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 guaranties 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.

Atmosphere in class and an environment that is diverse, inspiring and innovative create a really special atmosphere.

Students, lecturers and staff of the IGC, with their very different nationalities and educational and cultural backgrounds, create a really special atmosphere in class and an environment that is diverse, inspiring and innovative.

MBA in Tourism Management

At the same time it is a challenge for all, a challenge that reflects everyday life in international tourism.

Students are prepared for careers in the global world of tourism.

“Economy for the Common Good” certificate, which evaluates its success in providing an environmentally friendly and fair distribution of wealth.

At the same time it is a challenge for all, a challenge that reflects everyday life in international tourism.

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.

Management, operations management.

→ Sensitivity towards the tourism environment

→ International, intercultural and global competences in tourism

→ Strategic and operative marketing

→ Sensitivity towards the tourism sector. The core contents of the program are the following:

- Knowledge and specialist skills tailored specifically to the tourism sector, which evaluates its success in providing an environmentally friendly and fair distribution of wealth.

- Soft skills such as communication, leadership competences required in the tourism business as well as other service industries.

- It provides you with the ability and social responsibility at the core of IGC, a strong commitment to sustainable management education and to ethical behavior in business, which evaluates its success in providing an environmentally friendly and fair distribution of wealth.

- A strong commitment to sustainable management education and to ethical behavior in business is a key feature of IGC.

- Furthermore, IGC has been the first higher education institution in Germany to receive an AQAS, an agency in Germany, which has assessed and certified itself to a high quality standard.

- IGC has already received several prestigious awards for its education and teaching quality, relations to practice and ongoing dialogue between science and business.

- AQAS, an agency in Germany, which has assessed and certified itself to a high quality standard.

- SUSTAINABILITY & SOCIAL RESPONSIBILITY

- OUR PROFILE FOCUS:

- Full-time MBA 100% in English

- Master of Business Administration

- Double Degree Option

- Fees apply.

- Further options are in planning.

- Separate admission and additional tuition fees apply.

- As of February 2020

- Sara Franzeck
  Program Coordinator
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- Prof. Dr. Felix B. Herle
  Program Director
  MBA in International Tourism Management

- Full-time master program

- MBA in International Tourism Management

- IGC
  International Graduate Center
  Hochschule Bremen - Germany
  City University of Applied Sciences
  Graduate School for Management and Leadership.

- Master of Business Administration
  Full-time
  English
  Graduation: 24 months.

- IGC
  Full-time master program
  MBA in International Tourism Management
  Master of Business Administration
  Full-time
  English
  Graduation: 24 months.

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For applicants with a first university degree, IGC offers several MBA and master degrees in the area of international and European management.

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

"...double degree option is in planning."

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.
SUITE 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.

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.

PERSPECTIVES

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

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.

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

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 experiences.

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

Degree title: MBA
Structure: Full-time program
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)

Program start: October
Reduced tuition fees for the winter term 2020/2021:
12,500 Euro (original fee 13,500 Euro)* + approximately 380 Euro contribution to student services per semester, including free usage of public transportation in and around Bremen and Lower Saxony, Germany

*Reduction for full payment: A further reduction by 500 euros of the tuition fee is possible, if the remaining sum is paid in full directly after the down payment.

Application deadline: see our website

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.

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
Mexiko

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

Master Thesis
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.

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 curriculum. 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 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.