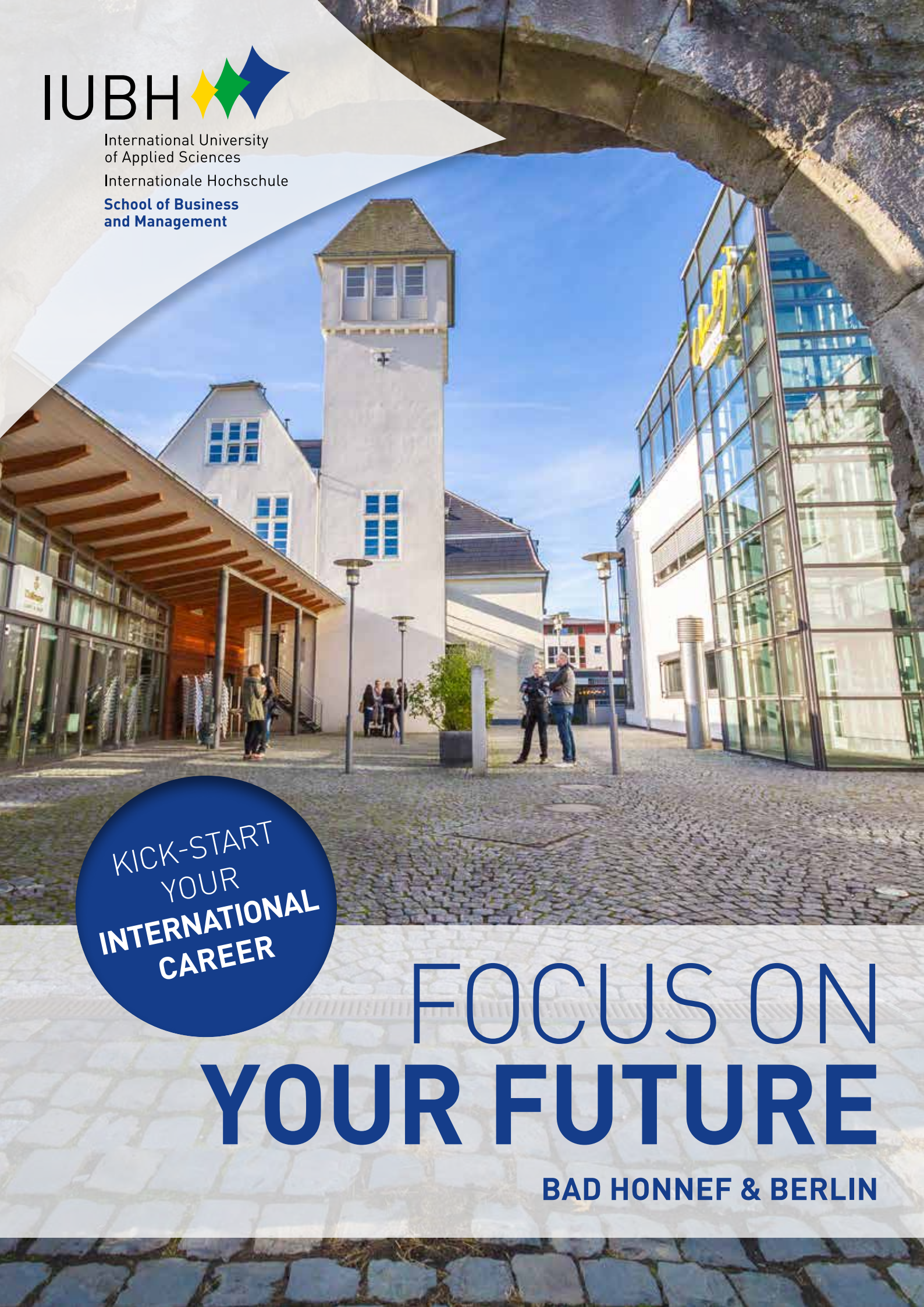




International University  
of Applied Sciences

Internationale Hochschule

**School of Business  
and Management**



**KICK-START  
YOUR  
INTERNATIONAL  
CAREER**

# FOCUS ON YOUR FUTURE

**BAD HONNEF & BERLIN**

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## GOOD REASONS TO STUDY AT IUBH

### INTERNATIONALITY

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With a key focus on internationality, IUBH study programmes provide students with the management tools and leadership skills required to succeed on the multicultural stage that is today's global market.

### PRACTICAL ORIENTATION

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At IUBH, our highly experienced faculty guides you through the strategic framework of case studies, project work and internship placements that are an integral part of our bachelor's programmes. Our hands-on approach and extensive university-industry interface with the relevant business experts further underpin the learning process and enable you to implement newly learned skills "in the field".

### QUALITY AND REPUTATION

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As one of Germany's leading Business Management Universities, IUBH consistently receives top rankings for teaching excellence, as evidenced by its 2014 and 2015 CHE Ranking. Having helped founding the "Hotel Schools of Distinction", it is still the only German member of this global alliance and is also the first German university to be awarded the quality assurance certificate UNWTO.TedQual by the United Nations World Tourism Organisation. Furthermore, IUBH is also the first university in Germany to be awarded the FIBAA-Premium Seal for a total of five study programmes.

### LEARNING ENVIRONMENT

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Small classes and study groups and a low student-faculty ratio ensure effective collaborative learning. All departments are located directly on-site and modern on-campus student housing, a relaxing park setting, a well-stocked library and a range of catering facilities help create a cohesive community that drives focus on studying – the perfect backdrop for inspirational learning.

### CAREER

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Our study programmes offer exposure to an extensive network of industry contacts for internships, job entry and careers. IUBH graduates are highly sought after by leading national and international companies looking for the right leadership and management skills. The figures speak for themselves: 75% of IUBH graduates have jobs within three months and within two years, 80% are working at executive level.

> [www.iubh.de/mission-statement](http://www.iubh.de/mission-statement)



## GERMANY – THE PERFECT PLACE TO STUDY

The ideal learning environment is one that drives focus on studying and offers sufficient scope for recreational activities.

### CAMPUS BERLIN



**North Sea:** Only 2 hours away by train: Germany's largest hanseatic city, Hamburg.



**Munich:** Just a short one-hour flight away: the vibrant capital of Bavaria, also known for its famous Oktoberfest.



**Skiing areas:** If you're keen on outdoor sports like skiing, snowboarding or even ice climbing, then you're only a short 60-minute flight away from a range of winter sport options in Switzerland, Austria or Italy.



**Amsterdam:** Holland's cultural capital is only 1 1/2 hours away by plane.

### CAMPUS BAD HONNEF



**Cologne:** It's only a short 40-minute train ride to Germany's fourth-largest city famous for its twin-spired cathedral.



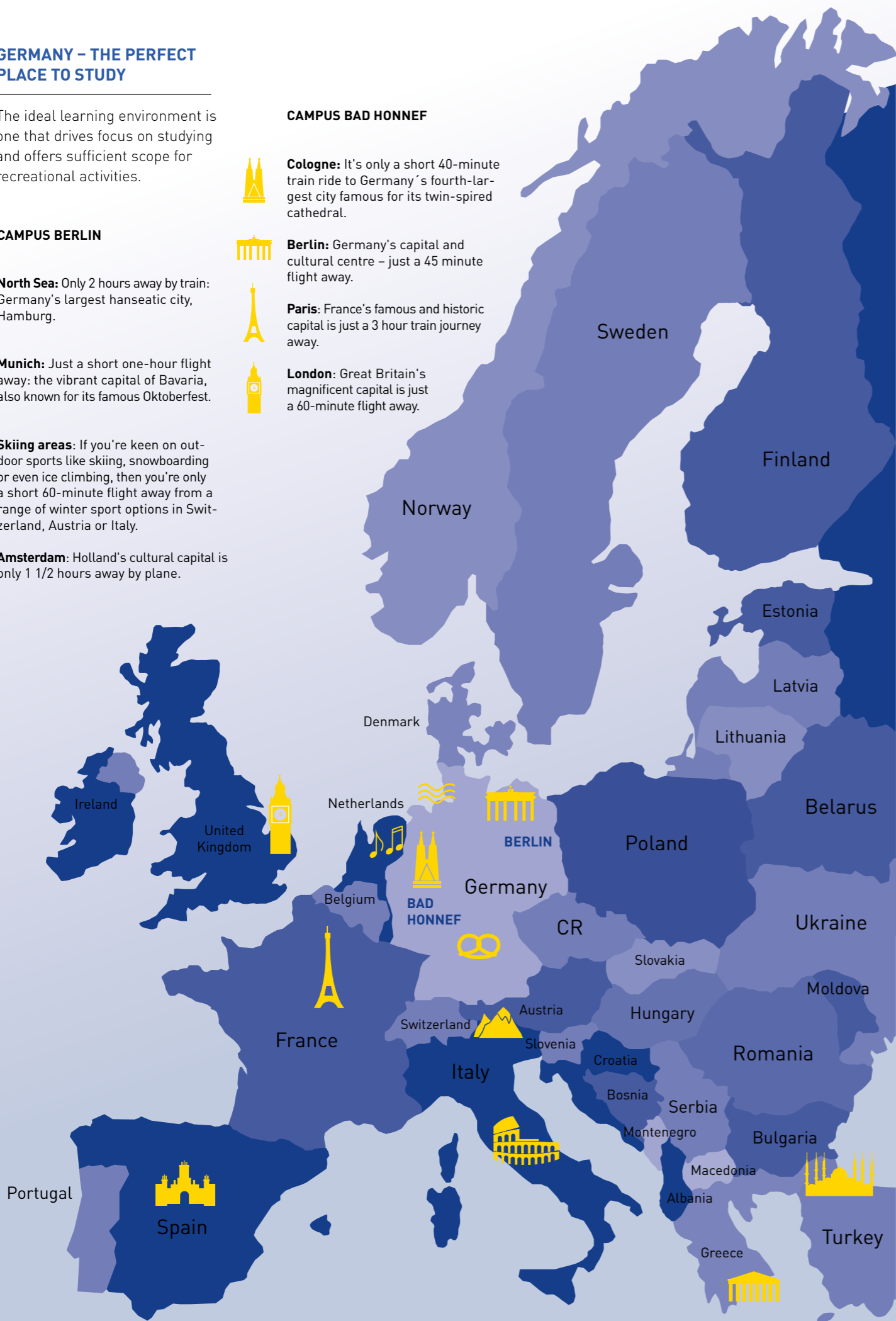
**Berlin:** Germany's capital and cultural centre – just a 45 minute flight away.



**Paris:** France's famous and historic capital is just a 3 hour train journey away.



**London:** Great Britain's magnificent capital is just a 60-minute flight away.



## WELCOME TO GERMANY

**"When the wind of change blows, some build walls, while others build windmills"**

CHINESE SAYING

Globalisation and the knowledge economy are changing the face of today's markets. While demand for workers with higher levels of education, technical knowledge and skills has been rising rapidly, low skilled workers have suffered declining incomes. These changes are likely to see migration laws changing to facilitate the movement of talent around the globe and increasing numbers of national and international companies looking to recruit graduates to fill the skills gap.

IUBH study programmes "Made in Germany" are designed to nurture international talent and provide graduates with the skills to perform leadership roles in business across global markets.

## LIVING IN GERMANY

By global standards, Germany is a prosperous, stable and open society renowned for the reliability and quality of its services and products, its progressive energy policy, and its leading political and economic role in Europe. It's geographic location and excellent infrastructure make Germany a traveller's dream, and its rich cultural heritage ensures a huge diversity of recreational activities. It's a very safe and comfortable place to live where the people are friendly and helpful and generally willing and able to speak English.

### Some facts about the German economy:

- No. 3 in the world, the world's strongest export nation per capita
- Unemployment figure for university graduates < 2,5%
- Experts agree that demographic change will continue to impact on the labour market, causing a major shortfall in qualified labour and creating good opportunities for skilled workers from abroad
- Open community, 10 million inhabitants are from a migrant background

## PERSONAL SAFETY

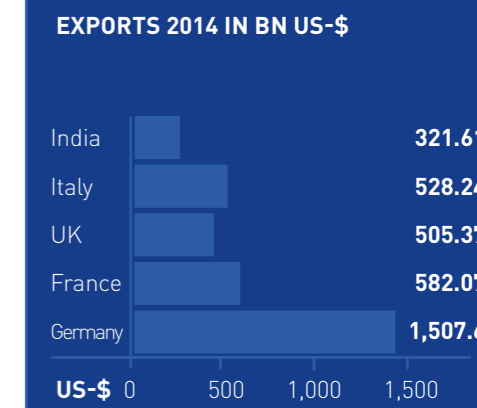
To achieve the level of dedication, concentration and focus required to study successfully, students need to feel safe. At IUBH, we make sure our campuses provide a safe and secure environment for all our students:

- The British Council ranks Germany as the most supportive country for international students, this survey included student safety
- Thompson Reuters ranks Germany 2nd in terms of women's security
- According to the Social Progress Initiative Germany is one of the world's most socially advanced countries
- At our Bad Honnef Campus, International students are guaranteed on-site accommodation upon on-time registration



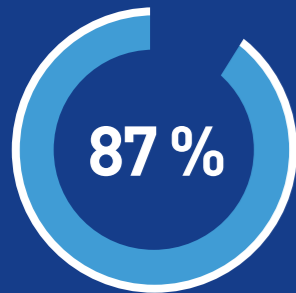
**"Germany is one of the safest places I have ever been to, I always felt safe and free to travel and move around as I wanted."**

AARTI MANIK | INDIA  
STUDENT MASTER INTERNATIONAL MANAGEMENT



**FUTURE CAREER PROSPECTS**

About three months after they have completed their studies, 87% of our graduates have a permanent job, and 94% after six months at the latest.\*



**STUDY SATISFACTION LEVEL**

In the independent university ranking carried out by the Centre for Higher Education (CHE), the IUBH was awarded top marks, for example for:



**OVERALL STUDY SITUATION**

Would you like to study at the IUBH? It is worth while! The overall study situation has been given the mark 1.7\*\* (good).



**EMPLOYABILITY**

According to a survey by the UNIVERSUM consultancy, the top 3 attributes that our students connect with the IUBH are ...

- ★ Very good **SUPPORT** by the professors
- ★ Optimum **NETWORKING** with employers
- ★ **SPRINGBOARD** for a career in a wide variety of industries

# OUR QUALITY IN FACTS AND FIGURES

**AT IUBH, QUALITY HAS TOP PRIORITY**

We attach great importance to the quality of our programmes. This is why we have not only introduced internal quality assurance procedures but have also gone through numerous external accreditation and certification processes.

