

CUSTOMER STORY

ESMT

ESMT Berlin is a leading international management school founded by 25 German companies and associations in 2002. Along with full-time English-language programs, they also offer part-time executive MBA programs. The programs include a Master's in Management as well as continuing education courses in management in English and German. ESMT has three focus points: leadership, innovation and analytics.



Foto: ESMT

The challenge

The international character of ESMT isn't just on paper: you can see it in the students from around the world and in the focus on language. All the study programs are in English, and German language courses are built into the curriculum for Master's programs. Successful preparation for the professional world also means speaking the local language.

»With Babbel as our corporate partner for digital language learning, we offer our students an important building block for learning German.«



Nick Barniville
Associate Dean of Degree Programs,
ESMT.

Although the study programs are held in English, international students are encouraged to learn German. After all, that's how they can improve their chances on the job market, as Barniville points out enthusiastically.

Babbel in practice

Many of the international students want to work in Germany after their studies. With free access to the Babbel app, preparing to enter the German job market should go more smoothly. In Germany, the students often take management positions. Although they then mostly work in German companies where English is spoken, knowledge of the local language is indispensable for them – a skill that MBA student Phuong Tran sees the value of:

»The more I use Babbel, the better I understand the German language and also German culture. That way, I can follow conversations in different contexts, which is tremendously relevant at work.«

So far, more than 80 students have signed up for Babbel. Babbel allows for flexibility, which is ideal for the schedule of a student – characterized by a mix of free time and intensive phases. An efficacy study from City University New York shows that success can be seen in the numbers: in 2016, CUNY researchers found that the language skills of Babbel users after two months correspond to one semester of study at a university.

"My MBA lasts one year and because of that, the schedule takes up a lot of time. To be able to learn a language while studying, I rely on the flexibility that Babbel offers," explains Tran. "Even so, I've made the goal to learn German for at least one hour every day. That can be before going to bed or when I'm on the train. And it works!"

Summary

Students already need German knowledge during their English-language study programs. Learning German pays off two-fold: With Babbel, they have a gateway to German culture, but also more certainty in the German job market.