



Table of contents

1. Welcome to Tomorrow University	03
2. About Our Learners	05
3. Learning Experience	07
4. Program Phases	08
5. Curriculum	09
6. Flexible Learning	10
7. Learning Experience	11
8. Meet the faculty	14
9. Online Learning Experience	16
10. Future Patways and Alumni	20
11. Tuition & Scholarships	21
12. Admission Process	23
13. Contact Us	24

Program Specs	90 ECTS
2024 INTAKES March, 2024 May, 2024 September, 2024 November, 2024	DURATION 18 Months
TUITION €14.100 before reductions	COHORT SIZE Max. 25
LANGUAGE English	FORMAT 100% Online
SCHEDULE On-demand with 1 live session / week	FLEXIBLE MODALITY Part-time Full-time



Welcome to **Tomorrow University**

At Tomorrow University our mission is to empower our learners with the 21st-century skills required to build a purposeful career and lead in the transition towards a more sustainable future.

Designed for professionals like you, our fully-remote MBA program leads the way in sustainable business practices and innovation.

Tailor your transformational leadership journey to your unique mission, and gear up to think beyond boundaries, reimagine the future, and address complex societal and environmental challenges.

Experience practical project-based learning, moving beyond traditional lectures and exams for a truly transformative educational journey, designed for personal growth and real-world impact.









ENSURING ACADEMIC EXCELLENCE

We're an official state-recognized university in Germany, combining quality, innovation, and flexibility to ensure you receive a world-class educational experience. Our Impact MBA program is accredited through the Accreditation, Certification, and Quality Assurance Institute (ACQUIN), a reputable non-profit organization association comprising over 150 higher education institutions in Germany and abroad, recognizing the rigorous quality standards mandated by Germany's Official Accreditation Council.







REVOLUTIONARY LEARNING PROGRAMS

At ToU, our passion lies in revolutionizing education to make a global impact. We are honored to be members of Life for Climate Action, reflecting our commitment to environmental stewardship. Furthermore, we take pride in being recognized as the "Top Innovative EdTech Institution in Europe and Globally" for three consecutive years, 2021, 2022, and 2023, a testament to our continuous innovation and excellence in the field of education.

Studying at ToU in a nutshell





Flexible evening & part-time study options

Limited cohorts of 25 learners

Live course discussions with industry experts

Regional meetups & city hubs to network in person

Countless events to learn & grow

Truly diverse & global community



5 Things You'll Love About Studying With Us

Our Impact MBA program is designed to provide highly individualized learning experiences through a diverse range of real-world challenges and an interdisciplinary approach. With a focus on specific learning outcomes and competency mastery, our seasoned academics and industry leaders will guide you throughout your learning journey, supporting you in developing the knowledge and skillset that aligns with your professional and personal aspirations.

Flexible Learning for Working Professionals

Easily balance work, study and other life commitments. With only 1 live mandatory session per week, study in your own time and at a pace that suits you.

Unparalleled Virtual Campus Experience

Our learning platform is designed for convenience and global connectivity. Gain access to bite-sized lessons, countless resources and live sessions, and collaborate with peers, mentors and industry experts.

No Exams, Just Practical Projects

Rather than traditional long lectures and exams, you'll gain practical skills and knowledge by working on projects based on real-world scenarios, tackling pressing global challenges together with our industry partners.

Personalized Learning

Our curriculum is designed to cater to your individual needs and aspirations. Access a wide range of specialist elective modules and extracurricular opportunities to align your studies with your purpose, career goals and personal values.

Global Community

Connect and exchange with a diverse and global community. Benefit from our global network of peers, industry mentors, and academics who are not only making a difference but are eager to help you do the same.



"Any organization can grow only so much as its leaders. Learning to scale yourself is a skill to learn in the 21st-century. The Impact MBA helps you grow yourself, your team, and your vision in the years to come!."



About Our Learners

Learner Profiles

At Tomorrow University, our community with over 500 passionate learners from diverse backgrounds, professions and life experiences, are all connected by a common purpose: creating a more sustainable future.



Sustainability Advocates

These are the mission-driven individuals who see the opportunities to drive change across the business landscape. Like us, they are committed to building a more sustainable future.



