens. These partnerships offer students valuable networking opportunities and real-world insights into the business landscape.

S-NEXT develops future-ready leaders through relevant, flexible, and impactful talent management programs, equipping students to solve modern business challenges. Its INSIDER Study Model combines flexible learning with hands-on projects using virtual teamwork, simulations, and practical applications. S-NEXT partners with over 200 industry leaders, including Daimler, Bosch, and Siemens, providing networking and real-world insights.

# Comprehensive Program Overview:

## Master of Science in General Management (M.Sc.)

This rigorous and forward-thinking Master of Science in General Management program is meticulously structured to equip ambitious professionals with the advanced knowledge, strategic acumen, and practical skills necessary to excel in today's dynamic and increasingly complex global business environment. Delivered through a fully online modality, this program offers unparalleled flexibility for working individuals seeking to elevate their careers without disrupting their professional commitments. Upon successful completion, graduates will be awarded a prestigious Master's degree from Steinbeis University Berlin (Germany), a testament to their academic achievement and global competitiveness. This program is offered in strategic partnership with CUCGH, Ghana, providing a unique blend of international academic excellence and regional insights.

## Program Structure: A Foundation for Success

The M.Sc. in General Management follows a comprehensive curriculum delivered over **two academic years**, encompassing a total of **four semesters**. This structured approach allows for a progressive and in-depth exploration of key management disciplines. The program's academic rigor is reflected in its allocation of **120 ECTS (European Credit Transfer System) credits**, ensuring international recognition and transferability of academic achievements.

The program is delivered entirely **online (100% Online)**, leveraging cutting-edge digital learning platforms and pedagogical approaches to create an engaging and interactive educational experience. This flexible **delivery mode** caters specifically to the needs of working professionals, allowing them to balance their studies with their existing responsibilities. The **language of instruction** for all modules and program-related communication is **English**, ensuring accessibility for a diverse international cohort of students.

The prestigious **degree is awarded by Steinbeis University Berlin (Germany)**, a renowned institution recognized for its strong focus on applied research and its close ties to the business world. **CUCGH, Ghana** serves as the dedicated **Learning Partner**, providing localized support, facilitating networking opportunities, and enriching the learning experience with regional perspectives. This collaborative partnership ensures a globally relevant yet locally contextualized educational journey.

## Core Modules: The Pillars of Management Expertise

The curriculum is built upon a foundation of ten essential Core Modules, carefully designed to provide a holistic understanding of key management functions and strategic imperatives:

**Strategic Management and Organizational Leadership:** This module delves into the formulation and implementation of effective business strategies, exploring various frameworks, tools, and techniques for achieving sustainable competitive advantage. It also examines contemporary leadership theories and practices, focusing on developing the skills necessary to inspire, motivate, and guide teams and organizations toward success in dynamic environments.



**International Business and Global Markets:** This module provides a comprehensive understanding of the complexities of international business operations, including market entry strategies, global supply chain management, cross-cultural management, and the impact of globalization on organizations. Students will gain insights into navigating diverse international markets and capitalizing on global opportunities.

**Financial Management and Managerial Accounting:** This module equips students with the essential financial knowledge and skills required for effective decision-making. It covers topics such as financial planning, investment analysis, risk management, cost accounting, and performance measurement, enabling managers to interpret financial data and make sound financial choices.

**Human Resource Development and Change Management:** This module focuses on the strategic management of human capital, covering talent acquisition, employee development, performance management, and compensation strategies. It also explores the principles and practices of effective change management, equipping leaders with the ability to navigate organizational transformations successfully.

**Business Analytics and Data-Driven Decision Making:** In today's data-rich environment, this module provides students with the skills to leverage data for informed decision-making. It covers statistical analysis, data visualization, business intelligence tools, and techniques for extracting meaningful insights from data to drive organizational performance.

**Innovation and Entrepreneurship:** This module fosters an entrepreneurial mindset and equips students with the knowledge and skills to drive innovation within organizations or launch their own ventures. It explores the processes of idea generation, opportunity evaluation, business model development, and the management of innovation.

**Digital Transformation and Technology in Business:** This module examines the transformative impact of digital technologies on businesses and explores strategies for leveraging these technologies to enhance efficiency, create new business models, and gain a competitive edge. Topics include artificial intelligence, cloud computing, e-commerce, and digital marketing.





**Project Management and Operational Excellence:** This module provides a comprehensive understanding of project management methodologies, tools, and techniques for planning, executing, and controlling projects effectively. It also explores the principles of operational excellence, focusing on continuous improvement, process optimization, and enhancing organizational efficiency.

**Research Methods and Academic Writing:** This module equips students with the necessary research skills to critically analyze business problems, conduct independent research, and effectively communicate their findings in an academic context. It covers research design, data collection methods, statistical analysis, and academic writing conventions, preparing students for their Master's Thesis.

