

/ Full-time

International Tourism Management (MBA)



/ Welcome



**Prof. Dr. Felix B. Herle Course Director
International Tourism Management (MBA)**

“I honestly appreciate it very much being course director of the international MTM program. Students, lecturers and staff of the IGC and MTM with their very different educational and cultural backgrounds create a very special atmosphere in class and environment that is diverse, inspiring and innovative. It is at the same time a challenge for all, a challenge that reflects everyday life in international tourism businesses with highly diverse staff and business partners. I am glad to know that the graduates of our MBA in Tourism Management are being best prepared for careers in the global world of tourism or other international service industries.”

/ IGC – Study in the heart of Bremen

The University of Applied Sciences

Bremen is both rich in tradition and innovation. With the inception of the university dating back to 1799, today the university is committed to innovation and internationalisation. This unusual combination has formed the unique profile of the university in the last two decades.

Today, the University of Applied Sciences Bremen embodies competences in international as well as applied and practice oriented teaching and research. It is dedicated to teaching and learning as well as research and development in terms of lifelong learning. We are the competent partner for the industry and public institutions enabling the interdisciplinary transfer of up-to-date academic concepts from more than 40 university institutes to practical applications.

The International Graduate Center (IGC) was founded by the University of Applied Sciences Bremen as an interdisciplinary Graduate School for Management and Leadership. For applicants with a first University degree the IGC offers several MBA and Master degrees in the area of international and European business and management.

The IGC guarantees a postgraduate education which satisfies both academic and job requirements in equal measure. With five fulltime and five part-time Master programs the IGC has among the largest range of courses of all Graduate Schools in Germany. Team oriented lectures and seminars in small groups with a maximum of 25 students facilitate a constructive dialog between the members. The IGC currently has some 200 students from more than 40 countries. The international network is strengthened by visiting lecturers from many of our international partner universities who offer courses, lectures and contribute to the intercultural competence of our students.

/ Profile

Tourism and its related business activities are among the most important factors of the world economy. Today the tourism industry has become the world's biggest employer. In order to address the complexities in coordinating the different tourism-related industries and to meet the need to upgrade skills in this sector, there is a demand for the improvement of education in this field.

The MTM program provides students with specific competencies for the international tourism business in a practice oriented and holistic approach. It takes into account the fact that the prosperous tourism sector is recruiting more and more managers with a recognized academic qualification and with high sensitivity towards international and intercultural management needs.

The program delivers key competencies required in the tourism business as well as

other service industries, and provides students with a careful balance of managerial knowledge and specialist skills tailored specifically towards the tourism sector

The core contents of the course are the following:

- Strategic and operative marketing competences in tourism
- International, intercultural and global tourism management
- Sensitivity towards the tourism environment
- Specific management competencies in tourism (e.g. project management, quality management, operations management)
- Softskills such as communication and intercultural competences

/ Target Group

The international MTM program recruits postgraduates with a business or tourism management related bachelor degree, work experience and a very good standard of English – from very diverse cultural, geographical and professional backgrounds. They all have a keen interest in improving their professional and intercultural management skills for the benefit of tourism business development throughout the world.

The MTM program offers a systematic

preparation of future managers for the various tasks within international tourism management in a global environment. This is an essential requirement for students striving for a career in destination management, touroperator-, airline- or airport-business, NGO's or governmental organisations. Due to its general approach to improve business, management and intercultural skills, it also supports careers in other branches of international service industries.

/ Admission requirements

- Bachelor degree in business, tourism or social sciences
- Official transcript of previous undergraduate degree
- Proof of English proficiency with TOEFL (Test of English as a Foreign Language) 560 written points or IELTS (International Language Testing System) 6,0 points
- One year professional experience (proof of practical knowledge or work experience required)
- Passport photograph
- Copies of either birth certificate or passport
- Curriculum vitae
- An essay outlining student's interest in the program

/ Designed for your career

Graduates are capable of and committed to promoting a responsible and sustainable tourism beneficial to all sectors of society. The international study group opened the students' minds for the wide fields of employment worldwide and tourism's contribution to the mutual understanding and respect between people and societies. Tolerance and sensitivity for the diversity of cultures is the precondition for the development of sustainable tourism business, in which our graduates find their adequate role.