**THE FIRST GERMAN UNIVERSITY WITH FIVE PREMIUM SEALS OF QUALITY**



The IUBH was awarded the FIBAA Premium Seal five times for its study programmes. This

demonstrates our special standards of quality. Premium seals are only awarded by the Foundation for International Business Administration (FIBAA) for excellent quality in the structure and implementation of study programmes. The IUBH is the first university in Germany to be awarded a total of five Premium Seals.

**GERMAN SCIENCE COUNCIL**

**WR | WISSENSCHAFTSRAT**

Since 1957, the German Council of Science and Humanities (Wissenschaftsrat) has provided advice to the national and regional authorities in questions of university development, science and research, and also has the task of assuring the quality of teaching and research in private universities. In 2009 we were awarded unconditional accreditation by the German Science Council for ten years. This is the best result that can be obtained in this procedure.

**CHE UNIVERSITY RANKING**



According to the latest CHE ranking, the IUBH is the best private university

of applied science in Germany in the field of business administration, with the most rankings in the top group.

**HOTEL SCHOOLS OF DISTINCTION**



The "Hotel Schools of Distinction" is a global alliance of

renowned universities with specialisations in the field of Hospitality Management. It currently has only ten member institutions. These include the IUBH as a founding member and as the only university in Germany.

**FIBAA ACCREDITATION**



All IUBH study programmes are accredited by the FIBAA, an international agency for quality assurance in the university sector. Accreditation by the FIBAA proves, among other things, that the content of study programmes meets academic standards, the structures of the study programmes meet all of the formal requirements of state authorities and the resources required to carry out the programmes in the form of qualified staff and the right equipment are available.

**TEDQUAL UNWTO.THEMIS**



In 2010, the United Nations

World Tourism Organization (UNWTO) awarded us the TedQual Certificate. It thus confirmed the internationally recognised teaching standards of our tourism programmes. The IUBH was awarded this certificate as the first, and so far only, university in Germany.



| IUBH Best Thesis Award



| Practical Programme



| IUBH Career Days

**KICK-OFF YOUR INTERNATIONAL CAREER AT IUBH**

IUBH's mission is to produce successful graduates and facilitate their careers.

IUBH is ranked "Best German University for Career Development" by the renowned CHE institution – recognising IUBH's significant and continuous investment in practical orientation, curricula development and corporate networking.

- IUBH teaches success in life: All IUBH professors have a minimum of 5 years industry experience and work closely with students to develop practically relevant skills.
- The broad scope and practical focus of IUBH study programmes are designed to help students deal with and find solutions for "real-world" issues. Drawing on their extensive practical experience, our world-class faculty helps students systematically develop key business skills with a mind towards practical application.
- Our internships are designed to help students develop their professional skills and offer an exciting opportunity to gain practical, hands-on experience.
- IUBH constantly updates programme content to ensure that its courses are always topical and relevant. Furthermore, they are specifically designed to boost the capabilities and potential of students to implement their skill set in the real world and enhance career prospects.
- CEO lectures: IUBH has strong links with industry and organises regular guest lectures that offer students additional practical and theoretical insight, excellent networking opportunities and the chance to meet with potential employers.
- Career Services department: experienced managers scan the job market for opportunities that are presented exclusively to IUBH graduates and students.
- Career days: IUBH has a pro-active corporate outreach programme specifically designed to enhance the career prospects of its students.



"Germany offers excellent career opportunities – job availability is good and the General Equal Treatment

Act ensures there is no discrimination. The university is extremely pro-active and leverages events, media and networks to obtain job offers for its graduates and students. The career services department not only provides support during the job application and job interview phase, but also during the first 100 days in your new company. So it's no surprise to me that IUBH has just been awarded "Best German University for Career Development!"

ASLAM KHADAROO | MAURITIUS  
GRADUATE BACHELOR AVIATION MANAGEMENT  
BUSINESS ANALYST AT LUFTHANSA



"Studying at IUBH has been one of the best experiences of both my academic and social life. The curriculum

enables close collaboration with faculty staff, most of whom are also practitioners in renowned international companies, thus offering excellent insights into current business practices, as well as access to recent case studies. This close interaction and personal support combined with excellent learning materials creates an intensive and productive learning environment."

MAHTAB YASDANSHARIF | IRAN  
STUDENT MASTER INTERNATIONAL MANAGEMENT  
INTERNSHIP AT DAIMLER

\* Alumni survey 2014  
\*\* CHE-Ranking 2015





# STUDY IN EUROPE'S MOST EXCITING CITY: IUBH CAPITAL CAMPUS BERLIN

Study at the very heart of Europe and experience Berlin's rich and vibrant lifestyle. This dynamic and future-oriented city is set to become Europe's leading start-up hub and is already a top location for entrepreneurs. Host to people from more than 186 countries, Berlin is a powerhouse of networking and collaboration with a wealth of opportunities and resources just waiting to be tapped.

## DYNAMIC, VIBRANT - BERLIN

"Forget Silicon Valley, Berlin's Silicon Allee has been one of the most talked about start-up hubs in the world for some years now"

WWW.VIRGIN.COM

Germany's largest city and Europe's most dynamic metropolis, life in Berlin is fast-paced. Home to a lively multicultural community and with a vibrant cultural scene and nightlife, students will not have to look far to find like-minded friends, whatever their cultural and recreational interests and activities. Laid-back, open-minded and creative, with a network and event scene that pro-actively fosters knowledge sharing, Berlin is the perfect learning environment for any student.

## IUBH CAPITAL CAMPUS

Located directly in the centre of Berlin, the IUBH Berlin Campus is just a short hop from some of the most important landmarks of Berlin. Why not use your study breaks for a quick walk to the architecturally unique museum island "Museumsinsel", the historical "Nikolaiviertel", or to "Alexanderplatz" with its Shopping Malls and numerous bars and restaurants. You can also take it easy and relax directly at the porch of our campus at the river bank of the "Spree" or on "Fisher Island".

Historic from the outside, utterly state-of-the-art from the inside: our Campus on Rolandufer offers modernly equipped lecture facilities with the latest presentation technology, free Wi-Fi throughout the entire campus, a library right on campus and a canteen that offers a variety of meals. And if you decide to learn outside the Campus building, Berlin has an abundant offering of canteens, student coffee bars and libraries open to IUBH students.

IUBH campus provides the perfect environment for your learning experience:

- modern, well-equipped seminar rooms & facilities
- Wi-Fi available across the entire campus
- access to many libraries around the city
- access to all of Berlin's "Studentenwerk" dining facilities

## PLACES OF WORLD HISTORY - WITHIN 5 MINUTES REACH

The city of Berlin operates one of the world's best, and most affordable, underground and railway networks. At a cost of just 1€ per day to IUBH students, world famous monuments like the Brandenburg Gate, the Reichstag (German Parliament), the TV Tower and the former Berlin Wall, are all just a short ride away.

## CULTURAL DIVERSITY

Offering a wealth of parks, cafés, restaurants, theatres, cinemas, art galleries and museums, as well as excellent facilities for both active recreation and spectator sports, you will never run out of things to do in Berlin.

## GLOBAL NETWORKING IN A GLOBAL CITY

IUBH's "action learning" approach offers a powerful tool for personal and professional development and shows you how to adapt and implement your knowledge to create effective solutions for real-life issues.

IUBH students are also given the chance to shape the "IUBH Global Campus Day" - an on and offline event designed to demonstrate IUBH's unique educational experience and worldwide network.

> [www.iubh.de/en/berlin](http://www.iubh.de/en/berlin)





## YOUR NEW HOME ON THE RHINE RIVER: BAD HONNEF CAMPUS

A picturesque town with a vibrant student community, Bad Honnef is located in one of the most beautiful regions of North Rhine-Westphalia. It offers amazing scenic and cultural diversity, including Grafenwerth Island, the romantic Siebengebirge and the legendary Drachenfels hill and Drachenburg Castle. At the foot of the Drachenfels, historic vineyards offer the perfect spot to relax after a day's hiking and mountain biking, or visit the nearby art and culture metropolises Cologne and Bonn for their renowned museums, festivals and great nightlife - or just shop 'til you drop. As an IUBH student you enjoy free public transportation (included in your Campus Card Ticket at a cost of approx. €120).

### STUDY ON A CAMPUS WITH FLAIR

Built on the historical site of St. Anno Park, Bad Honnef offers a traditional style university campus. Against a backdrop of lovingly renovated historical buildings and modern architecture, IUBH offers safe, comfortable and amenity-rich on-campus living options with cutting edge teaching and residential facilities:

- modern, well-equipped seminar rooms
- demonstration kitchen
- wine lab
- internet across the entire campus
- modern, well-stocked library
- on-campus food facilities
- modern furnished apartments, single and shared

We are particularly proud of our demonstration kitchen, which is where our hospitality management students get practical training in kitchen workflow, menu planning and cooking as part of the preparations for their gala dinner.

### ON-SITE ACCOMMODATION

We at IUBH understand the challenges facing students when it comes to finding somewhere to live – which is why we offer on-site accommodation upon on-time registration for international students.

All IUBH accommodations are fully furnished, include all utilities and offer internet access – and best of all: the lecture halls and the library are only a two-minute walk away.



“Small class sizes run by international, practically experienced lecturers, industry-related conferences, exclusive career fairs on campus and the availability of a huge range of other activities guaranteed a great time at IUBH and set me well on the path to a successful career!”

IRINA TARASOVA | RUSSIA  
STUDENT BACHELOR HOSPITALITY MANAGEMENT

### CATERING FACILITIES

**"Eating and drinking keep body and soul together"**

GERMAN SAYING

Our restaurants reflect the cultural diversity of our student community:

**Mensa:** check out the IUBH Mensa team's daily offering of 4 fresh meals, from healthy salads to tasty dishes – there's something for everyone.

**Dallmayr Café & Bar:** the Dallmayr's cosy atmosphere is the ideal spot to relax, get to know your fellow students and regenerate before the next lecture.

**Charly's Lounge:** the fun place on Campus. Located on the roof-top of the exam building and run by fellow students, Charly's is the perfect place to chill after a hard day's studying.

**Anno:** this eponymous restaurant in the centre of the historic St. Anno park showcases high-end international cuisine – the perfect place to celebrate passing your exams, invite parents or impress a friend...

> [www.iubh.de/en/bad-honnef](http://www.iubh.de/en/bad-honnef)





# STUDENT LIFE ON CAMPUS

## THE IUBH CAMPUS: CENTRE OF STUDENT LIFE CAMPUS LIFE

IUBH offers a thriving residential campus and community where you can relax and recharge your batteries after a long day's work. At IUBH, we also aim to provide all-round support during your time with us – whatever the problem, our Student Office, IT Service or the International Office are there for you.

### RECHARGE YOUR BATTERIES

Students at IUBH campuses in Berlin and Bad Honnef enjoy a full variety of activities in their free time. There is a friendly open atmosphere and a strong sense of community which makes it easy to meet up with friends.

Charly's Lounge – our student-run rooftop bar in Bad Honnef is the perfect place to chill. This IUBH Campus is considered one of the most beautiful in Europe and provides a safe, open atmosphere and the perfect environment for making new friends and building your global network.

And if you like to stay active, the campuses offer a huge range of activities, from rugby and European football, to biking and hiking along the Rhine River or through Berlin's beautiful lake-land scenery – we have something for everyone.

The IUBH campuses are the centre of student life: it is the place to gather, grab a coffee with friends, have a meal, see a band, or just hang out.

### SOCIETIES, SPORTS AND MORE AT IUBH

IUBH in Bad Honnef offers a huge variety of clubs, sports teams and societies for you to join – a great way to relax, learn something new and make new friends. The following is just a small selection of what's available:

#### IUBH LEO Club

The IUBH LEO Club is a member of Lions Clubs International, a charitable organisation that strengthens communities through humanitarian projects and hands-on service. It is a great opportunity to meet new people and get involved in something truly worthwhile.

#### Chef Society

The Chef Society will appeal to all those with a passion for food and aims to educate members in the culinary arts and facilitate a knowledge of the cooking procedures of a range of different cuisines.

#### S.O.A.P Students On Air Project

The Students On Air Project (S.O.A.P) is a video editorial project and aims to increase media competence by giving students a chance to work on real projects.

#### IUBH Rugby Teams

Our very successful men's and women's rugby teams, the IUBH Barbarians and IUBH Barbarinas, welcome anyone interested in training and playing rugby.

#### IUBH Dancing Club

Whatever gets your feet tapping – whether Ballroom, Latin American, Latin Swing or Swing Boogie – the IUBH Dancing Club has something for everyone!

#### IUBH Soccer Club

IUBH has a very popular men's and women's football team and is always on the lookout for new talent.

#### Grape(S)ociety

Grape(S)ociety organises tutored tastings with renowned sommeliers and winemakers, offering a fun way to get to know more about the world's wines and meet people in a relaxed atmosphere.

#### SOBER Society

SOBER takes beer enthusiasts on interesting and delicious trips into the fascinating world of beer and even shows you how you could incorporate it into your professional life as a business speciality.

...other clubs: IUBH Basketball Team, IUBH Volleyball Team, IUBH Tennis Team, IUBH Running Club, IUBH Kickboxing Club, IUBH Speakers Corner etc.

| IUBH Christmas Market at a local castle



| IUBH Rugby Team



| IUBH Summer Event





# STUDENT SERVICES AT IUBH

Internationality is at the very heart of IUBH operations and its role is becoming increasingly important due to the challenges presented by today's multicultural business environment. At IUBH, we provide students with the management tools and leadership skills required to succeed on the multicultural stage that is today's global market. In a practice-oriented learning environment, IUBH helps you develop and strengthen your intercultural competence enabling you to act and communicate effectively in an international environment. As a successful IUBH graduate you will be able to

- develop and implement successful strategies in a global economy and leverage global networking opportunities
- facilitate dialogue across organisations and countries and forge sustainable partnerships
- drill down into the strengths, beliefs and values of other nations and build on them

As a business-focussed university with a reputation for academic excellence, IUBH gives you the kick-start required for a successful international career.

## INTERNATIONAL STUDENT SERVICES

The International Office assists IUBH students heading for their placement abroad and is closely involved in advising and welcoming incoming international students and exchange students. The International Office is also responsible for the development and management of existing and potential partnerships with international universities and institutions.

## INCOMING INTERNATIONAL STUDENTS

The IUBH International Office is the first on-campus contact for all non-German students and provides a range

of services to help international students adjust to living in Germany and studying at IUBH. It forwards important information about the start of the semester and key steps that need to be taken on arrival in Germany. It also co-ordinates directly with other relevant IUBH departments providing student assistance, such as the Student Office and the Accommodation Services. Staff at the International Office are keenly aware of the challenges surrounding international student mobility, potential visa-related hurdles and culture shock issues. Their aim is ensure that all international students feel welcome at IUBH from the very word go.

