

## CURRICULUM

1st Semester / 1st IBSA Partner/Core Modules	2nd Semester / 2nd IBSA Partner/Spezialization	3rd Semester
1 Global Marketing Strategies	<b>Bremen:</b> International Logistics and Supply Chain Management	<b>Master Thesis project</b>
2 Global Strategic Analysis	<b>Valencia:</b> International Marketing	<b>at 2nd IBSA-partner</b>
3 Human Resource Management in the Global Environment	<b>Moscow:</b> Management in Emerging Economies	
4 Multinational Financial Management	<b>Hatfield:</b> Human Resource Management	
5 Business Analytics	<b>Wilmington:</b> International Finance and Investments	
6 Optional module depending on partner	<b>Paris:</b> International Business Development and Consulting	

## FACULTY



Share of faculty with international work/teaching experience



of teaching delivered by renowned experts from business practice



Share of full-time faculty with a PhD degree



Total number of faculty

Not only in student body, but also in academic staff IGC sets great store by internationality and professional diversity: About 90% of the lecturers have international work and/or teaching experience, making an important contribution to sharpen the intercultural skills of our students.

All Full-time members of the teaching faculty of HSB City University hold a PhD

and have a proven track record of practical experience relevant to their respective disciplines. Thus, they are able to provide an academic perspective with first-hand managerial experiences.

Moreover, high-ranking part-time lecturers from business practice familiarize our students with different business sectors and company functions.

## 2 COUNTRIES, 2 DEGREES - HOW TO APPLY

### Your step-by-step guide towards successful enrollment

On the basis of six collaborating partner universities, the International Business School Alliance offers students to earn two degrees in two different countries within 18 months. Briefly put, this means that you will be studying the core modules of the first term at one of the six partner universities and relocate to another partner university for the specialization term. In a third term, you will be writing your master thesis about a topic related to your specialization area. Each partner university has its own accredited degree program, to which you can apply to if you would like to study their core modules. The content of the core modules is identical at all five universities.

1. When applying, you should have already made a decision about your chosen core modules university and your preferred specialization.
2. Once this decision has been made, please apply to your favorite core modules university and mention your preferred specialization area during the process.
3. The specialization university will be informed by the first university you applied to (the core modules university). You do not need to apply to both universities.
4. The IBSA partner where you intend to spend your first term will be in touch with you and will send you an admission letter after having checked your application documents.
5. The second IBSA partner will be informed by the first and will contact you shortly afterwards. You do not need to apply to your specialization university.

## WELCOME

The International Master of Business Administration at the IGC of the Hochschule Bremen provides students with the opportunity to participate in an innovative and unique dual degree program offered by the International Business School Alliance. The framework of this cooperation is characterized by the mediation of high value-added contents by well-respected experts.

**"We offer you the world with two business degrees"**

Within the alliance, international students not only improve their team-work skills on a continuous basis but each student is also provided with an unique individual support suitable for his/her needs.

Prof. Dr. Frank Giesa  
Program Director, International MBA



## IGC – STUDY IN THE HEART OF BREMEN

The International Graduate Center (IGC) was founded by Hochschule Bremen City University of Applied Sciences as an interdisciplinary Graduate School for Management and Leadership. For applicants with a first university degree 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 six fulltime and three part-time Master programs IGC is one of the largest providers of continuing education on Master's level in Germany.



Students



Nationalities



Women

## OUR PROFILE FOCUS: SUSTAINABILITY & SOCIAL RESPONSIBILITY

A strong commitment to sustainable management education and to ethical behavior in business is a key feature of IGC, with sustainability and social responsibility at the core of our value orientation. This is reflected in our expectation of every member of the school to respect our core values, in the demands we set ourselves on resource efficient and sustainable management, and in the design of our curricula. Furthermore, IGC has been the first higher education institution in Germany to receive an "Economy for the Common Good" certificate, which evaluates its

success in providing an environmentally friendly and fair distribution of education. Against this background, IGC has become a member of AACSB (the Association to Advance Collegiate Schools of Business) to further develop its profile focus and its quality system.



## QUALITY

HSB City University of Applied Sciences 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 International Master of Business Administration holds a national accreditation by AQAS, an independent, non-governmental accreditation agency in Germany, which has assessed and approved of various aspects of the program, such as study plans and organization, academic and teaching quality, relations to practice and

internationalization. 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.



## CONTACT



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As of: October 2017

MASTER OF BUSINESS ADMINISTRATION EN FULL-TIME

Full-time dual-degree MBA program plus 2nd master degree

# International Master of Business Administration

International Graduate Center  
Hochschule Bremen • Germany  
City University of Applied Sciences



## PROFILE

The program is designed to mold top talents for leading positions in international companies.

