

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



Full-time program

MBA in European/Asian Management

 MASTER OF BUSINESS ADMINISTRATION  EN  FULL-TIME



WELCOME

Pave the way for a rewarding career and personal fulfillment."

"This Master of Business Administration Program prepares you for senior management and leadership positions at the interface between Europe and the prospering Asian markets. Our program will help you to pave the way for a rewarding career and personal

fulfillment. If you are up to the challenge, I invite you to apply for our MBA program."

Prof. Dr. Tim Goydke
Program Director
MBA in European/Asian Management



PROFILE

Full-time MBA 100% in English

The program is designed to mold top talents for leadership positions in Europe and Asia. It addresses especially young professionals with a first degree in engineering, social or natural sciences and at least one year of professional work experience.

The richness of the program is based on the unique concept of combining a foundation in the core business disciplines with a focus on European/Asian business. The curriculum comprises six core modules that will provide you with a general management perspective on business functions and how they can be integrated with a rapidly changing global economy, and two modules in the area specialization Europe/Asia.

Additionally you have the option to specialize in various topics with two modules that will give you the opportunity to tailor the program to your individual career objectives or organizational interests prior to the final Master Thesis. The program is accompanied by company visits, guest lectures, career counseling and personal mentoring.



PERSPECTIVES

Our European/Asian Management MBA program helps you to contribute to change and development in your home country and the world by offering:

BUSINESS EXPERTISE

Based on the highest scholarly standards, we deliver an European/Asian-focused management education combining the latest managerial thoughts with practice. In addition to enhancing your management expertise we provide you with a profound understanding of doing business in Europe and Asia.

INTERNATIONAL NETWORKING

We lead you to networking opportunities and

open your mind for new global perspectives – all with the goal of preparing you for leadership positions around the world.

QUALITY AND SUCCESS

In a unique friendly atmosphere you receive individual support from our dedicated staff while at the same time being challenged to perform to your full potential. We help you to create knowledge that promotes personal growth and diversification.

ADMISSION REQUIREMENTS

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

- **Bachelor's degree**, primarily non-economic/non-business-related (official transcript of previous degree)
- **One year of postgraduate work experience** (proof of work experience/employer's certificate)
- **Curriculum vitae**
- **Proof of English proficiency with IELTS** (International Language Testing System) 6,5 points or **TOEFL** (Test of English as a foreign Language) 80 IBT ("Internet-based") points
- **Passport photograph**
- **Copies of either birth certificate or passport**

FACULTY AND RESEARCH AT IGC

90%

SHARE OF FACULTY WITH INTERNATIONAL WORK/TEACHING EXPERIENCE

40%

OF TEACHING DELIVERED BY RE-KNOWNED EXPERTS FROM BUSINESS PRACTICE

95%

SHARE OF FULL-TIME FACULTY WITH A PHD DEGREE

107

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 the students.

Full-time faculty members 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.

KEY FACTS

Degree title:	MBA	Program start:	Fall
Structure:	Full-time program	ECTS	90
Instruction language:	English	Tuition fee:	14,900 Euro* + approximately 380 Euro administration fee per semester, including free usage of public transportation in and around Bremen and Lower Saxony, Germany *(As of 02/2020)
Class size:	Approx. 25 students		
Program duration:	Two semesters, plus master's thesis and oral defense		

- ✓ Business Study Tour to one European hub included in the curricula
- ✓ Various field trips organized by our complimentary International Student Assistance
- ✓ Complimentary one German language course
- ✓ Work-seeking visa for Germany of 18 months upon graduation
- ✓ Fast track option of 1 year possible for the program

ALUMNI CAREER

The main field of occupation for successful graduates is at the interface between their home countries and international markets. Graduates will primarily work in jobs where a combination of technical expertise and management competency are necessary. This could be the supervision of procurement, production, sales or customer service of enterprises with international activities or within joint ventures

especially in Europe/Asia. Tasks can also evolve in product development and quality management with and/or for international customers and suppliers in the target regions of the program. As a graduate, you will also be part of a network of successful graduates holding key management and leadership positions world-wide.

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 with us you do not need to worry about this. Our ISA service will support and advise you from the

beginning. They will pick you up when you arrive, help you in finding accommodation, support with visa procedures, opening a bank account and in addition ISA organizes for you cultural events, excursions and parties.

ALUMNI

Very interesting course, definitely knowledge to be used in the real world!"

For me, studying in the MBA in European/Asian Management was the best decision in my life. During the time in the IGC I have met people from all over the world, learned different cultures and shared great moments. I believe that the lecturers we had were not just fully qualified, but often expert consultants and very experienced in their respective fields. The strong focus on case studies provided me with valuable references on best practices around the world, and the highly interactive and dynamic nature of classes offered excellent opportunities to extend my personal network. Apart from studies, IGC encouraged and provides me with a good platform and opportunities to get involved in various extra-curricular activities. Furthermore, the many company visits we had offered me a deep insight and practical knowledge and understandings of Business Management.



Nishant Sinha
Airbus Defence and Space GmbH,
Bremen

STUDY TOURS AND ENGAGEMENT WITH THE LOCAL INDUSTRIES

During the program, several company visits and study tours are offered, which

provide students with a deeper understanding of the framework conditions of doing business in Europe and contextualise the key management themes studied during the program.



Company visits normally include a factory or headquarters tour, followed by an engaging and informative discussion with an executive of the host company. All visits are carefully selected by IGC faculty and staff, with a focus on relevant European business trends. The study tours have prior class sessions and students can get a grade and/or earn credits. The program also includes a faculty-led study tour to one of the major centers of European policy-making and business, which will allow participants to immerse themselves in a stimulating field-learning experience, discovering cutting-edge business models and managerial tools in a thoroughly designed educational experience.

CURRICULUM

1st semester	2nd semester	3rd semester
Business Environment → Culture and Cross-cultural Management → Communication & Presentation	International Business Law and Taxation → International Business Law → International Taxation	Master Seminar
People and Management → Business Ethics / Sustainable Development → Human Resources & Diversity Management	International Project Management	
Finance and Accounting → Global Finance → International Accounting	European/Asian Management II	
Global Business Knowledge → Strategic Management → Business Analytics → Business Economics	Topical Specializations: → Global Business Logistics (Fundamentals of Global Logistics; International Sourcing and Inbound Logistics) → Strategic Management and Leadership → Managing Innovation and Risk (Innovation Marketing and Management; Business Risk Management) → Industry 4.0 (Fundamentals of Blockchain Technologies, Digital Business Strategies & Trends and Social Media Marketing & Management)	Master's Thesis
European/Asian Management I		

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



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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 European/Asian 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.