Proactive Pathfinders

Working professionals challenging traditional MBA education, by seeking alternative programs that align their values with their professional and personal aspirations, and supports them in crafting their ideal career path. They're the innovators of tomorrow.



Intrapreneurs

These future leaders are here to equip themselves with the skills and knowledge needed to guide organizations toward a more sustainable and socially responsible future. They're the change-makers within established structures and industries.



Career-Switchers

Among us are bold individuals ready to pivot and pursue careers in fields like sustainability, technology, circular economy, and social impact. They stand at the crossroads of sustainability and innovation, driving transformative change.

Name of

IMPACT **MBA**

About **You**

There are many reasons to study at ToU. If any of the below resonates, then you have come to the right place.

- You're interested in **blending innovative thinking** with sustainable business practices.
- You aim to be a **change-maker**, **leading teams** and companies towards sustainable futures.
- You're keen on **learning to think beyond boundaries** and envision the future of business.
- You aspire to make a **significant difference in solving** complex societal challenges.
- You're looking for a **program that prepares you to lead transformative** change in the business
 world.
- You're focused on aligning your career with your core values, and finding ways to both work ethically and sustainably.



TOMORROW UNIVERSITY | 06



Learning Experience Overview

Impact MBA in Sustainability, **Innovation & Leadership**

Shape the future with our Impact MBA in Sustainability, Innovation & Leadership, a program for forward-thinking professionals tailored dedicated to sustainable and innovative business practices.

Throughout this program, you will learn how to disrupt traditional business perspectives, fostering a growth mindset equipped to tackle pressing global challenges and drive significant societal change.

This remote program is meticulously designed for visionary leaders, offering a comprehensive foundation in business sustainability.

You will learn to innovate thoughtfully, envisage the future of business, and approach complex societal issues with strategic solutions, preparing you to spearhead transformative changes and make substantial contributions to global sustainability efforts.

CORE SUBJECT AREAS

Sustainable Business Practices

Transformative Leadership

Innovation Management

Change Management

Technology Revolutions

Green Marketing

Sustainable Business Development

Inclusive Leadership

Mental Health

Climate Advocacy

PROGRAM HIGHLIGHTS

Sustainable Business Practices: Understanding the foundations for sustainable business innovation, and how to prepare to lead in these transformative roles.

Innovative Thinking: Fostering future-focused, analytical and boundary-pushing thinking for societal and environmental impact in the business landscape.

Leadership Skills: Developing the skills needed to lead yourself and diverse teams consciously and successfully through transformations.

Engaging in Practical, Real-World Projects: Growing a versatile skillset by tackling projects based in real-world scenarios, collaborating closely with industry mentors and partners.

Build a Network of Change Makers: Become a member of our community, driving change across organizations and industry, joining forces for sustainable impact.

LEARNING OUTCOMES

Business Sustainability Foundations: In-depth understanding of sustainable business practices and their application in various contexts.

Transformative Leadership Skills: Leadership competencies that inspire transformative change within organizations and society.

Strategic Thinking: Ability to think strategically and innovatively to address complex business challenges.

Innovation for Transformation: Acquire the tools and skills to drive innovative and entrepreneurial thinking, leading organizations towards a more sustainable future.



Program Phases









Our MBA programs are a hands-on learning experience, providing you with the essential skills, knowledge and entrepreneurial mindset to excel in today's evolving business landscape. Our four-phase curriculum sets the stage for a successful and impactful career. Let's explore how each stage of the program shapes your skill development.



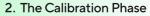
1. The Orientation Phase

You'll start your journey by mastering the program's six competency areas. Your personal mission statement will lay the groundwork for your desired specialization, competency development and mindset cultivation.









This stage deepens your expertise in your chosen specialization area, giving you the opportunity to gain in-depth knowledge while developing an action-oriented skillset.



3. The Elevation Phase

The Elevation Phase takes focuses on finding solutions for Sustainable Development Goals. These grand challenges are designed and delivered together with our industry partners.

Get ready to apply your skills to tackle:

- Climate action
- Sustainable cities & communities
- Responsible consumption
- Education
- **Biodiversity loss**
- Clean energy





4. The Activation Phase

The Activation Phase is where your innovative ideas will come to life. You will work towards your own project's goals, with the support from your peers, our industry experts and your mentors. It's the culmination of your transformative journey.





