

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



Full-time master program

# MBA in International Tourism Management

 MASTER OF BUSINESS ADMINISTRATION  EN  FULL-TIME



## WELCOME

**I honestly appreciate it very much being program 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

MBA in International Tourism Management



## PROFILE

### Full-time MBA 100% in English

**The MBA 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 competences 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 Hanze Hogeschool education, Hanze Hogeschool Groningen (Netherlands), University of the Sunshine Coast (Australia) or University of the West of England (UK).<sup>\*</sup> Further options are in planning.

<sup>\*</sup>Separate admission and additional tuition fees apply.



## PERSPECTIVES

Tourism and its related business activities are among the most important factors of the world economy.

### SUITED TO MEET TODAY'S DEMANDS

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.

### 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

This program offers a systematic preparation 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 of international service industries and for a career in university education.

## ADMISSION REQUIREMENTS

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

- **Bachelor's 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**
- A copy of either **birth certificate** or **passport**

## FACULTY AND RESEARCH AT IGC

90%

SHARE OF FACULTY WITH INTERNATIONAL WORK/TEACHING EXPERIENCE

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 the students.

Full-time faculty members of HSB City UAS in general hold (at least) a PhD and have a proven

40%

OF TEACHING DELIVERED BY RE-KNOWNED EXPERTS FROM BUSINESS PRACTICE

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 from business practice familiarize our students with different business sectors and company functions.

95%

SHARE OF FULL-TIME FACULTY WITH A PHD DEGREE

107

TOTAL NUMBER OF FACULTY

## KEY FACTS

Degree title:	MBA	Program start:	October
Structure:	Full-time program	Tuition fee:	13.500 Euro*, Transportation and accommodation for the fieldtrip is included in the tuition fee *plus approximately 390 Euro administration fee per semester, including free usage of public transportation in and around Bremen and Lower Saxony, Germany (as of 02/2020).
Instruction language:	English	Application deadline:	see our website
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)		

- ✓ 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

## ALUMNI 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. 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.

## INTERNATIONAL STUDENT ASSISTANCE (ISA)

Living and studying in another country is both exciting and interesting. At the same time it means a lot of organizational and administrative work. When you come to study at the IGC you do not need to worry about this. Our ISA service

will support and advise you from the beginning on. They will pick you up after arrival, help you in finding accommodation, extending your visa, opening a bank account and they offer cultural events excursions and parties.

## CURRICULUM

### 1st Semester

**Introduction**  
→ The Phenomenon of Tourism and its Systems  
→ Tourism Economics and Industries

**Intercultural Management**  
→ Culture and Crosscultural Management  
→ Communication

**International Financial Management**  
→ Global Finance  
→ International Accounting

**Corporate Social Responsibility**  
→ Business Ethics / Sustainable Development  
→ Human Resources and Diversity Management

**Tourism Marketing**  
→ Specifics of Tourism Marketing  
→ Marketing Operations

### 2nd Semester

**International legal and tax Framework**  
→ International Business Law  
→ International Taxation Systems

**Strategic Planning**  
→ Marketing Research  
→ Development and Implementation of Strategy

**International Project Management**  
→ Project Management Concepts  
→ Demand in Tourism

**Applied Project Management\***  
→ Tourism Case Study  
→ Field Research  
\* Real project with field study and presentation in destination

**Electives:**  
→ Contemporary Issues in Tourism  
→ International Politics and Relations in Tourism  
→ Leadership Challenges  
→ Business Strategy Analysis Tourism

### 3rd Semester

Master Thesis

## ALUMNI

**“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. “



**Marisol Pellerin**  
Mexico

## 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

## 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. IGC has become a member of network associations in the field of management development to further develop its profile focus and its quality system.



## CONTACT



**Sara Franzeck**  
Program Coordinator  
T +49 (0)421 59 05-42 31  
sara.franzeck@hs-bremen.de

**International Graduate Center  
Hochschule Bremen  
City University of Applied Sciences**  
Langemarckstraße 113,  
28199 Bremen, Germany  
info@graduatecenter.org

→ [graduatecenter.org](http://graduatecenter.org)  
→ [facebook.com/igcbremen](https://facebook.com/igcbremen)



## 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.