**Master's Thesis:** The culminating component of the program, the Master's Thesis, provides students with the opportunity to apply their acquired knowledge and research skills to investigate a specific business problem or opportunity in depth. Students will work independently under the guidance of an academic supervisor to conduct original research and produce a significant piece of scholarly work.

## Key Features:

### Experiential Learning and Global Recognition

The M.Sc. in General Management program offers a range of distinctive **Key Features** designed to enhance the learning experience and maximize career impact:

**Internationally accredited German Master's Degree:** Upon successful completion, students will be awarded a Master of Science degree from Steinbeis University Berlin, a qualification recognized and respected globally, enhancing their international career prospects

**Practice-based learning using real-world business cases:** The curriculum emphasizes practical application through the extensive use of real-world business cases, simulations, and interactive exercises, enabling students to directly apply theoretical concepts to contemporary business challenges.

**Joint mentorship by CUCGH and S-NEXT academic teams:** Students benefit from the combined expertise and guidance of both CUCGH's regional insights and S-NEXT's academic rigor, providing a well-rounded and globally informed mentorship experience.

**Flexible online format tailored for working professionals:** The 100% online delivery mode offers maximum flexibility, allowing students to study at their own pace and schedule, making it ideal for individuals with existing professional and personal commitments.

**Affordable tuition with installment options:** The program offers competitive tuition fees with flexible installment options, making a high-quality international Master's degree accessible to a wider range of aspiring professionals.

**Access to Steinbeis global alumni network:** Upon graduation, students gain access to Steinbeis University Berlin's extensive global alumni network, providing valuable networking opportunities, career support, and connections with professionals from diverse industries worldwide.



## Admission Requirements:

### Joining Our Community of Leaders

To be eligible for admission to the M.Sc. in General Management program, applicants must meet the following Admission Requirements:

**A recognized bachelor's degree (any discipline):** Applicants must hold a bachelor's degree from a recognized university in any field of study.

**Proficiency in English:** As the language of instruction is English, applicants must demonstrate a strong command of the English language, typically through standardized tests or other acceptable evidence.

**Minimum of 1 year professional or managerial experience preferred:** While not always mandatory, preference may be given to applicants with at least one year of relevant professional or managerial experience, as this can enrich classroom discussions and enhance the learning experience

### Flexible Payment Plans Available

The program offers a transparent and competitive fee structure. Detailed information regarding Tuition and Fees, including a breakdown of all associated costs and available Flexible Payment Plans, can be obtained by contacting the admissions office or visiting the program website. We are committed to providing accessible and affordable high-quality education to empower your professional growth.



# Program Structure

- Duration: 2 Years (4 Semesters)
- Credits: 120 ECTS (European Credit Transfer System)
- Delivery Mode: 100% Online
- Language of Instruction: English
- Degree Awarded by: Steinbeis University Berlin (Germany)
- Learning Partner: CUCGH, Ghana

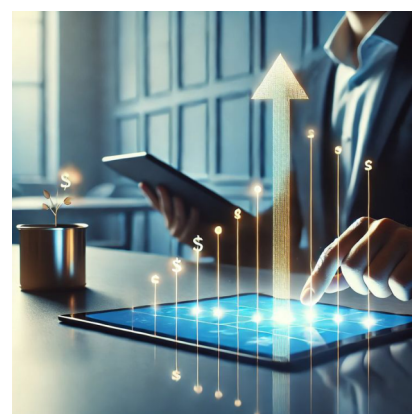


## Core Modules

- |   |
|---|
| 1. Strategic Management and Organizational Leadership |
| 2. International Business and Global Markets          |
| 3. Financial Management and Managerial Accounting     |
| 4. Human Resource Development and Change Management   |
| 5. Business Analytics and Data-Driven Decision Making |
| 6. Innovation and Entrepreneurship                    |
| 7. Digital Transformation and Technology in Business  |
| 8. Project Management and Operational Excellence      |
| 9. Research Methods and Academic Writing              |
| 10. Master's Thesis                                   |

## Key Features

- Internationally accredited German Master's Degree
- Practice-based learning using real-world business cases
- Joint mentorship by CUCGH and S-NEXT academic teams
- Flexible online format tailored for working professionals
- Affordable tuition with installment options
- Access to Steinbeis global alumni network





## Admission Requirements

- A recognized bachelor's degree (any discipline)
- Proficiency in English
- Minimum of 1 year professional or managerial experience preferred
- Motivation statement and academic transcripts

## Tuition and Fees

### Flexible Payment Plans Available

For detailed information on tuition fees, scholarships, and payment options, please contact the CUCGH Admissions Office.

## Career Prospects

Graduates of the M.Sc. in Business Management program are well-positioned for leadership roles in:

- Multinational Corporations
- Consulting Firms
- Startups and Entrepreneurial Ventures
- Financial Institutions
- Government and NGOs
- Business Development and Strategy Units

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*Accra, Ghana - West Africa*



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