60 ECTS - 1 Impact Certificate 90 ECTS - 3 Impact Certificates (Electives)

Activation Thesis Project | 15ECTS

Initiating Social and Behavioural Change for **Sustainability Transformation**

Human-Centered Al Products

Transforming Businesses for a Sustainable Tomorrow

Co-Creation Initiatives

Influence of Sustainability on Firm **Performance and Strategy**

Elevation 15 ECTS

Climate Action

Responsible Consumption & **Production**

Biodiversity Loss

Sustainable Cities & Communities

Clean Energy

Education

Calibration

45 ECTS total | 15 ECTS per Impact Certificate

THINK & ACT LIKE A LEADER

- · A Leader's Mindset
- · Resilience Training
- · Personal Branding & Digital Marketing

LEADING THE CHANGE

- · Risk Taking & Decision Making
- · Negotiations & Conflict Solving
- Effective Communication & Storytelling

LEADING WITH NUMBERS

- Sustainable Business Modeling
- Performance & Operational Excellence
- · Sustainable Finance & Impact Accounting

LEADING WITH TECHNOLOGY

- · Technology Revolutions
- · Introduction to Cognitive Systems & Neuroscience
- · Human AI Collaboration

LEADING TOWARDS SUSTAINABLE GROWTH

- · Organizational & Sustainable Growth
- · Brand Building & Marketing
- Business Development & Sales

IMPROVE THE IMPACT OF YOUR ORGANIZATION

- System Thinking for Sustainable Development
- Sustainable Supply Chain & Operations
- · Business & Society

SUSTAINABILITY MANAGEMENT

- · Foundations of Sustainability Management
- · Holistic Sustainability Strategies
- Sustainability Management Control

CLIMATE ACCOUNTING & REPORTING

- Sustainability & Carbon Accounting
- · Climate Strategies
- · Data Management & Reporting

FOUNDATIONS OF CLIMATE SCIENCES

- Environmental Science
- Ecosystem Services & Planet-Centric Business
- · Sustainability Science

CLIMATE ADVOCACY & POLICY

- Climate Policy
- · Advocacy & Engagement
- · NGO Management & Public Services

MENTAL HEALTH & WELL BEING

- Diplomacy & Impactful Communication
- The Neuroscience of Well-Being & Mental Health
- Emotional Intelligence: Managing Emotions in Times of Uncertainty & Stress

CLEAN ENERGY & GREENTECH

- Renewable Energy (Hydro, Wind, Solar)
- Green Al
- Green Mobility

INCLUSIVE LEADERSHIP & DIVERSITY MANAGEMENT

- · Diversity, Equity & Inclusion
- · Culture Design
- · Responsible Leadership

GREEN MARKETING & STRATEGIC BRAND COMMUNICATIONS

- · Communication Strategies & Objectives with Impact
- International Marketing & Cultural Branding
- · Strategic Impact Branding & Consumer Behavior

Program-Specific

Suggested

Other Impact Certificates • 3-Week Challenge

Orientation

Mission Identification

Sustainability Foundations

Build Your Dream Team

Responsible Leadership & Organizations

Learning Insights

Introduction to Innovation

Strategy Development

Group Challenge

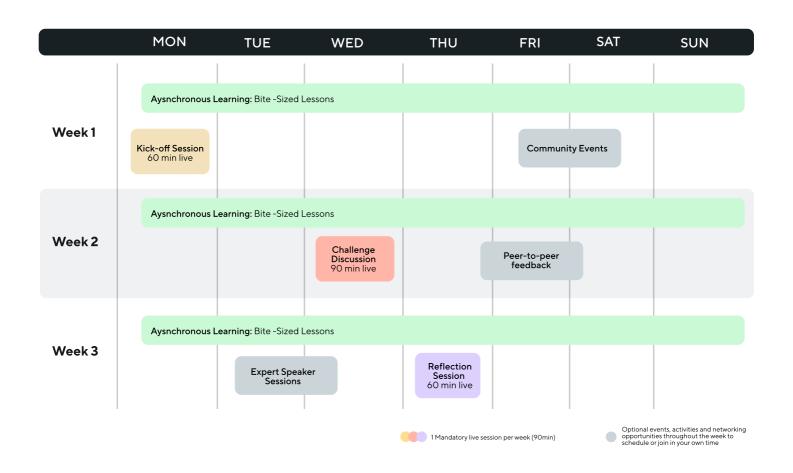
15 ECTS



Flexible Learning Schedule

Asynchronous Learning

Our program is thoughtfully designed to accommodate your busy schedule and adapt to your evolving needs and commitments. With just one live mandatory session per week, the rest of your course work can be completed in your own time throughout the week.