The Dual Degree Master's Program of the International Business School Alliance is a distinct initiative that uses a three-pronged approach:

2 countries + 2 degrees + 1 year (fast track) = a prepared dual master's degree

You will gain the appropriate research and business application skills that will help compete in the fast-paced world of international business.

Through intensive training in finance, marketing, human resource management, strategic analysis and business analytics, you will acquire important competences in effective business management. Additionally, you will gain relevant and useful competence in intercultural sensitivity awareness - a key supplementary feature of successful global executives employed in multinational environments. The achievements gained through the program will prepare you for leadership roles in your chosen future.

## KEY FACTS

Degree title:	MBA	ECTS	90
Structure:	Full-time program	Tuition fee:	16,000 Euro* + approximately 325 EURO administration fee per semester, including free usage of public transportation in and around Bremen and Lower Saxony, Germany
Instruction language:	English	Class size:	Approx. 25 students
Program duration:	Two semesters, plus one semester master thesis	Program start:	October
Application deadline:	tba on our website		

- Option to take German language courses (one course for free)
- Work-seeking visa of 18 months after graduation for Germany
- 3 semester (fast track option of one year possible)

## ADMISSION REQUIREMENTS

For admission to the program we require the following qualification and documentation:

- Bachelor degree in business management\* or its equivalent
- One year of postgraduate work experience (proof of work experience/employer's certificate)
- Motivation letter
- Curriculum vitae
- Proof of English proficiency (TOEFL 80 IBT, IELTS 6,5)
- Passport photograph
- Copies of either birth certificate or passport

\* Please note that a business degree is required. If you have a technical background please apply for our MBA in European/Asian Management program. Exceptions might be made for applicants with long working experience in the management field.

## PERSPECTIVES

Step confidently into the professional world, knowing that your two master's degrees and international experience will make you stand out from the crowd.

### Follow YOUR interests

Build extensive knowledge in your preferred specialization area such as logistics, human resource management, marketing or finance and match it to your individual choice of career trajectory.

### Cross-cultural awareness

By the end of your studies, you will have gained a unique combination of key skills such as intercultural understanding, international experience, team spirit and business acumen; competencies which are also valued outside the classroom.

### International business

Face future challenges, which go hand in

hand with the ever-changing environment of the global business market, with optimism. The permanent interactions with diverse settings prepare graduates to cope with stress and constant change.

### Worldwide network

The International MBA student body consists of individuals of more than 50 different nationalities. Take the opportunity of developing a global network of contacts, of which some may have become close friends and others may even be future business partners.

### Future employment

When looking for future employment, utilize the valuable network of contacts you have gained during the program. Future employers will particularly appreciate the resulting cultural adaptability.

[www.ibsa-master.com](http://www.ibsa-master.com)

## ALUMNI CAREER

80%

Found a new job within 6 months of graduation

67%

Improved professionally immediately after graduation

86%

Actively use the alumni network

92%

Would recommend to study at IGC

Give your career a head start – Our dual-degree master's program secures a successful transition into the professional world of international management careers. The different specialization options enable our students to specifically prepare for their personal field of interest. Whether you wish to help international businesses by developing an effective human resource strategy, by ensuring efficient logistics, or by developing marketing strategies that boost the range of potential customers – the International Business School Alliance educates graduates on how to best use

their in-depth knowledge of a certain business element in order to contribute to their future employer's strategic success.

Make the most of your stay at the Hochschule Bremen by paying a visit to the career service. We offer career planning seminars, resume writing classes and interview preparations. Additionally, our "12 Steps Towards Your Job" guide proves to be a valuable help for international students who are seeking employment in Bremen.

## ALUMNI

**Svetoslava Nikolova from Bulgaria, International Business School Alliance Graduate 2016**

**The IBSA program gave me the opportunity to obtain double degrees in two different countries, in the areas I was interested in.**



"The first semester contains the core subjects and the second is the specialization semester and I chose "Logistics and Supply Chain Management" in IGC, Bremen. The international approach, that the program offer, gave me the vision and prepared me for the current reality, where most of the companies work in international environment. I was very pleased with my experience in IGC, where all the team was built from great professionals with an important background, who had the main goal to transfer knowledge, help, support and prepare the students in the very best way. It felt like the whole IGC together with the students was one big family. Great friendships were made between all of us. I would highly recommend the "Logistics and Supply Chain Management" in IGC, Bremen."

# IBSA Specializations

## Focus International Logistics and SCM / MBA



Logistics and Supply Chain Management connect markets and people. Located in one of the leading logistics hubs in Germany, the Hochschule Bremen offers the specialization International Logistics & Supply Chain Management. Students will learn to design, analyze, and control logistics networks and the related processes from inbound/procurement logistics to international transport. The maritime sector plays an important role in the program, and in the region. Project management will be introduced as the indispensable tool for successful logistics managers. This specialization focuses on five mandatory modules and one optional additional course: Logistics Networks, International Transport, International Sourcing and Procurement Logistics, International Maritime Transport, Project Management, and International Leadership (optional).

