

Press release

Leuphana Universität Lüneburg

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Advanced scientific education, Studies and teaching
Economics / business administration, Information technology, Psychology
transregional, national



Leuphana MBA program: Leadership in a digital world of work

How can I lead in a digital world of work, how can I develop my organization and my staff? The part-time MBA Performance Leadership at Leuphana University Lüneburg is dedicated to these and similar questions, combining classical management theory with content from business psychology. The next round of studies at the Professional School will begin in April 2025; applications are possible until January 31.

The three-semester program is aimed primarily at specialists and managers. During their studies, they learn to better assess their own and their employees' potential and to develop it in a targeted manner. They expand their management skills and are thus prepared to take on leadership responsibilities in their organizations. The mixed-mode ensures that the program can be optimally combined with a full-time job: digital teaching and on-site courses alternate. Regular excursions and teaching units in the Digital Leadership Lab underscore the program's practical orientation and focus on the current challenges facing management as a result of ongoing digitalization.

Prospective students have the opportunity to take part in taster weekends by individual arrangement or to join the current MBA cohort directly via the module-based program. In addition to these events, program coordinator Anne Duong is available for personal consultations (mba-pl@leuphana.de, phone 04131.677-1863).

All information about the MBA Performance Leadership is available on the website <http://www.leuphana.de/mba-pl>