Asynchronous Learning

Learn anywhere, anytime. Our mobile and desktop app easily fits into your daily routine.

Learning Breaks

After several challenges, we offer a pause, co-created with learners, to refresh and prevent overwhelm.

Bite-Sized Lessons & Milestones

Learners dedicate on average 10h per week. Concise lessons and milestones keep you on course, ensuring timely task completion.

Live Sessions

One live session per week with the challenge owner to ask questions, clarify doubts, discuss and reflect on the content of the course.

Live sessions take place in the following timeframes:

MONDAY - THURSDAY

8-9.30AM CET / 12-1.30 PM CET / 6-7.30PM CET

SATURDAY

9AM-12PM CET



Learning Experience

Mastery Learning for Future Success

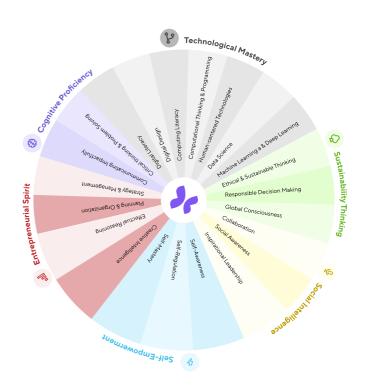
Tomorrow University's mastery learning model ensures you gain essential skills that are crucial and transferable across various career paths.

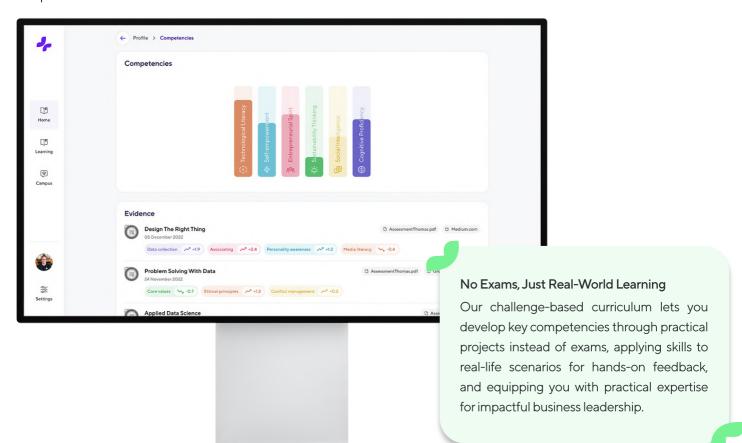
You'll progress at your own pace, deepening your understanding and showcasing your capabilities through skills assessments. These are key building blocks in your learning journey, leading to a dynamic competency tracking system.

Tracking Your Growth in Real-Time

To monitor your growth, you'll have access to a **personal** competency profile, providing an interactive way to track and reflect on your progress. This framework not only charts your achievements in coursework and challenges but also visually demonstrates your evolving skill set.

As you navigate through each challenge and master new skills, you're not just learning; you're equipping yourself for success. Besides, you can let the world know exactly where your competencies lie.







What is a challenge?

Our program is structured around practical 3-week challenges, each comprising a series of short, asynchronous lessons within various milestones to complete in your own time. These lessons, lasting 7 to 30 minutes, allow you to study flexibly while keeping you on track.



How does challenge-based learning work?

Our challenge-based learning method immerses you in real-world assignments, often co-created by partner corporations, to ground your knowledge through practical and hands-on application. Each Challenge is approached strategically with our 'Engage, Investigate, and Act' framework. You'll start by deeply engaging with the problem to grasp its complexities, then move to investigate, diving into research and exploring solutions. Finally, you'll take decisive action by applying your findings in a real-world context.

Enhanced by weekly live discussions and reflections (in the evenings), this methodology provides a comprehensive learning experience that sharpens critical thinking, fuels innovation, and fosters skill development and adaptability, equipping you to navigate any future real-world challenge effectively.