## IUBH GREETER PROGRAMME – A FRIENDLY FACE ON ARRIVAL

Run by the International Office, this student volunteer programme celebrates IUBH's commitment to international students and aims to make the transition for newcomers as smooth as possible. As a first point of contact, IUBH greeters provide a much needed warm welcome to international students. So far away from home the greeters facilitate integration into campus life offering support and guidance on academic and non-academic issues and on how to best jump the organisational hurdles facing them on arrival. This is a great opportunity for personal, social and intercultural interaction that benefits

both greeters and students. This has been the starting point of many friendships. Grateful for this supportive network, many of those who have benefited from this warm welcome go on to become greeters themselves.

## INCOMING STUDENTS

The International Student Prep Day kicks off IUBH orientation at the beginning of each semester and gives students the opportunity to interact with International Office staff, IUBH greeters and other international students new to IUBH. They can also find out everything they need to know on the essential steps and action required with regard to immigration formalities, campus services and German bureaucracy before they can begin their studies.

## OUTGOING STUDENTS

Studying abroad – one of several important cornerstones in the international development of our students. Selected IUBH study programmes include a mandatory period of study abroad at an IUBH partner university. Applications for study abroad are coordinated by the International Office, which supports and guides you every step of the way and manages all initial contacts with IUBH partner universities.

> [www.iubh.de/international-office](http://www.iubh.de/international-office)

Whether you need help choosing your degree programme, a partner university or a suitable internship, or require any other form of guidance, the IUBH faculty and service department staff are all here to help you through every step of the way, providing an accessible and confidential support service with expert advice. Whatever the problem, we will help you find the solution.

## IUBH STUDENTS' OFFICE

The IUBH Student Office is your first point of contact for administrative enquiries during your studies. Whether you need confirmation of enrolment, want to sign up for campus events or submit documents, you have come to the right place. Orientation Week for all new incoming students is also organised by the Student Office and is the perfect way to introduce yourself to life at IUBH.

## IT SERVICE AND SUPPORT

Your constant companion throughout your studies at the university is likely to be your laptop. At IUBH, you have campus-wide Wi-Fi access to the internet and to the university's intranet Campus Management System CARE. So you can work and research online anytime, anywhere – and if you don't already have a laptop or fancy an upgrade, we have negotiated special rates with our IT partner for all IUBH students.

## LANGUAGE & INTERCULTURAL COMMUNICATION

English is our predominant medium of instruction with additional courses like "Academic Writing" and "Business English" designed to enrich your learning and enhance language skills. To further underpin our international focus, students can choose to incorporate French, Italian, Spanish, Chinese, Russian or Arabic depending on their study programme. Our international students may also take German. So for three semesters, IUBH students can choose to learn a new language or improve existing language skills within the framework of their study programme.

## TEACHING EXCELLENCE

Our world-class faculty, most of whom are also business practitioners with extensive industry knowledge and experience, ensures that IUBH students receive an unparalleled hands-on learning experience. Strong links to industry offer students unprecedented exposure to the right industry and excellent networking opportunities, providing a strong foundation for nearly any career path. IUBH courses also give students the chance to gain practical skills, working directly with companies on projects such as:

- Google AdWords strategies for an international service provider
- Social media marketing, e.g. Facebook marketing for a start-up company
- Case studies in international marketing
- International congress management and evaluation for the United Nations Food Programme
- Communication strategy for the Youth Climate World Summit

> [www.iubh.de/campus-services](http://www.iubh.de/campus-services)

| Campus Bad Honnef



| Language course at IUBH



| Intercultural communication



| IUBH GReeTers





# IUBH VOICES

You are the one who decides which degree programme is the right one for you. You are the one who decides at which university you feel most comfortable and which university offers you the best career perspectives. Here you can read about what students, alumni, faculty members and employers say about IUBH to help you draw your own conclusions.

"While studying at IUBH I have been able to get a part time job at a leading 5\* hotel. IUBH's reputation helps tremendously in the job market. Their courses are practically oriented and the perfect foundation for an international career. To boost my chances of a successful career in Germany, I also take the complimentary German classes offered by the university. The IUBH staff are very, very supportive - each time I've had a problem, they've been with me every step of the way. On graduating, I will also benefit from a guaranteed 18 month post study work permit in Germany, which can be extended."



CHANDAN TIWARI | INDIA  
STUDENT MASTER INTERNATIONAL MANAGEMENT



We welcome international students and are happy to pave their way to exceptional careers. I find it important to have a close connection with my students and be able to offer individual support if needed and know all of my students personally. As far as the faculty is concerned, we use a system of awards for outstanding teaching, specially designed workshops for professors and close evaluation of student feedback to ensure the highest teaching quality. We also believe that the relevant career experience is just as crucial as academic ability."

PROF. DR. SUSANNE BÖHLICH  
STUDY PROGRAMME MANAGER INTERNATIONAL MANAGEMENT

"Our graduates' careers are our priority no.1"

PROF. DR. PETER THUY  
RECTOR



"IUBH makes it easy to start a career straight out of university: the courses teach valuable skills, the professors have years of practical and professional experience and fellow students from all over the world allow me to build my own global network."

ALISA BUSHMA | UKRAINE  
GRADUATE BACHELOR HOSPITALITY MANAGEMENT



"I was able to study at my own pace - at home, in the office, even on business trips. I am very proud of my achievement and the positive impact it will have on my career."

MONA EL MASRI | EGYPT  
DISTANCE LEARNING STUDENT AT IUBH

# OUR STUDY PROGRAMMES

## HIGHER EDUCATION IN GERMANY

Stretching back as far as the 14th century, university education in Germany has since served as the model for many American institutions and is renowned throughout the world for its high academic standards. Today, more than 2.5 million students study at 400 universities in Germany, approx. 90 of which are in private ownership.

All universities are subject to strict official supervision to ensure transparency and adherence to standards, and a number of international surveys now rank Germany's university system as one of the best in the world in terms of career development.

In the interest of internationalisation, many German universities are now offering globally accepted bachelor's and master's programmes, which also recognises the European Credit Transfer System (ECTS), the currency of European Higher Education (1 ECT represents a work-load of 30 hours).

## THE RIGHT TO WORK AND LIVE IN GERMANY: EU BLUE CARD

Eager to attract immigrants to the country to offset a shortage of skilled labour due to demographic changes, the German government has introduced the **EU Blue Card** which is targeted at well educated immigrants: It grants the right to work and live in Germany. Thanks to the introduction of the EU blue card in Germany, the permanent immigration of highly educated skilled employees is made very easy.

The EU Blue Card grants international graduates an 18 month job-search visa, extended to 3 years if they find a suitably qualified job. EU Blue Card holders are entitled to work in 26 Schengen countries and are eligible to apply for permanent resident status in Germany after three years, provided they have suitable employment.



FRANK JÜRGEN WEISE  
CEO FEDERAL EMPLOYMENT AGENCY

"Germany is suffering a dearth of graduate professionals in key disciplines, such as engineering. Demographic changes mean that Germany's continued strong growth will depend on skilled workers with a migrant background. Against this backdrop, Germany has created its version of the Green Card designed to ease immigration for qualified workers and make Germany more attractive to highly trained foreign graduates. We hope young talent from abroad will take advantage of this opportunity to study and begin their career in Germany!"

## STUDY PROGRAMMES AT IUBH

### BACHELOR'S PROGRAMMES

Aviation Management  
International Aviation Management  
International Event Management  
Hospitality Management  
International Hospitality Management  
International Management  
International Marketing Management  
Tourism Management  
International Tourism Management

### MASTER'S PROGRAMMES · 120 ECTS

International Management  
Intern. Management · Aviation  
Intern. Management · Finance & Accounting  
Intern. Management · Health Care  
Intern. Management · Hospitality  
Intern. Management · Human Resources  
Intern. Management · IT Management  
Intern. Management · Marketing  
International Management · for Non-Business Graduates  
Transport & Logistics Management

### MASTER'S PROGRAMMES · 60 ECTS

Intern. Aviation Management  
Intern. Finance & Accounting Management  
Intern. Health Care Management  
Intern. Hospitality Management  
Intern. Human Resource Management  
IT Management  
Intern. Marketing Management

### MBA

International Business · 90 ECTS  
International Business · 60 ECTS

### ONLINE DEGREE

Leadership & Management

### PREPARATORY PROGRAMMES

IUBH Foundation Programme  
IUBH PreMaster's Programme





# AVIATION MANAGEMENT (B.A.)



## BACHELOR'S PROGRAMMES

### BACHELOR'S PROGRAMMES

IUBH bachelor's programmes are designed to equip students with the core knowledge and attributes required to be effective and successful business professionals. We put a premium on instilling students with the expertise and skills to deal with real-life situations at management level with an emphasis on internationalisation and practical application. Throughout your study, IUBH will build your business awareness and key personal and leadership skills – and our international approach and close links to industry will maximise your options for a rewarding career. The high standard of our courses is accredited by leading international and professional bodies and recognised by the world's top companies.

### INTEGRATION INTO UNIVERSITY LIFE

A study programme gives you the opportunity to learn at a high level and to interact with exceptional people: IUBH students come from over 85 nations and IUBH systematically facilitates your integration into academic and social life in order to give you an exceptional study experience.

### PRACTICAL STUDY

**"All theory, dear friend, is gray, but the golden tree of life springs ever green"**

GOETHE

A key feature of studying at IUBH is our embedded internship programmes, which provide industry-relevant experience and excellent networking opportunities. Internships enable students to graduate with valuable hands-on skills and experience, gain greater awareness of employer expectations and develop workplace competencies and experience. IUBH provides contacts to relevant national and international companies in a range of sectors and all undergraduates are required to undertake a full-time internship placement for one semester.

> [www.iubh.de/bachelor-programmes](http://www.iubh.de/bachelor-programmes)

### LIFT YOURSELF UP, WHERE YOU BELONG

This leading-edge aviation management degree equips you with the skills and knowledge required in the dynamic world of airport and airline business operations and provides you with an internationally recognised qualification and the proficiency that employers seek.

### GRADUATE PROSPECTS

Aviation is a truly global sector and with the airline industry predicting that passenger numbers will grow by 6% over the next few years, graduates with an aviation management degree will be in a strong position to find top positions in interesting aviation-related occupations – particularly in management. Potential employers include low budget airlines, such as Air Berlin and Germanwings, traditional airlines, such as Deutsche Lufthansa and Air France-KLM, as well as handling companies, aircraft manufacturers and maintenance companies.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/aviation-management](http://www.iubh.de/aviation-management)

### FACTS AND FIGURES

This study programme includes the option to choose between a 6 semester programme and a 7 semester programme. During our 7 semester programme you will study abroad for 1 semester at one of our partner universities.

#### AVIATION MANAGEMENT

Degree	Bachelor of Arts (B.A.)
ECTS-Credits	180
Duration	6 semesters
Studies	full-time
Language	English
Internship	1 semester
Study abroad	1 semester (optional, performance dependent)
Campus	Bad Honnef
Intake	March & September

#### INTERNATIONAL AVIATION MANAGEMENT

Degree	Bachelor of Arts (B.A.)
ECTS-Credits	210
Duration	7 semesters
Studies	full-time
Language	English
Internship	1 semester
Study abroad	1 semester at one of our partner universities
Campus	Bad Honnef
Intake	March & September

1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER	5th SEMESTER	6th SEMESTER
<ul style="list-style-type: none"> <li>Aviation Management</li> <li>Airline Management</li> <li>Air Navigation Services</li> <li>Marketing</li> <li>Human Resources</li> <li>Aviation Economics &amp; Policy</li> <li>Statistics</li> <li>Computer Analysis</li> <li>Service Operations</li> <li>Airline Business Models</li> </ul>	<ul style="list-style-type: none"> <li>International Aviation Policy &amp; Institutions</li> <li>Airport Management</li> <li>Ground Services</li> <li>Air Cargo Management</li> <li>Financial Accounting</li> <li>Mathematics</li> <li>Academic Research I</li> <li>Aviation Intelligence</li> <li>Aviation Project I</li> </ul>	<ul style="list-style-type: none"> <li>Microeconomics</li> <li>Macroeconomics</li> <li>Financial Management</li> <li>Management &amp; Cost Accounting</li> <li>Business Communication</li> <li>Logistics</li> <li>Aviation Project II</li> </ul> <p>or optional Semester Abroad</p>	<p>Internship in Germany or Abroad</p>	<ul style="list-style-type: none"> <li>German Law</li> <li>International Law</li> <li>Academic Research II</li> <li>Yield Management</li> <li>Network Management</li> <li>Capacity &amp; Slot Management</li> <li>Aviation &amp; Environment Management</li> </ul> <p><b>Specialisations (excerpt):</b></p> <ul style="list-style-type: none"> <li>Airline Marketing</li> <li>Airport Marketing</li> <li>Airport Sales &amp; E-Commerce</li> </ul>	<ul style="list-style-type: none"> <li>Controlling Airlines &amp; Airports</li> <li>Financial Management Airlines</li> <li>Financial Management Airports</li> <li>Aviation Law</li> <li>Airline Management Simulation Game</li> <li>Aviation Project III</li> </ul> <p><b>Bachelor Thesis &amp; Colloquium</b></p>

This illustration is only for illustrative purposes. For more detailed information please refer to the study and admission regulations of the individual study programme. Subject to change. As of May 2018.  
<http://www.hwwi.org/fileadmin/hwwi/Leistungen/Gutachten/Studie-zur-Luftfahrtindustrie-in-Hamburg.pdf>



# INTERNATIONAL EVENT MANAGEMENT (B.A.)



## GET CREATIVE

These days, events are an integral part of the "experience economy" and events management is a vast global business with plenty of well paid jobs for successful graduates with creativity and the acquired organisational and practical problem-solving skills. With a strong international focus, this degree prepares you for a career in the international event, exhibition and media industries.

