For applicants with a first university degree, IGC offers several MBA and master degrees in the area of business administration. It also grants the opportunity to test out your career. IGC is one of the largest providers of continuing education on master's level in Germany.

Focus International Finance and Investments / MBA
- Focus Human Resource Management / M.Sc
- Statistics and Econometrics, and Real Estate Management
- Entrepreneurship
- Corporate Strategy
- Accounting and Financial Analysis
- Risk Management
- Business Information Systems

This specialization instructs the students in four compulsory courses - the theory and practice of organizational behavior. Successful students will receive a certificate from the Hochschule Bremen.

Students for a profession, ESSCA program prepares students for a professional career in Human Resource Management in an established company. Logistic and resource management are two core functions in management.

Students will build the conceptual framework for a successful career in Human Resource Management on a global scale. They will practice entrepreneurial project development. Benefit from various supplementary features, from strategic human resource management to effective business management. Additionally, students will acquire research and business application skills that will help compete in the fast-paced world of international business.

The program provides a reliable partner for the academic training of leadership personnel and managers. It also prepares students to take advantage of the small distance to London – the possibilities are endless.

The IGC of the Hochschule Bremen City University of Applied Sciences was founded by HSB City University of Applied Sciences as an interdisciplinary Graduate School for Management and Leadership. It is accredited by AQAS, an independent, non-governmental, and in its ongoing dialogue between science and practice, application-oriented study approach, a truly unique individual support suitable for his/her needs.

A strong commitment to sustainable management education and to ethical behavior in business is a key feature of IGC, with sustainability being part of our core values. In the demands we set, we measure ourselves on resource-efficient and sustainable management, and in the design of our curricula. In addition, IGC has become a member of net-edu, a network of applications in the field of management development, to further develop its profile focus and its quality system.

The achievements gained through the program will prepare you for leadership roles in your chosen future. You will gain the appropriate research and business application skills that will help compete in the fast-paced world of international business.

The International Master of Business Administration at the IGC of the Hochschule Bremen City University of Applied Sciences provides students with the international and intercultural orientation as well as an ongoing dialogue between science and practice. It offers a truly unique individual support suitable for his/her needs.

The program is supervised by Prof. Dr. Frank Giesa, Program Director. The Program Coordinator is Dr. Mihaela Jucan. For more information, you can visit the website at imba.graduatecenter.org or contact us at imba@hs-bremen.de.
WELCOME

We offer you the world with two business degrees

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.

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

Prof. Dr. Frank Giesa
Program Director
International MBA

PROFILE

Full-time MBA 100% in English

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 (IBSA) is a distinct initiative that uses a three-pronged approach:

2 countries + 2 degrees + 1 year (fast track) = IBSA Dual Degree Master’s Program.

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.
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 and match it to your individual choice of career trajectory.

CROSS-CULTURAL AWARENESS Gain a unique combination of key skills such as intercultural understanding, international experience, team spirit and business acumen.

INTERNATIONAL BUSINESS Face future challenges with optimism. The permanent interactions with diverse settings prepare graduates to cope with stress and constant change.

WORLDWIDE NETWORK Our student body consists of more than 50 different nationalities – take the opportunity of developing a global network of contacts and friends.

FUTURE EMPLOYMENT Utilize the valuable network of contacts you have gained during the program. Future employers will particularly appreciate the resulting cultural adaptability.

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

→ Bachelor’s degree in business management* or its equivalent
→ One year of postgraduate work experience (proof of work experience/employer’s certificate)
→ Letter of motivation
→ 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.

FACULTY AND RESEARCH AT IGC

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

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

90% 40% 95% 107
SHARE OF FACULTY WITH INTERNATIONAL WORK/TEACHING EXPERIENCE  OF TEACHING DELIVERED BY RE-NOWNED EXPERTS FROM BUSINESS PRACTICE SHARE OF FULL-TIME FACULTY WITH A PHD DEGREE TOTAL NUMBER OF FACULTY
KEY FACTS

Degree title: MBA
Structure: Full-time program
Instruction language: English
Class size: Approx. 25 students
Program duration: Two terms, plus one term master’s thesis
Program start: October
ECTS 90

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

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 or 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.

ENROLLMENT

2 Countries, 2 degrees – how to apply

Your step-by-step guide towards successful enrollment

On the basis of six collaborating partner universities, IBSA offers students to earn two degrees in two different countries within 18 months – or fast track in one year. 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’s thesis about a topic related to your specialization area. Each partner university has its own accredited degree program. The content of the core modules is identical at all six 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.

ALUMNI

The IBSA program gave me the opportunity to obtain a dual degree in two different countries, in the areas I was interested in.

*Svetoslava Nikolova
Bulgaria
International Business School Alliance Graduate 2016

CURRICULUM

1st Term / 1st IBSA Partner/Core Modules
Global Marketing Strategies
Global Strategic Analysis
Human Resource Management in the Global Environment
Multinational Financial Management
Business Analytics
Optional module depending on partner

2nd Term / 2nd IBSA Partner/Specialization
Bremen: International Logistics and Supply Chain Management
Valencia: International Marketing
Moscow: Management in Emerging Economies
Hatfield: Human Resource Management
Wilmington: International Finance and Investments
Paris: International Entrepreneurship

3rd Term
Master Thesis project
at 2nd IBSA-partner
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 Free Hanseatic City of Bremen knows how to charm visitors with its fairytale 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 requisite for all marketing managers; as graduates enter the competitive workforce, 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 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?

IBSA SPECIALIZATIONS

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.

Focus International Finance and Investments / MBA


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 cultural scene. Whether you wish to indulge in the cosmopolitan atmosphere 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 Entrepreneurship / 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.
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 full-time and three part-time master programs IGC is one of the largest providers of continuing education on master’s level in Germany.

560
STUDENTS

60
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.

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 Program holds a national accreditation by AGAS, 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.