The Challenge-Based Learning Model





Solving Real-Life Problems with Challenge-Based Learning

At Tomorrow University, you'll tackle co-designed challenges with industry partners, applying your skills to real-world business issues and contributing to solutions under expert guidance.

These challenges, inspired by current industry problems, offer a unique educational experience where you not only learn about real-world issues but actively engage in resolving them.

This collaboration is mutually beneficial, as our industry partners gain fresh perspectives and innovative solutions from working with our learners.



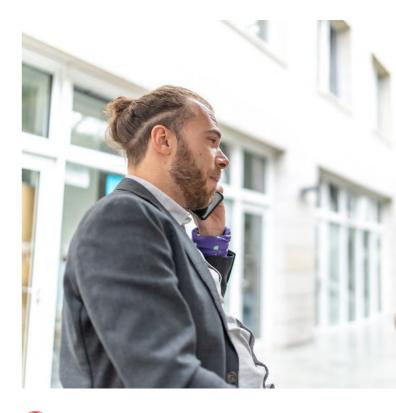
In response to the urgent need for sustainable energy practices, the challenge with Baringa called upon our students to develop holistic frameworks aimed at guiding oil and gas companies in their transition towards low-carbon solutions.



Embracing the cutting-edge potential of generative Artificial Intelligence challenge with Grover invited to us to explore innovative solutions that will revolutionize online shopping experience.



Challenge with Kelp Blue tasks you to come up with technology-based market opportunity to expand their product portfolio.





The challenge with Cheil aims to harness the power of finance to drive positive change, aligning investments with sustainability goals and ethical principles.



The challenge with KFW covers the steps of a typical Data Science Process in order to be able to solve realworld problems by handling raw data sets.



Meet the Faculty

Our faculty is a collective of experienced professionals and academics, each bringing rich knowledge and real-world insights to provide an academically robust and globally relevant education. Their expertise spans various fields, from cutting-edge technological advancements to sustainable business practice. They are committed to nurturing the next generation of leaders and change-makers. They are more than academics; they are your mentors, supporters, and a vital part of your future professional network.



ϟ Dr. Maren Ingrid Kropfeld Professor of Sustainability & Entrepreneurship, Program Director for Impact MBA



🦺 Dr. Thomas Maidorfer Professor of Strategy & Leadership, Co-Program Director for Impact MBA



🦺 Dr. Maximilian Lude Professor of Innovation &



Dr. Sami Asad Professor of Sustainability & Ecology



Dr. Dr. Ana-Maria Olteteanu Program Director & Professor of Artificial Intelligence and Sustainable Technologies



Dr. Thomas Funke Founder & Professor of $Sustainability\,\&\,Entrepreneurship$



Moritz von Zahn Professor of Coding, Ethics & Economics of Al



Dr. Daniela Peukert Professor of Design for Sustainability Transformation



🚣 Marina Zayats Industry Expert



ݮ Vaibhav Jaitly Industry Expert



Learn from a Global Network of Industry Leaders

Mentors, Feedback Sessions, Check-ins with Professors

Tap into a worldwide network of ambassadors and mentors, including industry experts actively engaged in SDGs, impactful ventures and important business innovations. Benefit from their insights through speaker sessions, workshops, and meet-ups, connecting with our knowledgeable, mission-driven community for unparalleled learning and networking opportunities.