**BREMEN:** With its narrow streets, winding alleyways and perfectly preserved historic buildings, the hanseatic city of Bremen knows how to charm visitors with its fairy-tale character. Take a leisurely stroll through the beautiful old town, be inspired by the cosmopolitan and bohemian flair of the Viertel ("quarter") and enjoy a Bundesliga match of Werder Bremen, the city's football club. There's a lot to discover!

## Focus International Marketing / M.A.



The International Marketing specialization covers contemporary issues in marketing management from a global perspective through these four modules: Integrated Marketing Communication, International Distribution and Logistics, International Market Research and Service Marketing. The International Marketing specialization will identify and help develop important strategic techniques requisites for all marketing managers; as graduates enter the competitive work force, adopting these techniques will provide them a great advantage when developing their marketing career.

**VALENCIA:** As one of Spain's oldest and largest cities, Valencia offers the perfect combination of a long rich history and modern vibrations. Besides being the traditional home of the rice-dish paella, the city thrives on its great weather, sunny beaches and its very diverse cultural, eating and nightlife scenes.

## Focus Management in Emerging Economies / M.A.



Students interested in this important aspect of international business will develop important skills through the program's range of modules. These course modules help students develop their knowledge of emerging markets through the study of concepts like economic growth strategies for emerging economies, new business models for emerging markets, the management of international project portfolios, financing new projects, the management of creative and innovative designs, mass media and its global impact, the international business context, marketing for emerging markets, and the varying issues for the development of emerging markets.

**MOSCOW:** The Russian capital city thrills visitors with magnificent architecture, beautiful parks and gardens and a sparkling nightlife. The Red Square, the Kremlin and the many monuments remind visitors of Russia's communist history, and present a visible contrast to the country's capitalist present. Also, what better way is there to escape from the daily student routine than to enjoy a world-famous ballet show at the Bolshoi Theatre?

## Focus Human Resource Management / M.Sc



This specialization instructs the students in four compulsory courses - the theory and practice of organizational behaviour, managing across cultures, postgraduate research methodology and strategic human resource management– and three optional modules, from which students should pick one course – comparative employment relations, people resourcing, and leadership and management development.

**HATFIELD:** Despite its relatively small size, Hatfield looks upon a rich and eventful history. It is not only the childhood home of Edward VI and Elizabeth I, but also offers a variety of leisure activities for students who are less fascinated by history. Embark on a hiking trail through the beautiful countryside of Hertfordshire, enjoy a drink in one of the quirky pubs, or take advantage of the small distance to London – the possibilities are endless.

## Focus International Finance and Investments / MBA



Students will build the framework for a successful career in financial investing and portfolio management on a global scale. The university provides six intensive modules that develop all the essential skills in successful investment strategies: Financial Management, Portfolio Analysis and Management I: Equity, Portfolio Analysis and Management II: Fixed-Income, Portfolio Management III: Derivatives & Financial Risk Management, Statistics and Econometrics, and Real Estate Investments.

**WILMINGTON:** Located at the junction of the Northeast Cape Fear and Cape Fear rivers, the city of Wilmington captivates its visitors with a scenic Riverwalk, picturesque beaches and a vibrant culture scene. Whether you wish to indulge in the cosmopolitan scene of the city center or spend an afternoon surfing at the nearby Wrightsville Beach, Wilmington has a lot to offer as a study destination.

## Focus International Business Development and Consulting / M.Sc



This specialization is ideal for students who intend to set up their own business or plan to take over an established company. Located in a Parisian suburb by the river Seine, the ESSCA program prepares students for a professional career in various entrepreneurial contexts such as business creation, business development and international business consulting. The ESSCA is one of the prestigious French Grandes Ecoles. Not only does it provide valuable core competences in the fields of business modeling, business planning and risk assessment, but it also grants the opportunity to test out your strategies and ideas within the realms of an entrepreneurial project development. Benefit from an extensive network of business partners, attend events and learn to think, act and communicate like an Entrepreneur.

**PARIS:** The French capital, also known as the city of love, lights, art and fashion, is one of those cities that never ceases to amaze its visitors, a city that radiates a very special charm. Besides being a major tourist destination, with iconic landmarks such as the Eiffel tower, Notre Dame and the Louvre, Paris hides away a maze of endless narrow streets and secret alleyways that are waiting to be discovered. Enjoy a stroll through the historic old town, stumble upon romantic sidewalk cafés and embark on a scenic walk along the river Seine.