## GRADUATE PROSPECTS

This IUBH bachelor's degree is your backstage pass to a successful career in event management, from business events and trade fairs through to parties and concerts a successful event manager can make any event appear seamless. Potential employers include event and PR agencies, marketing departments in companies, internationally operating exhibition and conference organisers, associations, and cultural and sport event organisers.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/event-management](http://www.iubh.de/event-management)

## FACTS AND FIGURES

### INTERNATIONAL EVENT MANAGEMENT

Degree	Bachelor of Arts (B.A.)
ECTS-Credits	180
Duration	6 semesters
Studies	full-time
Language	English
Internship	1 semester
Study abroad	1 semester (optional)
Campus	Bad Honnef
Intake	March & September

**"I profit most from the social skills I acquired at IUBH. Knowledge and understanding of professional project management also helps me in my day-to-day work. Since graduation I have been working at VIR - Verband Internet Reisevertrieb, the German internet travel marketing association, and as Senior Project Manager am now responsible for organising some of the largest events in the online tourism industry."**

MARTIN MEUX | GERMANY  
GRADUATE INTERNATIONAL EVENT MANAGEMENT



1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER	5th SEMESTER	6th SEMESTER
<ul style="list-style-type: none"> <li>International Event Management</li> <li>Event Project Management</li> <li>Marketing</li> <li>Human Resources</li> <li>Service Operations &amp; Organisation</li> <li>Financial Accounting</li> <li>Academic Research I</li> <li>Statistics</li> </ul>	<ul style="list-style-type: none"> <li>Business Communication</li> <li>Trade Fairs &amp; Exhibitions</li> <li>Corporate Events</li> <li>Management &amp; Cost Accounting</li> <li>Computer Analysis</li> <li>Mathematics</li> <li>Sports Industry</li> </ul>	<ul style="list-style-type: none"> <li>Microeconomics</li> <li>Macroeconomics</li> <li>Financial Management</li> <li>German Law</li> <li>International Law</li> <li>Event Industry (Project)</li> <li>Meeting Industry</li> <li>Creative Industry</li> </ul>	<p style="text-align: center;">Internship in Germany or Abroad</p>	<ul style="list-style-type: none"> <li>Business &amp; Marketing Research</li> <li>PR &amp; Media</li> <li>Intercultural Aspects of Events</li> <li><b>Specialisations (excerpt):</b></li> <li>Event Design</li> <li>Marketing</li> <li>Human Resources</li> <li>Sales &amp; Distribution</li> <li>Sustainability</li> <li>Destination Management</li> </ul> <p style="text-align: right;"><small>or: optional Semester Abroad</small></p>	<ul style="list-style-type: none"> <li>Academic Research II</li> <li>Media for Events (Project)</li> <li>Strategic Event Communication</li> <li>International Event Studies</li> </ul> <p style="text-align: center;"><b>Bachelor Thesis &amp; Colloquium</b></p>

This illustration is only for orientational purposes. For more detailed information please refer to the study- and examination regulations of the individual study programmes. Subject to change. As of May 2019.

# HOSPITALITY MANAGEMENT (B.A.)



## SHAPE THE FUTURE OF THE HOSPITALITY INDUSTRY

This bachelor's programme provides students with hospitality management skills underpinned with the business knowledge that is crucial to running modern hotels. Graduates are equipped to deal with guests and personnel, strategic management, customer loyalty/retention and sales. Tourism is one of the biggest and fastest growing industries in the world and experts predict the creation of an additional 70 million jobs within the next decade with a wealth of exciting career opportunities across the globe for people with the necessary skills.

## GRADUATE PROSPECTS

Hospitality management graduates have the specialist skills to manage international hospitality-related facilities, such as the hotel industry, holiday resorts and clubs, hospitals, convention and exhibition organisers, business consultancies and specialised hotel service providers. As leaders of global hospitality concerns, IUBH graduates are helping to shape one of the most dynamic industry sectors.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/hospitality-management](http://www.iubh.de/hospitality-management)

## FACTS AND FIGURES

This study programme includes the option to choose between a 6 semester programme and a 7 semester programme. During our 7 semester programme you will study abroad for 2 semesters at one of our partner universities and acquire a second Bachelor degree.

### HOSPITALITY MANAGEMENT

Degree	Bachelor of Arts (B.A.)
ECTS-Credits	180
Duration	6 semesters
Studies	full-time
Language	English
Internship	1 semester
Study abroad	1 semester (optional, performance dependent)
Campus	Bad Honnef
Intake	March & September

### INTERNATIONAL HOSPITALITY MANAGEMENT

Degree	Bachelor of Arts (B.A.) - Double Degree
ECTS-Credits	210
Duration	7 semesters
Studies	full-time
Language	English
Internship	1 semester
Study abroad	2 semesters at one of our partner universities
Campus	Bad Honnef
Intake	March & September

1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER	5th SEMESTER	6th SEMESTER
<ul style="list-style-type: none"> <li>Service Operations &amp; Organisation</li> <li>Marketing</li> <li>Practical Training I</li> <li>Financial Accounting</li> <li>Academic Research I</li> <li>Human Resources</li> <li>Statistics</li> <li>Foreign Language I</li> </ul>	<ul style="list-style-type: none"> <li>Rooms Division Management</li> <li>Practical Training II</li> <li>Mathematics</li> <li>Computer Analysis</li> <li>Business Communication</li> <li>Management &amp; Cost Accounting</li> <li>Foreign Language II</li> </ul>	<ul style="list-style-type: none"> <li>Kitchen Management</li> <li>Restaurant Management</li> <li>Intercultural Communication</li> <li>Organisational Behaviour</li> <li>Financial Management</li> <li>Microeconomics</li> <li>Macroeconomics</li> <li>Foreign Language III</li> </ul>	<p style="text-align: center;">Internship in Germany or Abroad</p>	<ul style="list-style-type: none"> <li>Hospitality Sales &amp; E-Commerce</li> <li>Business &amp; Marketing Research</li> <li>Academic Research II</li> <li><b>Specialisations (excerpt):</b></li> <li>Sustainability</li> <li>Spa &amp; Wellness</li> <li>Sales &amp; Distribution</li> </ul> <p style="text-align: right;"><small>or: optional Semester Abroad</small></p>	<ul style="list-style-type: none"> <li>Hotel Development &amp; Facility Management</li> <li>Legal Aspects in Hospitality</li> <li>Consumer Behaviour</li> <li>Operations Analysis</li> </ul> <p style="text-align: center;"><b>Bachelor Thesis &amp; Colloquium</b></p>

This illustration is only for orientational purposes. For more detailed information please refer to the study- and examination regulations of the individual study programmes. Subject to change. As of May 2019.

<sup>2</sup> [http://www.deloitte.com/view/en\\_US/us/Industries/travel-hospitality-leisure/38b4fa3b5791b310VgnVCM2000003356f70aRCRD.htm#\\_U9pM6hDpGno](http://www.deloitte.com/view/en_US/us/Industries/travel-hospitality-leisure/38b4fa3b5791b310VgnVCM2000003356f70aRCRD.htm#_U9pM6hDpGno)



# INTERNATIONAL MANAGEMENT (B.A.)



## YOUR STARTING POINT FOR A UNIVERSAL CAREER

This course focuses on the skills you will need for a successful career in multinational corporations and helps you develop leadership and intercultural management and communication skills. The mandatory 1-semester internship allows you to gain hands-on experience and test your newly acquired knowledge in the reality of the workplace. Globalisation is probably the strongest trend currently shaping modern economies. And as the global economy continues to expand so will the demand for qualified graduates with a strong international business background.

## GRADUATE PROSPECTS

International Management graduates able to conduct business on a global scale and make the informed decisions needed in the global market place are highly sought after and can expect to forge successful career paths in a variety of sectors, such as marketing, sales, public relations, accounting, human resources and finance and controlling. With a degree in International Management your broad-based knowledge and generic skills afford you the flexibility and freedom to subsequently specialise in a wide range of business sectors. More information can be found here: > [www.iubh.de/international-management](http://www.iubh.de/international-management)

## FACTS AND FIGURES

### INTERNATIONAL MANAGEMENT

Degree	Bachelor of Arts (B.A.)
ECTS-Credits	180
Duration	6 semesters
Studies	full-time
Language	English
Internship	1 semester
Study abroad	1 semester (optional, performance dependent)
Campus	Bad Honnef
Intake	March & September

**“The university offers a wide variety of attractive activities, from learning German or other languages to dancing, tennis, field trips etc. This is a perfect way to make new friends and start building your own global network.”**

NIA JELEVA | BULGARIA  
STUDENT BACHELOR INTERNATIONAL MANAGEMENT



# INTERNATIONAL MARKETING MANAGEMENT (B.A.)



## BE A DRIVING FORCE

Our International Marketing Management programme lets you combine traditional advertising with all the latest innovations and sales strategies. It is the perfect starting point for a career in strategic marketing in an international environment. The global economy is a constantly changing and rapidly evolving landscape and qualified professionals with the ability to innovate and develop and implement multi-channel marketing strategies for international companies are in high demand in today's global marketplace.

## GRADUATE PROSPECTS

With the marketing industry steadily growing, especially in the digital sector, marketing specialists with an understanding of today's fast-paced, multi-channel marketing landscape are in demand. This degree programme provides you with the specialist knowledge you need for a career in the international world of media and marketing and successful IUBH graduates are highly sought after by a range of prospective employers, such as agencies, consulting firms, marketing departments and Internet service providers. More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/marketing-management](http://www.iubh.de/marketing-management)

## FACTS AND FIGURES

### MARKETING MANAGEMENT

Degree	Bachelor of Arts (B.A.)
ECTS-Credits	180
Duration	6 semesters
Studies	full-time
Language	English
Internship	1 semester
Study abroad	1 semester (optional, performance dependent)
Campus	Bad Honnef
Intake	March & September

**“I had an amazing start at IUBH: I've met great colleagues and inspiring students. The small class sizes have enabled me to get to know the students more personally and provide more individual support. IUBH provides a fantastic work and study environment for everyone.”**

PROF. DR. FRANCISCO TIGRE MOURA | BRASIL  
PROFESSOR IN MARKETING



1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER	5th SEMESTER	6th SEMESTER
<ul style="list-style-type: none"> <li>Marketing</li> <li>Human Resources</li> <li>Service Operations</li> <li>Intercultural Communication</li> <li>Financial Accounting</li> <li>Foreign Language I</li> <li>Academic Research I</li> <li>Statistics</li> </ul>	<ul style="list-style-type: none"> <li>Service Project Management</li> <li>Management &amp; Cost Accounting</li> <li>Computer Analysis</li> <li>Mathematics</li> <li>Business Communication</li> <li>Organisational Behavior</li> <li>Foreign Language II</li> </ul>	<ul style="list-style-type: none"> <li>Microeconomics</li> <li>Macroeconomics</li> <li>Financial Management</li> <li>Accounting &amp; Control</li> <li>Controlling</li> <li>German Law</li> <li>International Law</li> <li>Foreign Language III</li> </ul>	<p>Internship in Germany or Abroad</p>	<ul style="list-style-type: none"> <li>Market Research</li> <li>Information Systems</li> <li>Academic Research II</li> </ul> <p><b>Specialisations (excerpt):</b></p> <ul style="list-style-type: none"> <li>Accounting &amp; Finance</li> <li>Marketing</li> <li>Human Resources</li> </ul> <p>or: optional Semester Abroad</p>	<ul style="list-style-type: none"> <li>Entrepreneurship</li> <li>International Economics</li> <li>Change Management</li> <li>International Service Management</li> </ul> <p>Bachelor Thesis &amp; Colloquium</p>

This illustration is only for orientation purposes. For more detailed information please refer to the study- and examination regulations of the individual study programmes. Subject to change. As of May 2023.

1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER	5th SEMESTER	6th SEMESTER
<ul style="list-style-type: none"> <li>Statistics</li> <li>Academic Research I</li> <li>Marketing</li> <li>Human Resources</li> <li>Service Operations &amp; Organisation</li> <li>Intercultural Communication</li> <li>Service Project Management</li> <li>Financial Accounting</li> </ul>	<ul style="list-style-type: none"> <li>Business &amp; Marketing Research</li> <li>Consumer Psychology &amp; Behaviour</li> <li>Organisational Behaviour</li> <li>Financial Management</li> <li>Management &amp; Cost Accounting</li> <li>Mathematics</li> <li>Computer Analysis</li> </ul>	<ul style="list-style-type: none"> <li>Macroeconomics</li> <li>Microeconomics</li> <li>German Law</li> <li>International Law</li> <li>Pricing</li> <li>Sales &amp; Distribution Management</li> <li>International Marketing</li> <li>Marketing Communications</li> <li>Current Issues in Marketing</li> </ul>	<p>Internship in Germany or Abroad</p>	<ul style="list-style-type: none"> <li>Business Communication</li> <li>Marketing Controlling</li> <li>Customer Relationship Marketing</li> </ul> <p><b>Specialisations (excerpt):</b></p> <ul style="list-style-type: none"> <li>Communication</li> <li>Online Marketing</li> <li>Sales</li> </ul> <p>or: optional Semester Abroad</p>	<ul style="list-style-type: none"> <li>Entrepreneurship &amp; New Venture Management</li> <li>Strategic Marketing Management</li> <li>Academic Research II</li> <li>International Marketing Project</li> </ul> <p>Bachelor Thesis &amp; Colloquium</p>

This illustration is only for orientation purposes. For more detailed information please refer to the study- and examination regulations of the individual study programmes. Subject to change. As of May 2023.



# TOURISM MANAGEMENT (B.A.)



## TRAVEL THE ROAD TO SUCCESS

Tourism is a diverse and future-oriented industry that plays a key economic role in virtually every country worldwide. Experts predict the creation of an additional 70 million jobs within the next decade with a wealth of exciting career opportunities across the globe for people with the necessary skills. This course combines all aspects of this dynamic and customer-centric industry with the practical development of management skills. Hands-on industry experience greatly enhances employment prospects following graduation.

## GRADUATE PROSPECTS

IUBH prepares students to enter the world of hospitality as leaders and managers with a strategic approach to business – successful graduates will be highly sought after by major tour operators, national tourist offices, trade fair and congress organisers, consultancies, as well as hotel chains and airlines. In short: any company that has employees who travel or provides services for travellers.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/tourism-management](http://www.iubh.de/tourism-management)

## FACTS AND FIGURES

Choose between a **6-semester** and a **7-semester** programme, the latter of which includes **studying abroad** for 2 semesters at one of our partner universities and is awarded with a second bachelor's degree.

### TOURISM MANAGEMENT

Degree	Bachelor of Arts (B.A.)
ECTS-Credits	180
Duration	6 semesters
Studies	full-time
Language	English
Internship	1 semester
Study abroad	1 semester (optional, performance dependent)
Campus	Bad Honnef
Intake	March & September

### INTERNATIONAL TOURISM MANAGEMENT

Degree	Bachelor of Arts (B.A.) - Double Degree
ECTS-Credits	210
Duration	7 semesters
Studies	full-time
Language	English
Internship	1 semester
Study abroad	2 semesters at one of our partner universities
Campus	Bad Honnef
Intake	March & September

1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER	5th SEMESTER	6th SEMESTER
<ul style="list-style-type: none"> <li>• Tourism Stakeholders &amp; Markets</li> <li>• Marketing</li> <li>• Human Resources</li> <li>• Operations &amp; Organisation</li> <li>• Academic Research I</li> <li>• Financial Accounting</li> <li>• Foreign Language I</li> <li>• Statistics</li> </ul>	<ul style="list-style-type: none"> <li>• Geography in Travel &amp; Tourism</li> <li>• Tour Operations &amp; Travel Services</li> <li>• Computer Analysis</li> <li>• Management &amp; Cost Accounting</li> <li>• Mathematics</li> <li>• Business Communication</li> <li>• Foreign Language II</li> </ul>	<ul style="list-style-type: none"> <li>• Development of an online travel website</li> <li>• Microeconomics</li> <li>• Macroeconomics</li> <li>• Tourism Consultancy Project I</li> <li>• Financial Management</li> <li>• Foreign Language III</li> </ul>	<p><b>Studying abroad (for every 2nd year)</b></p>	<ul style="list-style-type: none"> <li>• Intercultural Communication</li> <li>• Organisational Behaviour</li> <li>• Academic Research II</li> <li>• Business &amp; Marketing Research</li> <li>• Sales &amp; Distribution</li> <li>• Tourism &amp; Hospitality</li> <li>• Spa &amp; Wellness</li> <li>• Destination Management</li> </ul> <p>ar: Semester Abroad</p>	<ul style="list-style-type: none"> <li>• Legal Aspects of Tourism</li> <li>• Tourism Analysis</li> <li>• Global Distribution Systems (AMADEUS)</li> <li>• International Tourism Field Trip</li> <li>• Tourism Consultancy Project II</li> </ul> <p><b>Bachelor Thesis &amp; Colloquium</b></p>

This illustration is only for orientation purposes. For more detailed information please refer to the study- and examination regulations of the individual study programmes. Subject to change. As of May 2023.