Tom Sadowski
Former Head of App



Former Chief People Officer GetYourGuide



Verena Pausder Entrepreneur & Founder HABA Digital



Muni Ali Vice President & Asia Pacific Head Social Impact Visa



Lubomila Jordanova Co-Founder Greentech Alliance & PlanA.Earth



Ingo Dahm Entrepreneur & two times RoboCup world



Jag Singh Managing Director



Anna Alex Co-Founder Planetly & Outfittery



Paul Harwood Former Market Research Lead Twitter



Ali Mahlodji Founder Whatchado & FutureOne.io, Keynote

World-Class Speaker Sessions

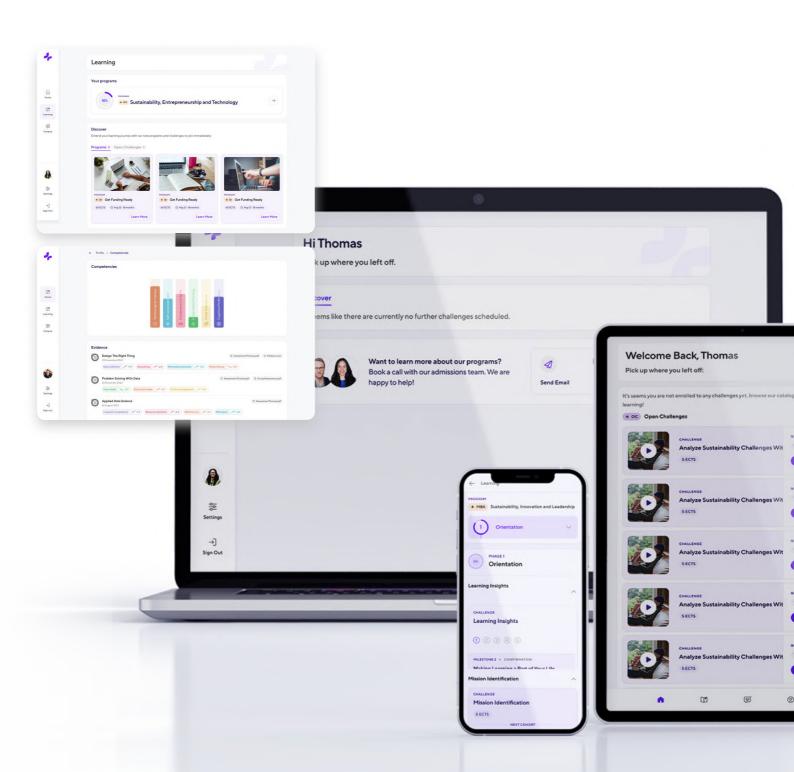
Our curated series of speaker sessions feature workshops and fireside chats with current and former entrepreneurs, working professionals who share their experiences to learn from. These can cover everything from "Prototyping" \rightarrow "Launch" \rightarrow "Growth" and much more! Examples of past speakers include:

- Building a product customers love with Markus Müller, Former Head of Product at N26.
- How to disrupt a company from within with Esther Bahne, Former Head of Strategy and Innovation BMW.
- App business trends with Tom Sadowsky, Former Head of App Store DACH Apple.
- The founder's journey with Christian Kroll, Co-Founder and CEO Ecosia.



Online Learning Experience

To provide you with a seamless learning experience, we have developed ToUs cutting-edge mobile app. This app is accessible from your phone, tablet, or computer, enabling you to learn and monitor your progress throughout the program effortlessly. Moreover, the app keeps you connected with your peers and mentors, facilitating meaningful interactions and support throughout your educational journey.





ToU Campus Experience

Remote But Never Alone

Immerse yourself a vibrant and interactive online learning experience with us. Our digital ecosystem includes the Cosmos, your virtual campus for engaging discussions and networking, and Slack for real-time communication with fellow learners, course leaders and mentors.

Our campus is fully accessible on your phone, tablet, or computer, making it easy to engage with your courses, fellow learners, mentors and resources. Designed for convenience and flexibility, it allows you to stay connected and engaged with your education through an interactive and integrated digital ecosystem.





Real-World Interaction: Meetups

To facilitate real-life connections, we've established local city hubs where learners gather for in-person meetings. Tomorrow University also organizes meetups, workshops, and conferences offering valuable opportunities for learners to connect, network, and build relationships beyond the virtual space. These events play a pivotal role in enhancing our community and fostering meaningful connections.

















Meet the Learners

Engage with fellow ToU learners who are making waves across many industries. Connect with them for insights and learn how ToU has shaped their success. Many of our learners come from renowned companies like Deutsche Bank, ExxonMobil, SAP, Accenture, Aktion Mensch e.V., and many more, offering a wealth of experience and perspectives.



