

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. Lydia Scholz**

Program Director

MBA in International Tourism Management



## PROFILE

### Full-time MBA 100% in English

**Do you want to turn your passion into a career in international tourism management? This exciting and challenging program is designed to equip you with the knowledge, skills and real-world experience you need to succeed as a leader in the fast-paced and dynamic world of tourism.**

With a focus on both theoretical and practical learning, you will gain a deep understanding of the latest trends and best practices in the industry, and learn how to apply them in real-world situations. With a strong emphasis on hands-on learning and collaboration, you will have the opportunity to work on real-world projects, network with industry professionals and engage with leading experts in the field.

You will also develop a range of important skills, such as critical thinking, problem solving, leadership and communication, which will help you succeed in any professional environment. Take the first step towards a rewarding and fulfilling career in the world of tourism!



## PERSPECTIVES

The tourism industry is a growing and dynamic field with many opportunities for those with the right skills and knowledge.

### WELL EQUIPED TO SUCCEED

Graduates of the MBA in International Tourism Management are well positioned to take advantage of these opportunities and become leaders in this rewarding industry. Whether they choose to work for established companies or pursue their own entrepreneurial ventures, they will be well equipped to succeed and make a positive impact on the industry.

### WIDE RANGE OF CAREER OPPORTUNITIES

Graduates could work in management and leadership positions in large hotels or resorts,

as well as for travel agencies, tour operators, cruise lines, airlines, convention and visitor bureaus, or for national or international organizations focused on tourism.

They could also work as destination managers, developing and promoting tourism in a particular region or city, or pursue entrepreneurial ventures in the tourism industry, such as starting their own tour company, developing a new tourism-related product or service, or creating a new type of travel experience for customers.

## ADMISSION REQUIREMENTS

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

- **10% business related subjects in prior Bachelor studies\***
- **A minimum of 1 year of relevant experience** after first degree
- **High English proficiency** (IELTS 6.0, or TOEFL iBT min. 80)
- **Letter of motivation**
- **All documents must be provided in English**
- **Sufficient financial resources** for tuition fees and living costs in Bremen

\*210 ECTS are required for applicants from the European Higher Education Area (EHEA). Applicants from Europe with 180 ECTS can be admitted under the condition of a mandatory internship of at least 22 weeks as part of the study program, which can be completed in the 3rd semester. An equivalence check is carried out for all others.

## 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

100

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 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	Program start:	Fall
Structure:	Full-time program	Tuition fee:	14,500 Euro* + approximately 350 Euro contribution to student services per semester, including free usage of public transportation in and around Bremen and Lower Saxony, Germany
Instruction language:	English		
Class size:	25 students maximum		
Program duration:	3 semesters		
ECTS	90 ECTS Internship option 1 semester (30 ECTS credits)	*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](#)

- ✓ Option to take German language courses (one course for free)
- ✓ One-week excursion
- ✓ Project work with international partners
- ✓ International network
- ✓ International Student Assistance (ISA)
- ✓ Work-seeking visa of 18 months after graduation for Germany

## FOR A SUSTAINABLE TOURISM INDUSTRY

Graduates of the MBA in International Tourism Management are capable of and committed to promoting sustainable and responsible tourism that benefits all sectors of society. The international study group opens students' minds to the wide fields of employment worldwide and

tourism's contribution to mutual understanding and respect between people and societies. Tolerance and sensitivity to the diversity of cultures is a prerequisite for the development of a sustainable tourism industry in which our graduates find their appropriate role.

## 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 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 to Tourism Management

- Disciplinary foundations of tourism management
- Key economic, sociocultural, and technological issues
- Considerations associated with tourism development

#### Intercultural Management in Tourism Contexts

- intercultural management
- communication and interaction skills

#### Corporate Social Responsibility

- Ethic
- Sustainability
- Human Resource Management

#### Tourism Marketing

- Planning, controlling, and organising marketing activities
- Special characteristics of marketing in the tourism market

#### Strategic Planning & Strategies in Tourism

- Marketing research
- Strategic management approaches

### 2nd Semester

#### Finance & Accounting in the Tourism Industry

- Fundamentals of financial management
- Basic accounting fundamentals

#### Legal & Tax Aspects in Tourism

- Legal and tax obligations
- Manage risk in the tourism industry

#### International Project Management in Tourism

- Project Management Concepts
- Demand in Tourism

#### Applied Tourism Project

- Opportunity to apply learning to a tourism-related project
- Develop practical skills in project management, research, and problem-solving

#### Electives:

- Specialize in specific area of interest, develop advanced skills
- Tailor education to individual career goals
- Hands-on experience and real-world application (e.g. guest lectures, field trips, industry projects)

### 3rd Semester

#### Master Thesis

#### Internship (optional)

- 20-week internship (also in combination with the master thesis) after completion of the first 10 modules
- If the internship is professionally relevant and includes a written scientific internship report (15-20 pages), you can obtain 30 extra ECTS credits

## 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

## IGC – STUDY IN THE HEART OF BREMEN

The International Graduate Center (IGC) was founded by HSB 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's degrees in the area of international and European business and management. IGC guarantees a postgraduate education which satisfies both academic and job requirements in equal measure.



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. IGC contributes to the PRME community's mission of integrating the Sustainable Development Goals into our core curriculum and daily business functions. PRME (Principles for

Responsible Management Education), initiated by the United Nations Global Compact in 2007, aims to reshape management education for a sustainable future. With over 800 global signatories, PRME fosters a strong connection between the United Nations and higher education institutions focused on management. Guided by six key principles – Purpose, Values, Method, Research, Partnership, and Dialogue – PRME is committed to nurturing responsible decision-makers who drive sustainable development.



## CONTACT



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## QUALITY

Hochschule Bremen 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.

As a system-accredited higher education institution, Hochschule Bremen is authorized to accredit its study programs in internal procedures. The processes of internal accreditation were examined in the course of the system accreditation procedure and found to be suitable for reviewing the quality of the study programmes, taking into account the relevant external criteria.

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.

