

WELCOME

I honestly appreciate it very much being course director of the MBA in International Tourism Management program. Students, lecturers and staff of the IGC with their very different educational and cultural backgrounds create a really special atmosphere in class and an environment that is diverse, inspiring and innovative.

At the same time it is a challenge for all, a challenge that reflects everyday life in international tourism business 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, other international service industries, in consulting and in university education"

Prof. Dr. Felix B. Herle

Program Director, Master in International Tourism Management (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 post-graduate 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.



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 MBA in International Tourism Management holds 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. 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 IGC is a reliable partner for the academic training of leadership personnel and managers.



CONTACT



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Hochschule Bremen • Germany
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Full-time master program

MBA in International Tourism Management

MASTER OF BUSINESS ADMINISTRATION EN FULL-TIME



As of: June 2017

PROFILE

The Master in International Tourism Management program provides students with specific competencies for the international tourism business in a practice oriented, holistic and interdisciplinary approach. It takes into account 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. It provides you with a careful balance of managerial knowledge and specialist skills tailored specifically towards the tourism sector. The core contents of the program are the following:

- Strategic and operative marketing competencies in tourism
- International, intercultural and global tourism management

- Sensitivity towards the tourism environment
- Specific management competencies (e.g. project management, quality management, operations management)
- Softskills such as communication and intercultural competences
- Leadership competences for business in a multinational environment

Double Degree Option

IGC is able to offer double degree options with renowned partner institutions, allowing our students to obtain two Master degrees in only 24 months. You may choose to extend your graduate education at Hanzehoogeschool education, Hanzehoogeschool Groningen (Netherlands), University of the Sunshine Coast (Australia) or University of the West of England (UK).^{*} Further options are in planning.

^{*}Separate admission and additional tuition fees apply.

KEY FACTS

Degree title:	MBA	Program start:	October
Structure:	Full-time program	Tuition fee:	12,900 Euro*, including a max. of 500,- for flight and accommodation for field trip
Instruction language:	English		
Class size:	25 students maximum		
Program duration:	Two semesters, plus master thesis and oral defense		
ECTS	90 ECTS Internship option 1 semester (30 ECTS credits)	Application deadline:	tba on our website

- Option to participate in several field trips (not included)
- Option to take German language courses (one course for free)
- Option of double degrees with partner universities
- Work-seeking visa of 18 months after graduation for Germany
- Fast track option of one year available for this program

ADMISSION REQUIREMENTS

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

- Bachelor degree, with a minimum of 10% business-related courses (official transcript of previous degree)
- One year of postgraduate work experience (proof of work experience/employer's certificate)
- Essay demonstrating the applicant's strong motivation for the program and dedication to an international business career
- Curriculum vitae
- Proof of English proficiency (TOEFL 78 IB, IELTS 6.0, CEF B.2)
- Passport photograph
- Copies of either birth certificate or passport

PERSPECTIVES

Suited to meet today's demands

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. Our MBA program in International Tourism Management prepares you for the complexities in coordinating the different tourism-related industries. It also takes into account the need to upgrade skills in this sector, as there is a demand for the improvement of education in this field.

Striving for excellence

All our students have a keen interest in improving their professional and intercultural management skills for the benefit of tourism business development throughout the world.

Diversified array of future prospects

The Master in International Tourism Management 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, tour operator-, airline- or airport-business, NGO's or governmental organisations. Due to its general and modern approach to improve business, management and intercultural skills, the program also qualifies MBA graduates for other branches, it also qualifies Master in International Tourism Management graduates for other branches of international service industries and for a career in university education.

ALUMNI CAREER



Found a new job within 6 months of graduation



Improved professionally immediately after graduation



Actively use the alumni network



Would recommend to study at IGC

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.

This MBA program gives you the experience of:

- being part of an international and diverse learning environment. Students do not only learn the different cultural backgrounds of their classmates, their different learning cultures and their different problem solving approaches

- involvement in practical work by a realproject 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 preparationwork
- 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

Graduates of the MBA in International Tourism Management found, for example, positions in the International Graduate Leadership Program at TUI (world market leader in tourism); as project manager at a specialized tour operator; as project manager at Arvato SCM Solutions; senior positions in hotel management (Kempinski, Fairmont); they also work as university lecturers or embark on a PhD.

CURRICULUM

	1st Semester	2nd Semester	3rd Semester
1	Introduction → The Phenomenon of Tourism and its Systems → Tourism Economics and Industries	International legal and tax Framework → International Business Law → International Taxation Systems	Master Thesis
2	Intercultural Management → Culture and Crosscultural Management → Communication	Strategic Planning → Marketing Research → Development and Implementation of Strategy	
3	International Financial Management → Global Finance → International Accounting	International Project Management → Project Management Concepts → Demand in Tourism	
4	Corporate Social Responsibility → Business Ethics / Sustainable Development → Human Resources and Diversity Management	Applied Project Management* → Tourism Case Study → Field Research <small>* Real project with field study and presentation in destination</small>	
5	Tourism Marketing → Specifics of Tourism Marketing → Marketing Operations	Electives: → Contemporary Issues in Tourism → International Politics and Relations in Tourism → Leadership Challenges → Business Strategy Analysis Tourism	

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.

Full-time faculty members of City University in general hold (at least) 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.

STUDENT VOICES

Marisol Pellerin from Mexiko

"The MBA program gave me an exposure to the World!"



"Studying a MBA at IGC forces you to get out of your comfort zone, deal with the latest issues, different cultures and just challenge yourself, your practices and your approaches. During our field project, I've learned from different opinions and its by creating an international workforce that we succeeded to achieve our common goal. I believe that these experiences are unique and prepare you for the modern world.

The new skills and knowledge acquired from internationally-experienced professors now help me within my role as an International Graduate at TUI Group. The MBA provided me the channels to keep the challenge alive and push me to continuous improvement."