<u>Lina Peters</u> Managing Director at Sustainable AG



Robbert-Jan Wijman Manager at PwC

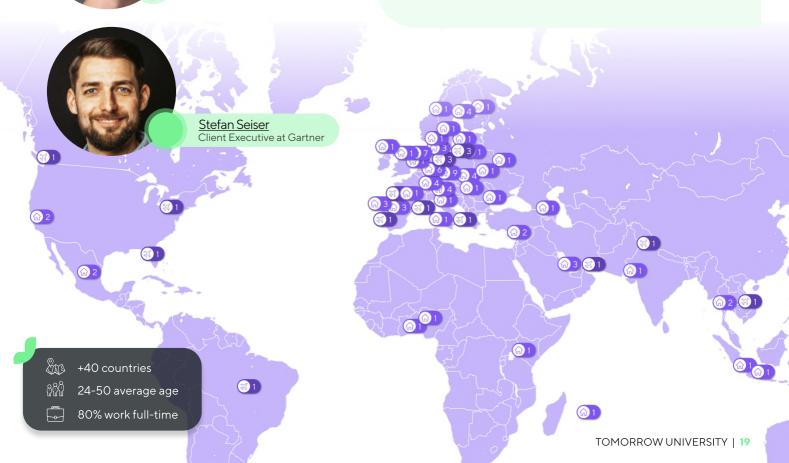
Testimonials

"I already have a master's and a Ph.D. degree, but I still joined this Program because of its relevance to the topics of today and the issues of the future. A degree does not prepare you to be a leader or an expert, but rather the experience, skills, and knowledge you gain while going through the practical challenges this Program offers. The curriculum and the challenges are focused on the Innovator's and Change Leader skills Toolkit, just to name a few: Vision; Strategic Thinking; Ethical and Responsible Leadership; Tech-Savviness; Customer-Centriciy and most importantly emotional and cultural awareness. I am loving it!"

Zana Pekmez

"My experience during my masters at ToU can be summarized with "out of my comfort zone but with all the support I could dream of". I'm holding a bachelor and masters of science and couldn't imagine to go back to university until I heard from the way learning and teaching is understood at ToU. It was challenging but due to the practical approach, the community and the support from staff and professionals it was a great experience!"

Marie Hohensee





Future Pathways and Alumni

This program is designed for a variety of ambitious goals, whether you're driving change within an organization, pioneering into a new field of work as an advisor or consultant, starting your own venture. As a ToU Graduate you will have the knowledge and skills to pursue your mission with confidence, and access to a wide range of opportunities and potential career outcomes.

You will develop the the skills needed to tackle society's grandest challenges, and become adept in handling critical environmental and social issues. Equipped with well coveted 21st-century skills, by the end of this program you'll be well-positioned to make substantial impacts and contribute to a more sustainable, innovative future.

Meet the Graduates

Our alumni community is shaped by individuals from diverse global backgrounds, all driven by a common mission to make a meaningful impact in their communities and industries. These professionals, now alumni, are actively contributing to positive change in fields such as technology, healthcare, and sustainability. Through their shared commitment, they exemplify the global impact and transformative potential of our educational programs.



💠 Stephanie Fizka Information Services Industry



🚣 Kathryn Saducas Technology Industry



💤 <u>Konrad Gerger</u> Consulting Industry



💤 <u>Ivelina Hristova</u> **Energy Industry**



🚣 Marina Bopp Mobility Industry



 <u>Lucas Schäfer</u> NGO Industry



Marius Reinke Banking Industry



Marie Hohensee Health Industry



Tuition & Scholarships

Fund Your Education

There are various methods to fund your education. Many learners employ a combination of financial resources, including personal savings, scholarships, and government assistance. Should you require additional guidance, please don't hesitate to reach out to our Admissions Team. The price before funding opportunities is €14.100.

We offer scholarships of up to €3.000 as well as Super Early-Bird, and Early-Bird tuition reductions. All applicants are eligible for a scholarship and early application credit.

TOTAL TUITION €14.100 before reductions







Scholarship Opportunities

SUSTAINABILITY IMPACT SCHOLARSHIP

This scholarship is for individuals who have a strong passion for sustainability and are committed to driving environmental and social change in their respective organizations and industries through responsible business leadership. It's designed to support MBA candidates who aim to become sustainability champions in their careers.

up to a €3,000 reduction

GLOBAL DIVERSITY SCHOLARSHIP

Focused on closing the opportunity gap in sustainability, technology, entrepreneurship, and leadership, this scholarship supports traditionally underrepresented talents, including the LGBTQIA+ community and individuals from Black, Asian, traveler, mixed heritage, or other global majority backgrounds, to bring diverse voices to these innovative fields.