<sup>3</sup> [http://www.deloitte.com/view/en\\_US/us/Industries/travel-hospitality-leisure/38b4fa3b5791b310VgnVCM2000003356170aRCRD.htm#\\_U9pM6hDpGno](http://www.deloitte.com/view/en_US/us/Industries/travel-hospitality-leisure/38b4fa3b5791b310VgnVCM2000003356170aRCRD.htm#_U9pM6hDpGno)



# MASTER'S & MBA PROGRAMMES

## HIGHER LEVEL LEARNING

IUBH master's programmes build on the skills and knowledge acquired at bachelor level and systematically develop your ability to solve global problems, work effectively in transnational teams and transform ideas into successful business models. Our practice-led M.A. programmes, the teaching excellence and expertise of the IUBH faculty and close links to industry equip you to tackle real-life business situations in a multicultural and inclusive environment. IUBH master students act as consultants, facilitators and change agents and enhance career opportunities through the successful application of high-level know-how.

## MASTER OF ARTS · 120 ECTS: PROCEED TO THE NEXT LEVEL

You have successfully completed your undergraduate programme – congratulations! You understand the fundamental principles of applied science and business, so now is the time to increase your subject knowledge and your interaction with today's dynamic global working environment. Make your master's programme the prelude to an exceptional global career.

## MASTER OF ARTS · 60 ECTS: TAKE THE FAST TRACK

This 2-semester programme gives you the opportunity to build on your existing education and earn a master's degree in your chosen specialist subject. This is one of the most effective ways to become an expert in your chosen field and enhance your career prospects. Applicants for the master's programme in two semesters (60 ECTS) need a least 240 ECTS points in their undergraduate studies.

## MBA: YOUR CAREER FIRMLY IN FOCUS

Aimed at competent professionals with 2+ years of experience in management and an undergraduate degree from an accredited institution, these programmes are a career-changing experience. Designed to sharpen your performance and help you stand out from the crowd, they will transform your career and prepare you for a leadership position in today's international business environment. These courses encourage a global perspective. Post-graduates learn to understand the factors behind decision making and how to innovate and act in order to succeed as a leader in a multinational enterprise.

## CAPSTONE PROJECT

Students are required to complete a capstone project, which enables them to take the knowledge and theory they have learned and apply it in a real-world setting. An experienced IUBH professor will advise you every step of the way and ensure that your proposal meets the necessary requirements.

At IUBH, you'll benefit from opportunities to network and build relationships with industry leaders, as well as IUBH's reputation for academic excellence.

> [www.iubh.de/master-programmes](http://www.iubh.de/master-programmes)

> [www.iubh.de/m-b-a](http://www.iubh.de/m-b-a)



# INTERNATIONAL MANAGEMENT (M.A.)



## YOUR GATEWAY TO THE (BUSINESS) WORLD

This master's programme provides you with an advanced understanding of the international business landscape and develops your intercultural perspective and practical enterprise skills in a global context so that you can pursue a career at executive level in any number of multinational and international organisations.

## GRADUATE PROSPECTS

Globalisation is probably the strongest trend currently shaping modern economies. And as the global economy continues to expand so will the demand for qualified postgraduates with a strong international business background. The IUBH Master's in International Management ideally complements any business-oriented bachelor's programme as it equips you to deal with the challenges that shape today's increasingly globalised marketplace and paves your way to an exciting and well-paid career with national and multinational companies worldwide in the areas of marketing, sales, accounting, finance and controlling, human resources, customer service and public relations.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/master-im](http://www.iubh.de/master-im)

## FACTS AND FIGURES

### INTERNATIONAL MANAGEMENT

Degree	Master of Arts (M.A.)
ECTS-Credits	120
Duration	4 semesters
Studies	full-time
Language	English
Campus	Bad Honnef, Berlin
Intake	March & September

### INTERNATIONAL MANAGEMENT · DOUBLE DEGREE

Degree	Double Master
ECTS-Credits	120
Duration	4 semesters
Studies	full-time
Language	English
Study abroad	1 semester at one of our partner universities
Campus	Bad Honnef, Berlin
Intake	March & September

# INTERNATIONAL MANAGEMENT · FOR NON-BUSINESS GRADUATES (M.A.)



## VALUE ADDED PROGRAMME

This IUBH master's degree prepares non-business graduates in the core aspects of business management with a strong focus on the international landscape. Postgraduates will be equipped with key management and leadership skills underpinned with the business knowledge required for success in the global marketplace.

## GRADUATE PROSPECTS

IUBH postgraduates in International Management are well equipped for a wide range of careers in middle and senior management in multinational organisations. Postgraduates with a business degree and other transferable skills, such as a bachelor's degree in engineering or psychology, are particularly sought after and such broad-based skills will considerably expand your range of career opportunities.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/master-im-non-business](http://www.iubh.de/master-im-non-business)

## FACTS AND FIGURES

### INTERNATIONAL MANAGEMENT · FOR NON-BUSINESS GRADUATES

Degree	Master of Arts (M.A.)
ECTS-Credits	120 + 30 (preparation semester)
Duration	1 preparation semester + 4 semesters
Studies	full-time
Language	English
Campus	Bad Honnef
Intake	March & September

### INTERNATIONAL MANAGEMENT · FOR NON-BUS. GRADUATES · DOUBLE DEGREE

Degree	Double Master
ECTS-Credits	120 + 30 (preparation semester)
Duration	1 preparation semester + 4 semesters
Studies	full-time
Language	English
Study abroad	1 semester at one of our partner universities
Campus	Bad Honnef
Intake	March & September

1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER
<ul style="list-style-type: none"> <li>Service Operations Management</li> <li>Performance Measurement &amp; Management</li> <li>International Business Ethics</li> <li>International Corporate Governance</li> <li>International Economic Policy</li> <li>Advanced Research Methods</li> <li>Applied Statistics</li> <li>Language Course I</li> </ul>	<ul style="list-style-type: none"> <li>International Negotiation Skills</li> <li>Leadership</li> <li>Language Course II</li> </ul> <p><b>Elective Courses: (4 out of 6)</b></p> <ul style="list-style-type: none"> <li>International Organisational Behaviour</li> <li>Advanced International Human Resources</li> <li>International Management Accounting &amp; Control</li> <li>International Financial Accounting</li> <li>International Marketing</li> <li>International Financial Management</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Service Management</li> </ul> <p><b>Majors:</b></p> <ul style="list-style-type: none"> <li>Marketing</li> <li>Human Resources</li> <li>Aviation</li> <li>Accounting &amp; Finance</li> <li>Hospitality</li> <li>Health Care</li> <li>IT Management</li> </ul>	<p><b>Master Thesis &amp; Colloquium</b></p>

This illustration is only for orientation purposes. For more detailed information please refer to the study- and examination regulations of the individual study programmes. Subject to change. As of May 2023.

PREPARATION SEMESTER	1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER
<ul style="list-style-type: none"> <li>Marketing</li> <li>Human Resources</li> <li>Service Operations &amp; Organisation</li> <li>Financial Accounting</li> <li>Management &amp; Cost Accounting</li> <li>Financial Management</li> <li>Statistics</li> <li>Intercultural Communication</li> </ul>	<ul style="list-style-type: none"> <li>Service Operations Management</li> <li>Performance Measurement &amp; Management</li> <li>International Business Ethics</li> <li>International Corporate Governance</li> <li>International Economic Policy</li> <li>Advanced Research Methods</li> <li>Applied Statistics</li> <li>Language Course I</li> </ul>	<ul style="list-style-type: none"> <li>International Negotiation Skills</li> <li>Leadership</li> <li>Language Course II</li> </ul> <p><b>Elective Courses: (4 out of 6)</b></p> <ul style="list-style-type: none"> <li>International Organisational Behaviour</li> <li>Advanced International Human Resources</li> <li>International Marketing</li> <li>International Management Accounting &amp; Control</li> <li>International Financial Accounting</li> <li>International Financial Management</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Service Management</li> </ul> <p><b>Majors:</b></p> <ul style="list-style-type: none"> <li>Marketing</li> <li>Human Resources</li> <li>Aviation</li> <li>Finance &amp; Accounting</li> <li>Hospitality</li> <li>Health Care</li> <li>IT Management</li> </ul>	<p><b>Master Thesis &amp; Colloquium</b></p>

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# INTERNATIONAL MANAGEMENT · AVIATION (M.A.)



### FLY HIGH WITH IUBH

This 4-semester master's degree allows you to combine your existing skills with a specialisation in aviation management, adding industry-specific knowledge to your skill set and increasing your expertise in a fascinating and prosperous industry.

### GRADUATE PROSPECTS

Aviation is a truly global sector and with the airline industry predicting that passenger numbers will grow by 6% over the next few years, postgraduates with an aviation management degree will be in a strong position to find top positions in interesting aviation-related occupations – particularly in senior management.

More information on the study programmes and the tuition fees can be found here:  
> [www.iubh.de/ma-aviation](http://www.iubh.de/ma-aviation)

### FACTS AND FIGURES

#### INTERNATIONAL MANAGEMENT · AVIATION

Degree	Master of Arts (M.A.)
ECTS-Credits	120
Duration	4 semesters
Studies	full-time
Language	English
Campus	Bad Honnef, Berlin
Intake	March & September

**“Coming to IUBH School of Business and Management was a wise investment of time and money. The environment is welcoming to international students and the educational standard is high. I found the Career Service Department particularly helpful. Their advice and assistance in preparing my job application documents were very beneficial. I couldn't have made a better choice.”**

ADEDAMOLA OLOKETUYI | NIGERIA  
MASTER AVIATION MANAGEMENT



# INTERNATIONAL MANAGEMENT · FINANCE & ACCOUNTING (M.A.)



### INVEST IN YOUR FUTURE

This IUBH master's degree provides you with extensive knowledge on the preparation and implementation of fiscal policy decisions and their documentation according to international standards of accounting with a particular focus on the global business environment. At IUBH you will become an expert in the planning, use and control of financial resources in international companies.

### GRADUATE PROSPECTS

Recent surveys show high demand for postgraduates with fluent English, hands-on experience and a relevant master's degrees from an internationally accredited university. Finance and accounting specialists are responsible for all financial functions of the company and deal with financial services, banking and venture capital through investments on a global scale.

More information on the study programmes and the tuition fees can be found here:  
> [www.iubh.de/ma-accounting](http://www.iubh.de/ma-accounting)

### FACTS AND FIGURES

#### INTERNATIONAL MANAGEMENT · FINANCE & ACCOUNTING

Degree	Master of Arts (M.A.)
ECTS-Credits	120
Duration	4 semesters
Studies	full-time
Language	English
Campus	Bad Honnef, Berlin
Intake	March & September

1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER
<ul style="list-style-type: none"> <li>Service Operations Management</li> <li>Performance Measurement &amp; Management</li> <li>International Business Ethics</li> <li>International Corporate Governance</li> <li>International Economic Policy</li> <li>Advanced Research Methods</li> <li>Applied Statistics</li> <li>Language Course I</li> </ul>	<ul style="list-style-type: none"> <li>International Negotiation Skills</li> <li>Leadership</li> <li>Language Course II</li> </ul> <p><b>Elective Courses:</b> (4 out of 6)</p> <ul style="list-style-type: none"> <li>International Organisational Behaviour</li> <li>Advanced International Human Resources</li> <li>International Management Accounting &amp; Control</li> <li>International Financial Accounting</li> <li>International Marketing</li> <li>International Financial Management</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Service Management</li> </ul> <p><b>Specialisations:</b></p> <ul style="list-style-type: none"> <li>Strategic Product Planning</li> <li>Aviation Policy</li> <li>Aviation Simulation Game</li> <li>Aviation Seminar</li> <li>Controlling Airlines and Airports</li> </ul>	<p><b>Master Thesis &amp; Colloquium</b></p>

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<sup>4</sup> <http://www.hwwi.org/fileadmin/hwwi/Leistungen/Gutachten/Studie-zur-Luftfahrtindustrie-in-Hamburg.pdf>

1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER
<ul style="list-style-type: none"> <li>Service Operations Management</li> <li>Performance Measurement &amp; Management</li> <li>International Business Ethics</li> <li>International Corporate Governance</li> <li>International Economic Policy</li> <li>Advanced Research Methods</li> <li>Applied Statistics</li> <li>Language Course I</li> </ul>	<ul style="list-style-type: none"> <li>International Negotiation Skills</li> <li>Leadership</li> <li>Language Course II</li> </ul> <p><b>Elective Courses:</b> (4 out of 6)</p> <ul style="list-style-type: none"> <li>International Organisational Behaviour</li> <li>Advanced International Human Resources</li> <li>International Management Accounting &amp; Control</li> <li>International Financial Accounting</li> <li>International Marketing</li> <li>International Financial Management</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Service Management</li> </ul> <p><b>Specialisations:</b></p> <ul style="list-style-type: none"> <li>Advanced Corporate Finance</li> <li>Investment Analysis &amp; Portfolio Management</li> <li>Advanced Management Accounting &amp; Control</li> <li>Current Issues in Finance</li> <li>Current Issues in Accounting</li> </ul>	<p><b>Master Thesis &amp; Colloquium</b></p>

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<sup>5</sup> [http://www.michaelpage.de/productsApp\\_de/docs/Salary\\_Survey\\_Finance.pdf](http://www.michaelpage.de/productsApp_de/docs/Salary_Survey_Finance.pdf)



# INTERNATIONAL MANAGEMENT · HEALTH CARE (M.A.)



## MAKE A DIFFERENCE

This IUBH master's degree provides you with the essential leadership skills to kick-start your management career in the German and European health care sector. It provides an in-depth understanding of the context in which health care systems operate and equips you with the skills and knowledge to drive policy and organisational changes within health care systems.