MTM gives you the experience of:

- being part of an international and diverse learning environment – students do not only learn in class but also from the different cultural backgrounds of

their classmates, their different learning cultures and their different problem solving approaches

- getting equipped with the competences of successful leadership in a multinational environment
- involvement in practical work by a real project in an international context
- the benefit of a small group size of a maximum of 25 students, which demands permanent involvement and interaction in class, in group work and in preparation work
- an international program with an international student body, international contents and international lecturers
- participating in an international network of graduates from all over the world

/ Curriculum

	1 st Semester	2 nd Semester	3 rd Semester
1	Introduction A: The Phenomenon of Tourism and its Systems B: Tourism Economics and Industries	International legal and tax Framework A: International Business Law B: International Taxation Systems	Master Seminar
2	Intercultural Management A: Culture and Cross-cultural Management B: Communication	Strategic Planning A: Marketing Research B: Development and Implementation of Strategy	Master Thesis
3	International Financial Management A: Global Finance B: International Accounting	International Project Management A: Project Management Concepts B: Demand in Tourism	
4	Corporate Social Responsibility A: Business Ethics/ Sustainable Development B: Human Resources and Diversity Management	Applied Project Management* A: Tourism Case Study B: Field Research	
5	Tourism Marketing A: Specifics of Tourism Marketing B: Marketing Operations	Electives: 1. Contemporary Issues in Tourism 2. International Politics and Relations in Tourism 3. Leadership Challenges 4. Business Strategy Analysis Tourism	

/ Student Voices



Katrin Uhrbrock (MTM 2010), Germany

"I can honestly say that I got much more out of the MTM program than I first expected. My wish was to obtain a master's degree in business administration. However, I did not only leave with the degree and a job but with a lot more: knowledge about other countries and cultures, interesting and fun experiences, and new and dear friends from all over the world. Classes are not restricted to the tourism sector but range from marketing or finance over to project management and cultural courses. This knowledge now helps me with my responsibilities as a Business Development Manager at Deloitte. So MTM did not lead me into the tourism industry but into a totally different area. However, I feel perfectly equipped to come up to my employer's expectations!"



Epsion Kasuto (MTM 2010), Namibia

"Bremen and the IGC have given me an unforgettable experience and adventure. My stint of stay in Bremen was worth every second and moment. The IGC has a perfect environment that is able to create international workforce that is knitted to perfectly fit and live in today's global village. The content and the style of delivery of the MTM program is well tailored to cater for the demand of present day professionals. At a personal level, the IGC / MTM created a platform to acquire, hone and harness skills and expertise that today, I can proudly implant unto my students as a lecturer at the University of Namibia and in my everyday life as a seasoned professional. Both the staff and student community of the IGC has created a lasting impression for which I am proud to have been given that opportunity to be acquainted with them up to this day. I would cherish and wish to maintain long lasting relationship with the IGC and would recommend it as a preferred institute of high learning and international kudos."

/ Key facts

Program Duration:	Two Semesters, plus Master's Thesis and Oral Defence and Optional Internship
Structure:	Full-time Program
Start of the Program:	October
Language of Instruction:	English
Tuition Fee:	12,500 €* + 300-500 € for field trip
Size of the Classes:	25 Students maximum
Degree Title:	MBA
Credits awarded:	90 ECTS
Internship option:	1 semester (30 ECTS credits)
Application deadline:	tba on our website

*) plus 290 Euro Immatriculation fee per semester (includes semester ticket for free public transport in and around Bremen and the social student contribution)

/ Contact



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/ Quality

The University of Applied Sciences Bremen has already received several prestigious awards for the quality of its international and practice-oriented teaching. Accordingly, we have committed ourselves to a high quality standard. Our programs are therefore periodically assessed by external accrediting agencies and thus guaranteeing our students postgraduate

education at the highest level. The IGC is dedicated to a practice-and application-oriented study approach, a truly international and intercultural orientation as well as an ongoing dialogue between science and business practice. With all this the IGC is a reliable partner for the academic training of leadership personnel and managers.



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