up to a €3,000 reduction

INNOVATION LEADER SCHOLARSHIP

Geared towards individuals with a demonstrated track record of innovative thinking and acting as well as an a desire to transform industries. This scholarship encourages creative thinkers and problem solvers to pursue their ideas and turn them into reality. Special emphasis is given to applicants who are already making an impact and leading an organization from within.

up to a €3,000 reduction

CAREER TRANSITION SCHOLARSHIP

Open to applicants from non-business related disciplines, this scholarship aims to bridge the gap between technical expertise and leadership proficiency. It is designed for individuals from diverse academic and industry backgrounds who are eager to accelerate their careers by acquiring essential management skills and business acumen.

up to a €3,000 reduction

APPLY HERE



Credits & Tuition

MBA with 60 or 90 ECTS Credits

90 ECTS 18 months

Learners have **180 ECTS** from a previous degree program (ie Bachelors).

From €14,100

- √ **Scholarship** opportunities apply
- √ **Super early-bird tuition** reduction of €1.000 is available
- √ Income share agreements possible

Total tuition based on payment schedule

Monthly - 18 Months	Quarterly	Per semester	Yearly	Total Upfront
€14.850 (825€ x 18 months)	€14.700	€14.550	€14.350	€14.100

60 ECTS 12 months

Learners have **210 ECTS** from previous degree program (ie Bachelors & Masters).

From €10,000

- \varnothing Scholarships not available
- Ø Early-bird tuition reduction not available
- √ Income share agreements possible

Total tuition based on payment schedule

Monthly - 12 months	Quarterly	Per semester	Total Upfront
€10.500 (875€ x 12 months)	€10.350	€10.200	€10.000





Admission Process

Our dedicated Admissions Team will be there every step of the application process to guide you through the journey. From the initial inquiry to the final submission, we're here to assist and ensure a seamless application experience. Your path to joining our vibrant community and embarking on a transformative educational journey begins with these straightforward steps.





S Information

Information meeting with Admissions Team.





Submit your application to Tomorrow University of Applied Sciences.



Admission Interview

Official admission interview with Program Director.



OA Sign offer

Sign official admission offer.



○5 **♠** Onboarded

Onboarding by Program Delivery Team and time to start!

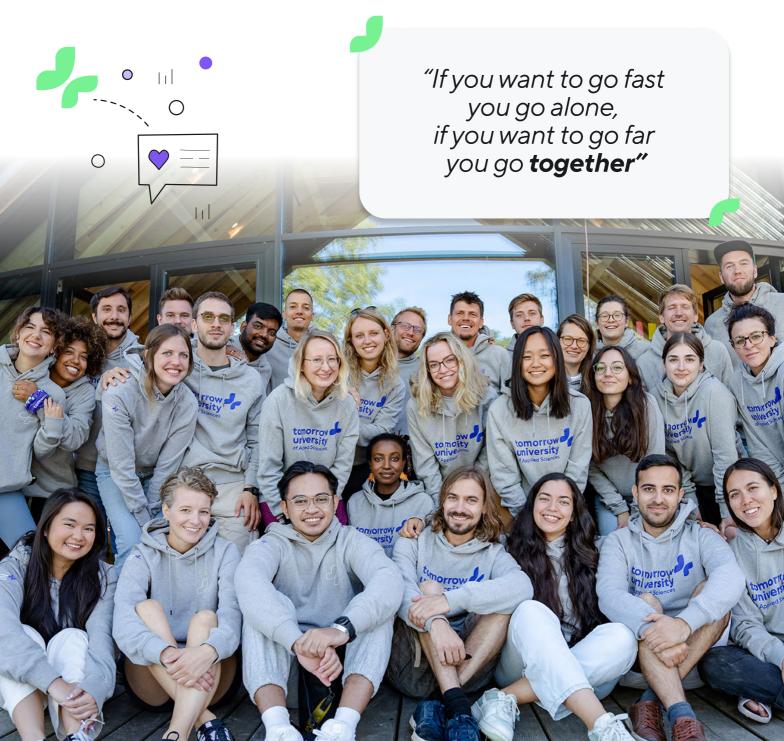












Build the skills and confidence to disrupt, innovate and lead change you want to see in the world