## FACTS AND FIGURES

### INTERNATIONAL MANAGEMENT · HEALTH CARE

Degree	Master of Arts (M.A.)
ECTS-Credits	120
Duration	4 semesters
Studies	full-time
Language	English
Campus	Bad Honnef, Berlin
Intake	March & September

## GRADUATE PROSPECTS

Demographic changes and an increasingly aging population will have a huge impact on health care systems around the world. Health care is poised for substantial sustainable growth, which will see successful health care post-graduates highly sought after by health insurance companies, long term care insurance companies, medical facilities, pharmaceutical companies and health tourism institutions.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/ma-healthcare](http://www.iubh.de/ma-healthcare)

**“We have successfully recruited graduates from IUBH for many years. They bring so much to the table: as well as having the requisite knowledge and soft skills, they are professionally competent, truly committed to the service idea and are able to carry out projects and tasks in a structured way - making them very valuable employees.”**

DR. RER. MED. ANDREA TÜBBICKE  
CHIEF EXECUTIVE OFFICER HELIOS PRIVATKLINIKEN GMBH



# INTERNATIONAL MANAGEMENT · HOSPITALITY (M.A.)



## ENTER THE GLOBAL HOSPITALITY ARENA

This master's degree is designed to teach you the skills needed to meet the needs of today's dynamic hospitality industry. It will help you gain an international perspective on one of the fastest growing global industries and enable you to develop entrepreneurial, operational and strategic management skills that can be implemented in the global hospitality arena.

## GRADUATE PROSPECTS

The global hospitality industry is hugely diverse. With experts predicting the creation of 70 million jobs in this dynamic and fast-growing sector over the next decade, successful postgraduates with this specialisation are extremely employable. Successful IUBH postgraduates will be in high demand in the areas of catering, conference and events management, the tourism and leisure sector, the entertainment sector and facilities management and food service management.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/ma-hospitality](http://www.iubh.de/ma-hospitality)

## FACTS AND FIGURES

### INTERNATIONAL MANAGEMENT · HOSPITALITY

Degree	Master of Arts (M.A.)
ECTS-Credits	120
Duration	4 semesters
Studies	full-time
Language	English
Campus	Bad Honnef, Berlin
Intake	March & September

**“The fact that the study programme at IUBH is conducted in English was a major reason for choosing IUBH because I felt more comfortable with English than with German at the time of admission. I find, however, that I automatically acquire a second foreign language for free while living in Germany. I have made friends with students from all over the world. I am very confident about my choice of university and will not hesitate to recommend IUBH to other aspiring students.”**

THOR HALVORSEN | NORWAY  
MASTER INTERN. MANAGEMENT · HOSPITALITY



1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER
<ul style="list-style-type: none"> <li>• Service Operations Management</li> <li>• Performance Measurement &amp; Management</li> <li>• International Business Ethics</li> <li>• International Corporate Governance</li> <li>• International Economic Policy</li> <li>• Advanced Research Methods</li> <li>• Applied Statistics</li> <li>• Language Course I</li> </ul>	<ul style="list-style-type: none"> <li>• International Negotiation Skills</li> <li>• Leadership</li> <li>• Language Course II</li> </ul> <p><b>Elective Courses:</b> <b>[4 out of 6]</b></p> <ul style="list-style-type: none"> <li>• International Organisational Behaviour</li> <li>• Advanced International Human Resources</li> <li>• International Management Accounting &amp; Control</li> <li>• International Financial Accounting</li> <li>• International Marketing</li> <li>• International Financial Management</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> </ul> <p><b>Specialisations:</b></p> <ul style="list-style-type: none"> <li>• International Health Care Systems</li> <li>• Clinical Supply Chain Management</li> <li>• Clinical Governance &amp; Risk</li> <li>• Evidence Based Medicine</li> <li>• Strategic Hospital Management</li> </ul>	<p><b>Master Thesis &amp; Colloquium</b></p>

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1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER
<ul style="list-style-type: none"> <li>• Service Operations Management</li> <li>• Performance Measurement &amp; Management</li> <li>• International Business Ethics</li> <li>• International Corporate Governance</li> <li>• International Economic Policy</li> <li>• Advanced Research Methods</li> <li>• Applied Statistics</li> <li>• Language Course I</li> </ul>	<ul style="list-style-type: none"> <li>• International Negotiation Skills</li> <li>• Leadership</li> <li>• Language Course II</li> </ul> <p><b>Elective Courses:</b> <b>[4 out of 6]</b></p> <ul style="list-style-type: none"> <li>• International Organisational Behaviour</li> <li>• Advanced International Human Resources</li> <li>• International Management Accounting &amp; Control</li> <li>• International Financial Accounting</li> <li>• International Marketing</li> <li>• International Financial Management</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> </ul> <p><b>Specialisations:</b></p> <ul style="list-style-type: none"> <li>• Hospitality Seminar</li> <li>• Hospitality Project Planning &amp; Development</li> <li>• Pricing &amp; Distribution Management</li> <li>• Food &amp; Beverage Management</li> <li>• Strategic Hospitality &amp; Tourism Management</li> </ul>	<p><b>Master Thesis &amp; Colloquium</b></p>

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# INTERNATIONAL MANAGEMENT · HUMAN RESOURCES (M.A.)



## LEVERAGE YOUR PEOPLE SKILLS

This master's degree with a specialisation in HR will help you gain expertise in strategic management, employee relations and engagements, resourcing and management development and corporate HRM with an understanding of how business is conducted in the global arena.

## GRADUATE PROSPECTS

Human Resource Management plays a pivotal role in the successful operation of companies and multinationals around the globe. Knowing how to effectively manage human resources on an international stage is therefore becoming an increasingly important skill and successful IUBH postgraduates with people skills and the ability to operate in a global context will be highly sought after in the international HRM sector, as well as in general management and the specialised services sector.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/ma-hr](http://www.iubh.de/ma-hr)

## FACTS AND FIGURES

### INTERNATIONAL MANAGEMENT · HUMAN RESOURCES

Degree	Master of Arts (M.A.)
ECTS-Credits	120
Duration	4 semesters
Studies	full-time
Language	English
Campus	Bad Honnef, Berlin
Intake	March & September

"The IUBH master's programme offers great job opportunities in Germany and abroad. The IUBH Career Service Department does an excellent job in organizing career events on campus and providing job offers to IUBH students. In addition, I found the German life style quite suitable for me, so I am looking forward to my new career as an IUBH graduate in Germany!"

JOTO HIROAKI | JAPAN  
MASTER'S STUDENT BAD HONNEF



# INTERNATIONAL MANAGEMENT · IT MANAGEMENT (M.A.)



## BE A DRIVING FORCE IN THE GLOBAL ARENA

With its combination of IT and management, this IUBH programme gives you the best possible kick-start for managing the strategic impact and business value of information technology in an increasingly global IT sector. Successful postgraduates have the knowledge and skills to enable international enterprises to keep abreast of the fast-paced and dynamic technological landscape of today's global market.

## GRADUATE PROSPECTS

These days, with information systems indispensable in every aspect of industry and business, there is increasing demand for well-trained ICT managers equipped for leadership roles in the global marketplace. With their in-depth entrepreneurial and management skills, IT management postgraduates have excellent prospects in a wide range of careers, such as technology management, IT consulting, change or project management and business analysis.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/ma-itmanagement](http://www.iubh.de/ma-itmanagement)

## FACTS AND FIGURES

### INTERNATIONAL MANAGEMENT · IT MANAGEMENT

Degree	Master of Arts (M.A.)
ECTS-Credits	120
Duration	4 semesters
Studies	full-time
Language	English
Campus	Bad Honnef, Berlin
Intake	March & September



"With its focus on leadership and current business affairs, the IUBH master's programme provides me with the right tools to design my personal career strategy so that I can leverage my position on the global job market and enhance my chances for success. I feel confident about my skills and my ability to find a promising job after graduation, either in Germany or abroad. The Career Service Department have been of great help, in this respect."

AINUR ZHETPISSOVA | KAZAKHSTAN  
MASTER'S STUDENT BAD HONNEF

1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER
<ul style="list-style-type: none"> <li>Service Operations Management</li> <li>Performance Measurement &amp; Management</li> <li>International Business Ethics</li> <li>International Corporate Governance</li> <li>International Economic Policy</li> <li>Advanced Research Methods</li> <li>Applied Statistics</li> <li>Language Course I</li> </ul>	<ul style="list-style-type: none"> <li>International Negotiation Skills</li> <li>Leadership</li> <li>Language Course II</li> </ul> <p><b>Elective Courses:</b> (4 out of 6)</p> <ul style="list-style-type: none"> <li>International Organisational Behaviour</li> <li>Advanced International Human Resources</li> <li>International Management Accounting &amp; Control</li> <li>International Financial Accounting</li> <li>International Marketing</li> <li>International Financial Management</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Service Management</li> </ul> <p><b>Specialisations:</b></p> <ul style="list-style-type: none"> <li>Comparative Human Resources Management</li> <li>International Assessment Centres in Selection &amp; Training</li> <li>Current Issues in International Human Resource Management</li> <li>International Human Resource Strategy</li> <li>Research Methods for International &amp; Comparative Human Resource Management</li> </ul>	<p><b>Master Thesis &amp; Colloquium</b></p>

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1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER
<ul style="list-style-type: none"> <li>Service Operations Management</li> <li>Performance Measurement &amp; Management</li> <li>International Business Ethics</li> <li>International Corporate Governance</li> <li>International Economic Policy</li> <li>Advanced Research Methods</li> <li>Applied Statistics</li> <li>Language Course I</li> </ul>	<ul style="list-style-type: none"> <li>International Negotiation Skills</li> <li>Leadership</li> <li>Language Course II</li> </ul> <p><b>Elective Courses:</b> (4 out of 6)</p> <ul style="list-style-type: none"> <li>International Organisational Behaviour</li> <li>Advanced International Human Resources</li> <li>International Management Accounting &amp; Control</li> <li>International Financial Accounting</li> <li>International Marketing</li> <li>International Financial Management</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Service Management</li> </ul> <p><b>Specialisations:</b></p> <ul style="list-style-type: none"> <li>IT Project Management</li> <li>IT Service Management</li> <li>IT Governance &amp; Compliance</li> <li>IT Architecture Management</li> <li>Software Engineering</li> </ul>	<p><b>Master Thesis &amp; Colloquium</b></p>

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<sup>7</sup> [http://www.bitkom.org/de/markt\\_statistik/64054\\_73892.aspx](http://www.bitkom.org/de/markt_statistik/64054_73892.aspx)



# INTERNATIONAL MANAGEMENT · MARKETING (M.A.)



## BE A KEY PLAYER

This programme is the perfect platform for a professional career in strategic marketing, particularly in an international business environment. You will gain a comprehensive understanding of key international considerations, such as global brand management, consumer behaviour across cultures and sales and pricing. You will also gain expertise in the areas of international business, marketing strategies, accounting and finance and have a deep understanding of how modern global organisations operate.

## GRADUATE PROSPECTS

With the marketing industry steadily growing, especially in the digital sector, marketing specialists with an understanding of today's fast-paced, multi-channel marketing landscape are in demand. With the programme's global focus, successful IUBH postgraduates are experienced in cross-cultural awareness and have the skills required to work in an international environment. Combined with their leadership skills, they are in high demand in marketing management for multinational and global organisations. More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/ma-marketing](http://www.iubh.de/ma-marketing)

## FACTS AND FIGURES

### INTERNATIONAL MANAGEMENT · MARKETING

Degree	Master of Arts (M.A.)
ECTS-Credits	120
Duration	4 semesters
Studies	full-time
Language	English
Campus	Bad Honnef, Berlin
Intake	March & September

**"The learning curve here at IUBH is steep. The professors are all specialists in their field and know every student by name. I love the up-to-date library with electronic book management, so practical! We do projects in multicultural teams (more than 80 nationalities on campus!) which allows us to develop a global vision of the business. I like the IUBH spirit: the extracurricular mix of career-oriented events, sport activities makes life on campus very exciting. Our university is really highly appreciated in the academic and business world."**

EKATERINA ABRAMOVA | RUSSIA  
MASTER INTERNATIONAL MARKETING MANAGEMENT



# TRANSPORT & LOGISTICS MANAGEMENT (M.A.)



## TAKE THE DRIVING SEAT

With an international focus, this post-graduate programme explores current trends and gives insights into new approaches for passenger and freight transport. You will learn how to manage practical challenges and be equipped for a professional life planning and driving the future of the transport and logistics sector industry.

## GRADUATE PROSPECTS

The rapid growth of globalisation has been accompanied by an increasing demand for well-established and sustainable transport systems. As experts in logistics planning and management, successful IUBH post graduates are highly sought after as logistics managers, supply chain analysts, transport planners and operations managers, in a range of sectors, such as logistics service provision, central and local government and public transport.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/ma-transport](http://www.iubh.de/ma-transport)

## FACTS AND FIGURES

### TRANSPORT & LOGISTICS MANAGEMENT

Degree	Master of Arts (M.A.)
ECTS-Credits	120
Duration	4 semesters
Studies	full-time
Language	English
Campus	Bad Honnef
Intake	September



**"I feel confident about my skills and my ability to find a promising job after graduation, either in Germany or abroad."**

FIKEMI ADEOLA ADEWUYI | NIGERIA  
MASTER'S STUDENT BAD HONNEF

1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER
<ul style="list-style-type: none"> <li>Service Operations Management</li> <li>Performance Measurement &amp; Management</li> <li>International Business Ethics</li> <li>International Corporate Governance</li> <li>International Economic Policy</li> <li>Advanced Research Methods</li> <li>Applied Statistics</li> <li>Language Course I</li> </ul>	<ul style="list-style-type: none"> <li>International Negotiation Skills</li> <li>Leadership</li> <li>Language Course II</li> </ul> <p><b>Elective Courses:</b> (4 out of 6)</p> <ul style="list-style-type: none"> <li>International Organisational Behaviour</li> <li>Advanced International Human Resources</li> <li>International Management Accounting &amp; Control</li> <li>International Financial Accounting</li> <li>International Marketing</li> <li>International Financial Management</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Service Management</li> </ul> <p><b>Specialisations:</b></p> <ul style="list-style-type: none"> <li>Global Brand Management</li> <li>International Consumer Behaviour</li> <li>Applied Marketing Research</li> <li>Current Issues in International Marketing</li> <li>Sales &amp; Pricing</li> </ul>	<p><b>Master Thesis &amp; Colloquium</b></p>

This illustration is only for orientation purposes. For more detailed information please refer to the study- and examination regulations of the individual study programmes. Subject to change. As of May 2019.

