



Vision

MSB develops into one of the nation's leading application oriented business schools and an internationally renowned institution. Based on research results and transfer achievements, the school accompanies students from bachelor to co-operative doctorate. It also contributes to the sustainable success of companies and organisations.

Kontakt

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Adopted by
MSB's Council
on 20 June 2018



FH MÜNSTER
University of Applied Sciences

Münster School of Business Mission

MSB FB Wirtschaft
Münster School of Business

Münster School of Business

Mission

Due to its leading educational concepts, MSB is an attractive location for high-achieving prospective students seeking a career in a small, medium or international company. MSB offers students with various education biographies, professional experience and interests a portfolio of degree programmes that paves the way for professional and management careers in all functional areas of organisations in national and international contexts.

MSB makes this possible by providing demanding, practice-oriented and digitally supported on campus degree programmes. Curricula are guided by international standards. Thanks to activating, problem-based methods of teaching and learning, graduates develop into personalities that are characterised by

- competitiveness, inquisitiveness and an enterprising spirit
- the ability to innovate and adapt
- business competence and an entrepreneurial mindset with a view to undertaking economically, socially und environmentally sustainable business activity
- the ability to reflect critically on their actions at work and in society
- and commitment to the principles of corporative social responsibility and business ethics.

Research at MSB is conducted with a strong emphasis on practical application – inter alia, in the areas of process management and digital transformation as well as science-to-business marketing.

In transferring knowledge and research results, MSB

- achieves mutual enrichment between business practice and teaching by conducting research and consulting projects and offering continuing education that enhances companies' achievement of objectives and enables students to gain practical experience at an early stage.
- makes an international impact on teaching methodology in management training by way of case studies, textbooks and the dissemination of innovative approaches.
- contributes to theory formation by offering cooperative doctorates, producing specialist books, and contributing to conferences and journals.

Activities build on traditionally strong ties to the regional economy and extend into the international arena.

Students' skills acquisition is enriched by the way in which MSB takes into account the professional perspectives of a range of management-related disciplines. In all subjects, the School deploys teaching staff who have demonstrated their very good teaching abilities and who ensure that their teaching remains relevant and up-to-date by undertaking research and professional activities and by undergoing professional development. Teaching staff are aware that they set an example for their students, and constantly seek to strike a balance between scholarly expertise and practical orientation, as called for by the objectives of the degree programme in question.

Internal dealings within MSB are characterised by the productive interplay of individuals in academic, administrative and managerial roles who are appreciative of each others' work. Members of the School have an understanding of each others' roles, and constantly strive to achieve efficient processes and optimal results in the context of the mission. All employee groups and students are properly represented in the governance of the business school.

The following values are enshrined at MSB, ensuring the ideal conditions for learning, teaching and research:

- The academic freedom to set topics autonomously; to shape teaching and research activities without restricting creativity; and to present their scientific results, expert opinions and teachings to the public.
- Innovation as the basic orientation of every School member to develop original solutions; to proactively exploit potential for improvement; and to support other members' initiatives. Effective quality assurance does not hinder the exploration of new approaches.
- Cooperation is the basis for joint progress in the context of the mission. Members of the School act in a reliable, trustworthy and respectful manner at all times, both in dealings within the School and with external partners.
- Accountability means having a conscientious and dutiful attitude towards one's own activities and results.
- All School members see the diversity of people and ideas as being valuable for the further development of the business school and for discourse in science and practice.

A consensus of values in relation to ethics is set out in the **MSB Code of Ethics**.

MSB maintains partnerships with universities and companies at home and abroad in order to widen opportunities for students and School members. In addition to individual faculty contacts and programme-related cooperative activities, alumni are an important bridge to corporative partners, enabling them to continue to play a role in life at the School. By sitting on advisory bodies, for example, alumni help ensure that degree programme concepts are continuously responsive to the needs of business practice.

In line with the QM system of Münster University of Applied Sciences, MSB commits to conduct continuous quality management in the areas of education, research and resources. For the aspect of education, this includes reviewing the effectiveness of programme-related competence acquisition and general study conditions. The School continuously develops these factors based on the needs of the labour market and of society.