1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER
<ul style="list-style-type: none"> <li>Advanced Research Methods</li> <li>Applied Statistics</li> <li>International Business Ethics</li> <li>International Corporate Governance</li> <li>Transport Business - Ground Transport</li> <li>Transport Business - Aviation &amp; Sea</li> <li>Transport Policy</li> <li>Service Operations Management</li> </ul>	<ul style="list-style-type: none"> <li>Infrastructure Management</li> <li>Sustainable Transportation</li> <li>Performance Measurement &amp; Management</li> <li>Transport Intelligence</li> <li>Transport Project</li> <li>International Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Transport &amp; Logistics Marketing</li> <li>International Negotiation Skills</li> <li>Transportation &amp; Logistics Seminar</li> <li>Leadership</li> <li>Strategic Network Management</li> <li>Yield Management &amp; Pricing</li> </ul> <p><b>Elective Courses:</b> (1 out of 3)</p> <ul style="list-style-type: none"> <li>Current Trends &amp; Issues in Aviation</li> <li>Current Trends &amp; Issues in Ground Transport</li> <li>Effective Decision Making</li> </ul>	<p><b>Master Thesis &amp; Colloquium</b></p>

This illustration is only for orientation purposes. For more detailed information please refer to the study- and examination regulations of the individual study programmes. Subject to change. As of May 2019.

<sup>8</sup> <http://www.bpb.de/nachschlagen/zahlen-und-fakten/globalisierung/52543/entwicklung-des-warenhandels>



# INTERNATIONAL AVIATION MANAGEMENT · 60 ECTS (M.A.)



### LIFT YOURSELF UP, WHERE YOU BELONG

More information on the study programme, admission requirements and the tuition fees can be found here: > [www.iubh.de/ma-aviation](http://www.iubh.de/ma-aviation)

### FACTS AND FIGURES

Degree	Master of Arts (M.A.)
ECTS-Credits	60
Duration	2 semesters, full-time
Language	English
Campus	Bad Honnef, Berlin
Intake	March & September

Required Qualifications	1st SEMESTER	2nd SEMESTER
<ul style="list-style-type: none"> <li>+ 240 ECTS from economic undergraduate studies</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> </ul>	<p style="text-align: center;"><b>Master Thesis &amp; Colloquium</b></p>
<ul style="list-style-type: none"> <li>or</li> <li>+ 210 ECTS from economic undergraduate studies</li> <li>+ practical work experience (30 ECTS)</li> </ul>	<p><b>Specialisations:</b></p> <ul style="list-style-type: none"> <li>• Strategic Product Planning</li> <li>• Aviation Policy</li> <li>• Aviation Simulation Game</li> <li>• Aviation Simulator</li> <li>• Controlling Airlines &amp; Airports</li> </ul>	
<ul style="list-style-type: none"> <li>or</li> <li>+ 210 ECTS from non economic undergraduate studies + Path2Master (30 ECTS)</li> </ul>		

# INTERNATIONAL FINANCE & ACCOUNTING MANAGEMENT · 60 ECTS (M.A.)



### INVEST IN YOUR FUTURE

More information on the study programme, admission requirements and the tuition fees can be found here: > [www.iubh.de/ma-accounting](http://www.iubh.de/ma-accounting)

### FACTS AND FIGURES

Degree	Master of Arts (M.A.)
ECTS-Credits	60
Duration	2 semesters, full-time
Language	English
Campus	Bad Honnef, Berlin
Intake	March & September

Required Qualifications	1st SEMESTER	2nd SEMESTER
<ul style="list-style-type: none"> <li>+ 240 ECTS from economic undergraduate studies</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> </ul>	<p style="text-align: center;"><b>Master Thesis &amp; Colloquium</b></p>
<ul style="list-style-type: none"> <li>or</li> <li>+ 210 ECTS from economic undergraduate studies</li> <li>+ practical work experience (30 ECTS)</li> </ul>	<p><b>Specialisations:</b></p> <ul style="list-style-type: none"> <li>• Advanced Corporate Finance</li> <li>• Investment Analysis &amp; Portfolio Management</li> <li>• Advanced Management Accounting &amp; Control</li> <li>• Current Issues in Finance</li> <li>• Current Issues in Accounting</li> </ul>	
<ul style="list-style-type: none"> <li>or</li> <li>+ 210 ECTS from non economic undergraduate studies + Path2Master (30 ECTS)</li> </ul>		

# INTERNATIONAL HEALTH CARE MANAGEMENT · 60 ECTS (M.A.)



### MAKE A DIFFERENCE

More information on the study programme, admission requirements and the tuition fees can be found here: > [www.iubh.de/ma-healthcare](http://www.iubh.de/ma-healthcare)

### FACTS AND FIGURES

Degree	Master of Arts (M.A.)
ECTS-Credits	60
Duration	2 semesters, full-time
Language	English
Campus	Bad Honnef, Berlin
Intake	March & September

Required Qualifications	1st SEMESTER	2nd SEMESTER
<ul style="list-style-type: none"> <li>+ 240 ECTS from economic undergraduate studies</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> </ul>	<p style="text-align: center;"><b>Master Thesis &amp; Colloquium</b></p>
<ul style="list-style-type: none"> <li>or</li> <li>+ 210 ECTS from economic undergraduate studies</li> <li>+ practical work experience (30 ECTS)</li> </ul>	<p><b>Specialisations:</b></p> <ul style="list-style-type: none"> <li>• International Health Care Systems</li> <li>• Clinical Supply Chain Management</li> <li>• Clinical Governance &amp; Risk</li> <li>• Evidence Based Medicine</li> <li>• Strategic Hospital Management</li> </ul>	
<ul style="list-style-type: none"> <li>or</li> <li>+ 210 ECTS from non economic undergraduate studies + Path2Master (30 ECTS)</li> </ul>		

# INTERNATIONAL HOSPITALITY MANAGEMENT · 60 ECTS (M.A.)



### ENTER THE GLOBAL HOSPITALITY ARENA

More information on the study programme, admission requirements and the tuition fees can be found here: > [www.iubh.de/ma-hospitality](http://www.iubh.de/ma-hospitality)

### FACTS AND FIGURES

Degree	Master of Arts (M.A.)
ECTS-Credits	60
Duration	2 semesters, full-time
Language	English
Campus	Bad Honnef, Berlin
Intake	March & September

Required Qualifications	1st SEMESTER	2nd SEMESTER
<ul style="list-style-type: none"> <li>+ 240 ECTS from economic undergraduate studies</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> </ul>	<p style="text-align: center;"><b>Master Thesis &amp; Colloquium</b></p>
<ul style="list-style-type: none"> <li>or</li> <li>+ 210 ECTS from economic undergraduate studies</li> <li>+ practical work experience (30 ECTS)</li> </ul>	<p><b>Specialisations:</b></p> <ul style="list-style-type: none"> <li>• Hospitality Seminar</li> <li>• Hospitality Project Planning &amp; Development</li> <li>• Pricing &amp; Distribution Management</li> <li>• Food &amp; Beverage Management</li> <li>• Strategic Hospitality &amp; Tourism Marketing</li> </ul>	
<ul style="list-style-type: none"> <li>or</li> <li>+ 210 ECTS from non economic undergraduate studies + Path2Master (30 ECTS)</li> </ul>		



# INTERNATIONAL HUMAN RESOURCE MANAGEMENT · 60 ECTS (M.A.)



### LEVERAGE YOUR PEOPLE SKILLS

More information on the study programme, admission requirements and the tuition fees can be found here: > [www.iubh.de/ma-hr](http://www.iubh.de/ma-hr)

### FACTS AND FIGURES

Degree	Master of Arts (M.A.)
ECTS-Credits	60
Duration	2 semesters, full-time
Language	English
Campus	Bad Honnef, Berlin
Intake	March & September

Required Qualifications	1st SEMESTER	2nd SEMESTER
<ul style="list-style-type: none"> <li>• 240 ECTS from economic undergraduate studies</li> </ul> or <ul style="list-style-type: none"> <li>• 210 ECTS from economic undergraduate studies</li> <li>• practical work experience (30 ECTS)</li> </ul> or <ul style="list-style-type: none"> <li>• 210 ECTS from non economic undergraduate studies + Path2Master (30 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> </ul> <b>Specialisations:</b> <ul style="list-style-type: none"> <li>• Comparative Human Resource Management</li> <li>• International Assessment Centers in Selection &amp; Training</li> <li>• Current Issues in International Human Resource Management</li> <li>• International Human Resource Strategy</li> <li>• Research Methods for International &amp; Comparative Human Resource Management</li> </ul>	<ul style="list-style-type: none"> <li>• Master Thesis &amp; Colloquium</li> </ul>

# IT MANAGEMENT · 60 ECTS (M.A.)



### BE A DRIVING FORCE IN THE GLOBAL ARENA

More information on the study programme, admission requirements and the tuition fees can be found here: > [www.iubh.de/ma-itmanagement](http://www.iubh.de/ma-itmanagement)

### FACTS AND FIGURES

Degree	Master of Arts (M.A.)
ECTS-Credits	60
Duration	2 semesters, full-time
Language	English
Campus	Bad Honnef, Berlin
Intake	March & September

Required Qualifications	1st SEMESTER	2nd SEMESTER
<ul style="list-style-type: none"> <li>• 240 ECTS from economic undergraduate studies</li> </ul> or <ul style="list-style-type: none"> <li>• 210 ECTS from economic undergraduate studies</li> <li>• practical work experience (30 ECTS)</li> </ul> or <ul style="list-style-type: none"> <li>• 210 ECTS from non economic undergraduate studies + Path2Master (30 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> </ul> <b>Specialisations:</b> <ul style="list-style-type: none"> <li>• IT Project Management</li> <li>• IT Service Management</li> <li>• IT Governance &amp; Compliance</li> <li>• IT Architecture Management</li> <li>• Software Engineering</li> </ul>	<ul style="list-style-type: none"> <li>• Master Thesis &amp; Colloquium</li> </ul>

# INTERNATIONAL MARKETING MANAGEMENT · 60 ECTS (M.A.)



### BE A KEY PLAYER

More information on the study programme, admission requirements and the tuition fees can be found here: > [www.iubh.de/ma-marketing](http://www.iubh.de/ma-marketing)

### FACTS AND FIGURES

Degree	Master of Arts (M.A.)
ECTS-Credits	60
Duration	2 semesters, full-time
Language	English
Campus	Bad Honnef, Berlin
Intake	March & September

Required Qualifications	1st SEMESTER	2nd SEMESTER
<ul style="list-style-type: none"> <li>• 240 ECTS from economic undergraduate studies</li> </ul> or <ul style="list-style-type: none"> <li>• 210 ECTS from economic undergraduate studies</li> <li>• practical work experience (30 ECTS)</li> </ul> or <ul style="list-style-type: none"> <li>• 210 ECTS from non economic undergraduate studies + Path2Master (30 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> </ul> <b>Specialisations:</b> <ul style="list-style-type: none"> <li>• Global Brand Management</li> <li>• International Consumer Behaviour</li> <li>• Applied Marketing Research</li> <li>• Current Issues in International Marketing</li> <li>• Sales &amp; Pricing</li> </ul>	<ul style="list-style-type: none"> <li>• Master Thesis &amp; Colloquium</li> </ul>





# MBA INTERNATIONAL BUSINESS · 90 & 60 ECTS (MBA)



## YOUR CAREER FIRMLY IN FOCUS

You are aiming at a career in management? And you do not have a business degree?

This programme offers non-business graduates, such as engineer, natural science and humanities graduates, the opportunity to extend their managerial skills. It focuses on key business and management areas and reflects the multidisciplinary and international perspective now essential in the international business arena. It equips you with transferable skills that can be applied in other markets and cultures and will considerably boost your career prospects in the global marketplace.

## GRADUATE PROSPECTS

According to experts, MBA postgraduates increase their salary expectations by 30% through documented leadership skills, general knowledge of modern business management and a personal global network. Successful MBA postgraduates will be presented with countless career opportunities and can expect to enjoy a senior position in a wide range of roles, such as regional marketing manager, international business developer, marketing strategy manager or project manager.

More information on the study programmes and the tuition fees can be found here:

[www.iubh.de/m-b-a](http://www.iubh.de/m-b-a)

## FACTS AND FIGURES

### MBA INTERNATIONAL BUSINESS · 90 ECTS

Degree	Master of Business Administration (MBA)
ECTS-Credits	90
Duration	3 semesters
Studies	full-time
Language	English
Campus	Bad Honnef, Berlin
Intake	March & September

Required Qualifications	1 <sup>st</sup> SEMESTER	2 <sup>nd</sup> SEMESTER	3 <sup>rd</sup> SEMESTER
<ul style="list-style-type: none"> <li>Bachelor degree with at least 180 ECTS</li> <li>at least 2 years of practical work experience in management relevant field (equivalent 30 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>Managerial Economics</li> <li>Corporate Finance</li> <li>Performance Measurement &amp; Management</li> <li>International Marketing</li> <li>Leadership</li> <li>Innovation &amp; Entrepreneurship</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Management</li> <li>Change Management</li> <li>Managing in a Global Economy</li> </ul> <p><b>Majors:</b></p> <ul style="list-style-type: none"> <li>Aviation</li> <li>Finance &amp; Accounting</li> <li>International Marketing</li> <li>Hospitality</li> <li>Health Care Management</li> <li>IT Management</li> </ul>	<p>Capstone Project</p>

### MBA INTERNATIONAL BUSINESS · 60 ECTS

Degree	Master of Business Administration (MBA)
ECTS-Credits	60
Duration	2 semesters
Studies	full-time
Language	English
Campus	Bad Honnef, Berlin
Intake	March & September

Required Qualifications	1 <sup>st</sup> SEMESTER	2 <sup>nd</sup> SEMESTER
<ul style="list-style-type: none"> <li>Bachelor degree with at least 180 ECTS</li> <li>at least 2 years of practical work experience in management relevant field (equivalent 30 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>Managerial Economics</li> <li>Corporate Finance</li> <li>Performance Measurement &amp; Management</li> <li>International Marketing</li> <li>Leadership</li> <li>Innovation &amp; Entrepreneurship</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Management</li> <li>Change Management</li> <li>Managing in a Global Economy</li> </ul> <p>Capstone Project</p>



4 weeks free trial period

# ONLINE DEGREE

## TAILORED TO SUIT YOUR NEEDS

Study online by distance learning for our internationally recognised master's degrees – anytime, anywhere. The flexibility of this programme makes it the ideal solution for busy professionals looking to enhance their management abilities with a course they can fit around their work and home life.

### 100% convenient – select when and where you study

Study anytime, anywhere – we offer courses that fit your lifestyle. Set your own timetable and work at your own pace. And if you can't get to Germany, all exams can be taken at one of the 160 Goethe Institutes located worldwide!

### 100% flexible – continue working while you study

One of the key benefits of distance learning is the fact that you don't have to give up the day job! No loss of income, no relocation – you just carry on working while you study.

**100% global** – leverage IUBH's reputation for your international career. Germany is ranked among the global top 10 most competitive economies with professional talent increasingly being sourced in the international arena. So why not maximise your career potential by gaining a degree at Germany's #1 university for career development.

**100% innovative** – join Germany's most successful online provider. Boasting a student satisfaction level of 94%, IUBH has been offering its flexible and progressive online format since 2012, with the IUBH Distance Learning student cockpit offering a whole host of powerful and innovative online tools designed to maximise your learning experience.

**100% tailored to your needs** – you decide. The master's programme "Leadership & Management" adjusts to your preferences, 100%: You want to stay in your

country, use IUBH's reputation and the signalling power of an IUBH Master degree to start a career at home, you want to start online, continue and graduate on campus or you want to conduct the entire programme on campus – every option is possible!

**100% international** – option to immigrate to Germany available. Upon successful completion of our unique "IUBH career package", which includes an on-site career training in Germany, you are entitled to work and reside in Germany. And after three years full-time employment in Germany that entitlement is extended to include the whole of the EU. Choose a blended learning model or our career service package to further boost your career options within Germany and the European Union.

> [www.iubh.de/master-programmes](http://www.iubh.de/master-programmes)



# NEW: ONLINE DEGREE IN LEADERSHIP & MANAGEMENT (M.A.)



## ENHANCE YOUR CAREER AT YOUR OWN PACE – ANYTIME, ANYWHERE

An IUBH MA in Leadership and Management is the ideal launch pad to an international management career. It provides you with the opportunity to study online for a widely recognised degree. Our pioneering virtual learning environment gives you 24/7 access to all of our learning materials. Moreover, it offers a collaborative learning environment with the opportunity to share ideas and feedback with your tutors and peers whenever you like via live discussions, joint research, case studies and work-based projects, so even though you're not on campus, you're never alone. Our dedicated distance learning team is always on hand to offer support and assistance to help you develop your skills and knowledge and ensure you can apply that knowledge to real life scenarios in the workplace.

## YOU HAVE THE CHOICE: ONLINE OR ON CAMPUS

Online master students have the option of booking "Managing in a Global Economy" as a one-week block seminar in Germany that includes company tours and an exclusive accompanying programme.

## FACTS AND FIGURES

### LEADERSHIP AND MANAGEMENT

Degree	Master of Arts (M.A.)
ECTS-Credits	60
Duration	optional 2, 3 or 4 semesters
Study Modell	online
Language	English
Exams	2-3 exams per semester
Extension	free of charge
Certification	Certificate, Diploma supplement
Start	from December 2015, start anytime

Even more – if you are interested in a study programme in Germany you can switch from online to an **on campus model** and take some of your classes in Berlin.

## GRADUATE PROSPECTS

As an IUBH Master graduate, you are set for a successful career in a continually changing global business environment. You will have the ability to initiate and lead change in a corporate environment, help develop strategising processes, and apply acquired entrepreneurial and leadership skills, such as negotiation, resource planning and al-

location, in real-world business situations. More information on the study programmes and the tuition fees can be found here: [www.iubh.de/ma-leadership](http://www.iubh.de/ma-leadership)



## IUBH EXPERT QUOTE

**"There are many positive aspects to the German management style – such as constant innovation, efficiency and the ability to interact with and integrate other cultures – all skills that are systematically developed in the IUBH Distance Learning Master's Programme."**

PROF. DR. HOLGER SOMMERFELDT  
STUDY PROGRAMME MANAGER

## ORDER OF STUDIES LEADERSHIP & MANAGEMENT (FULL-TIME)

Required Qualifications	1st SEMESTER ONLINE STUDIES	2nd SEMESTER ONLINE OR ON CAMPUS
<ul style="list-style-type: none"> <li>Bachelor degree or equivalent from any background</li> <li>1 year of professional working experience after your first university level degree</li> <li>Proof of English Language proficiency (TOEFL or IELTS)</li> <li>If the combined workload of your prior university degree work is less than four years fulltime (equivalent to 240 ECTS) you need to pass an entrance exam (TASC)</li> </ul>	<ul style="list-style-type: none"> <li>Leadership</li> <li>Strategic Management</li> <li>Performance Measurement</li> <li>Change Management</li> <li>Innovation &amp; Entrepreneurship</li> <li>Managing in a Global Economy</li> </ul>	<p><b>Elective Courses: (one to be chosen)</b></p> <ul style="list-style-type: none"> <li>Negotiation</li> <li>Managerial Economics</li> <li>Business German</li> </ul> <p><b>Seminar:</b> Current Issues in Leadership &amp; Management</p> <p><b>Master Thesis &amp; Colloquium</b></p>

This illustration is only for orientation purposes. For more detailed information please refer to the study- and examination regulations of the individual study programme. Subject to change. As of Oct 2015.

## ORDER OF STUDY

Our online Master of Arts degree is a modular programme, which means that your courses are organised into subject areas, so called "modules".

In the first semester, the Leadership module covers methods and techniques for managing and motivating employees. The Strategic Management module demonstrates how to deal with the strategic and operational challenges faced by today's corporate executives. This is followed by the Performance Measurement module which shows you how to establish objectives, evaluate achievement and manage your organisation. The Change Management module deals with the key role played by globalisation and how to successfully implement change, followed by the Innovation and Entrepreneurship Module. The final module in the first semester is Managing in a Global Economy.

The second semester offers a choice of three elective courses: Negotiation, Performance Management and Business German – as well as a seminar on "Current Issues in Leadership and Management". You will also be expected to write a master's thesis in the subject area of your choice.

If you want to take part of your degree on campus you can spend one semester in Berlin and take your courses in one of our modern classrooms on our new campus, network with other international students and dive into local culture at one of Germany's most exciting cities. Courses are offered in English and start biannually. Selected courses are available under this option, please contact us for details.

## KICK-START YOUR CAREER NOW

### 1. KICK-OFF – ENROL WITH IUBH

The all-important first step is to enrol with IUBH Distance Learning. In order to accept you as an IUBH student we need certain documents, such as proof of English language skills and a copy of your passport. Once all this information has been received, IUBH provides you with access to its online Campus and everything you need to get started.

### 2. ONLINE CAMPUS – COCKPIT OF YOUR SUCCESS

Once you have access to the online campus, you can begin choosing your courses. This is also where you'll find your tutors, online literature, databases, scripts, vodcasts, podcasts, quizzes, online libraries for e-books, communication platforms, integrated project management tools and the virtual student office. **Itunes U** – IUBH is the only German university to offer this innovative format and you can subscribe to all IUBH iTunes material. **Top-quality study scripts** – contain all the key information for your specific subject and provide links to further in-depth literature.

**Webinars** – a key component of the IUBH learning format: online tutorials offered by experienced tutors who also answer questions via chat or video contributions. All sessions available in video format.

**Mobile learning** – Choose from IMC Learning Apps, Podcasts and Vodcasts – learning that is truly accessible – wherever you are.

### 3. MILESTONES - PASSING YOUR EXAMS

After qualifying, you can register for your exams and take them directly at any one of 160 Goethe institutes in 94 countries. This gives you maximum flexibility and helps limit travelling times.

## PLAN YOUR CAREER NOW – AT HOME, ABROAD OR IN GERMANY

Every year, the German economy loses 3% of its workforce as a result of its aging population. Some 100,000 skilled immigrants are needed to fill the gap, which offers a major opportunity for the integration of young professionals from a migrant background. If this is you and you are looking for a successful career – welcome to Germany!

The IUBH "Career Package" maximises your chances of a successful career with a German company by offering detailed information on exactly what German employers are looking for.

**"IUBH has entrepreneurial DNA – thanks to its experienced professors, huge corporate network, market-oriented strategy and exceptional students."**



GABY SEUTHE | MEMBER OF THE EXECUTIVE BOARD  
PROAKTIV® MANAGEMENT AG

IUBH has an impressive network of potential employers on the German job market that you can leverage for that all-important first job with all feedback analysed in your personal improvement report. This ongoing support package includes guidance on the topics that will maximise your chances with German employers and advice on the capstone project that will best demonstrate your skills to potential employers. Our online tools also enable you to learn German up to level B2. The IUBH career package is broken down into four main phases:

## THE IUBH "CAREER PACKAGE"

1st PHASE CULTURAL AWARENESS	2nd PHASE NETWORKING	3rd PHASE CAPSTONE PROJECT	4th PHASE YOUR JOB IN GERMANY
<ul style="list-style-type: none"> <li>German working environment: Dress code, business practice and ethics</li> <li>Structure of German companies and institutions</li> <li>Case Studies: Successful international graduates</li> </ul>	<ul style="list-style-type: none"> <li>Screening of potential employers</li> <li>Building and using global networks and communities</li> <li>Design and conduct your individual application process</li> <li>Train for successful job interview</li> </ul>	<ul style="list-style-type: none"> <li>Leveraging your capstone project</li> <li>Analysis of employer feedback</li> <li>Action plan for further improvement</li> <li>Use the internship for the next job</li> </ul>	<ul style="list-style-type: none"> <li>Leveraging your contacts</li> <li>Do's and don'ts of employer approach in Germany</li> <li>The professional application process</li> <li>The first 100 days in your new job</li> <li>Networking on the job</li> </ul>





# PREPARATORY PROGRAMMES BACHELOR & MASTER

## FOCUS ON YOUR SUCCESS

You can choose from the following programmes:

### IUBH Foundation Programme

With a duration of 6 months, this foundation course has been specifically designed to prepare international students for study on our undergraduate programmes.

### IUBH PreMaster's Programme

Designed for students with a bachelor's degree, this course prepares students for the IUBH master's programme, delivering advanced courses in language proficiency, study and communication skills and excellent networking opportunities.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/preparatory-programmes](http://www.iubh.de/preparatory-programmes)

## FACTS AND FIGURES

### IUBH FOUNDATION PROGRAMME

Degree	IUBH Foundation Certificate
Duration	1 semester
Studies	full-time
Language	English
Campus	Bad Honnef
Intake	March & September

### IUBH PRE MASTER'S PROGRAMME

Duration	1/2 semester
Studies	full-time
Language	English
Campus	Bad Honnef
Intake	May & November, late arrival possible upon request

# BACHELOR'S & MASTER'S PREPARATORY PROGRAMMES

## PERFECT PREPARATION FOR YOUR STUDIES AT IUBH

**"Being well prepared is half the battle"**

GERMAN SAYING

Opting to study at one of Germany's international universities may well be one of the most important decisions of your life – one that will impact future career prospects and open up new options in life. IUBH strives to continually improve the quality of its teaching and student services and invests heavily in research on student performance, feedback and job market success.

The latest IUBH research shows:

- Graduates of preparatory programmes score 20% higher than the comparison group
- > 50% of career relevant networks originate in written communication and papers, such as master theses, corporate surveys or projects
- Graduates of IUBH's Prep-Programmes increase their likelihood for permanent employment by 30%

In response, IUBH has created two types of preparatory programmes to equip students with these skills. All programmes are taught on-campus by experienced IUBH lecturers, offering students direct access to all campus facilities and resources, such as a world-class library, student networking structures, leisure facilities and much more.

> [www.iubh.de/preparatory-programmes](http://www.iubh.de/preparatory-programmes)

"IUBH Foundation Programme delivers a holistic and thorough preparation to our international students. We have developed a tailor-made programme to ensure their success at IUBH and their full integration into student life, campus activities and local networks. I personally endorse the quality of IUBH Foundation programme!"

ANKE JATZEN  
LECTURER AT IUBH



"The PreMaster's programme provided a soft start to my two year master's programme. It made it easy to network with fellow students and helped me pass my exams. The PreMaster's programme is the best possible preparation for my master's degree."

ROHAIL KHALEEQ KAYANI | PAKISTAN  
PRE-MASTER PROGRAMME



# YOUR WAY TO IUBH

"A journey of 1000 miles starts with a single step"  
LAO TSE, CHINESE PHILOSOPHER

## APPLY NOW

Ready for take-off? Congratulations on your decision to join us at IUBH – and now it's time to take action. So go to [www.iubh.de/en](http://www.iubh.de/en), click the "Apply now" button and simply follow the instructions.

## NEED A VISA? IUBH TEAM IS RIGHT BY YOUR SIDE

As a simple rule: all non-EU students generally need a visa (exceptions: Argentina, Australia, Brazil, Chile, Israel, Canada, South Korea, Malaysia, Mexico, Singapore, Taiwan, USA and more...) – and it can take up to 3 months to process your application. However, the good news is that IUBH is one of the most experienced institutions in processing and facilitating visas.

## PREPARATIONS FOR YOUR STAY

While you will get along fine at IUBH with English, some knowledge of German will make life considerably easier and put you in a completely different league when it comes to job opportunities – so a German language course is definitely a good investment while you're at IUBH.

## FULL SUPPORT FROM IUBH

Our IUBH support package includes personal airport pickup, German health insurance, a network of English-speaking physicians plus an experienced IUBH team who will help you in case of illness, as well as take care of all correspondence between doctors and insurance company.

WELCOME TO THE IUBH COMMUNITY!

> [www.iubh.de/application](http://www.iubh.de/application)

# CHECKLIST FOR YOUR SUCCESS

- ✓ Does your university guarantee job offers?  
**IUBH GUARANTEES JOB OFFERS FOR ALL STUDENTS WITH A GERMAN LEVEL OF C1**
- ✓ Does your host country offer an extended stay option?  
**GERMANY GUARANTEES AN 18-MONTH JOB SEARCH VISA – AND ELIGIBILITY FOR AN EU BLUE CARD AFTER 3 YEARS IN A QUALIFIED JOB – VALID IN 26 SCHENGEN COUNTRIES**
- ✓ Does your university provide on-campus accommodation?  
**IUBH OFFERS ON-CAMPUS ACCOMMODATION FOR ALL INTERNATIONAL STUDENTS (UPON ON-TIME REGISTRATION AND DOWN PAYMENT)**
- ✓ How is your university ranked in terms of career development?  
**IUBH IS RANKED GERMANY'S NO. 1 UNIVERSITY FOR CAREER DEVELOPMENT**
- ✓ Does your university prepare you for a global career in management?  
**IUBH PROUDLY HOSTS STUDENTS FROM OVER 70 NATIONS**

## CONTACT NON-EU APPLICANTS

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International University  
of Applied Sciences  
Internationale Hochschule  
**School of Business  
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## PARTNERS, SPONSORS, MEMBERSHIPS (SELECTION)



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[www.iubh.de/en](http://www.iubh.de/en)



As of Oct 2015; subject to change