



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

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

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

As one of Germany's leading Business Management Universities, IUBH consistently receives top rankings for teaching excellence, as evidenced by its 2015 and 2016 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

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

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

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:

Studiability	1,7
International orientation	11/12
Practical orientation	9/9

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

* Alumni survey 2015

** CHE-Ranking 2014-16

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.

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. IUBH is one of the leading universities in Germany to be awarded five or more 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

CHE 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.

* subject to certain regulations of the EU. For more information: <http://www.make-it-in-germany.com/en/for-qualified-professionals>

YOUR RIGHT TO WORK AND LIVE IN GERMANY

POST-STUDY WORK & EU BLUE CARD

Foreign students who have successfully completed their studies in Germany can have their **residence permit extended by up to 18 months** for the purpose of looking for a job that corresponds to their qualification. If they find a suitable job within this period, they can choose whether they want to apply for a German residence permit or an EU Blue Card.

Skilled professionals are in very high demand, which creates enormous career opportunities for you: 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. It 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. EU Blue Card holders are entitled to work in 26 Schengen countries and

are eligible to apply for permanent resident status in Germany.

As early as two years after receiving your German or EU Blue Card residence permit, you can apply for a permanent residence permit – that is, a residence permit without a time limit.

"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, Ger-

many 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!"

FRANK JÜRGEN WEISE
CEO FEDERAL EMPLOYMENT AGENCY

| Welcome to Germany!



| The IUBH Career Package prepares you for a career in Germany



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 privately owned.

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. For successfully completed studies, ECTS credits are awarded. One academic year corresponds to 60 ECTS credits that are equivalent to 1500–1800 hours of study.

| Thanks to the EU Blue Card it's easy to get a job in the EU after graduation





| IUBH Best Thesis Award

| Practical Programme

| IUBH Career Days



"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

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.

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



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:

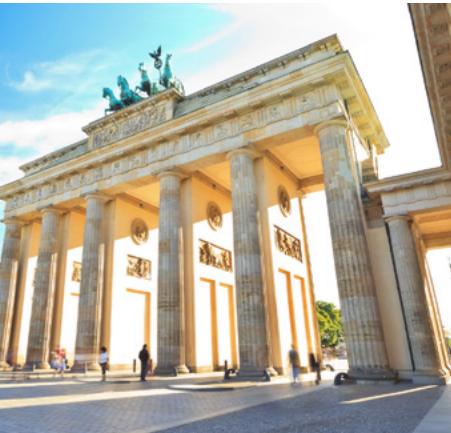
- modern, well-equipped seminar rooms & facilities
- Wi-Fi available across the entire campus
- access to many libraries around the city
- access to all of Berlin's "Studentenwerk" dining facilities

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.





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 metropoles 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

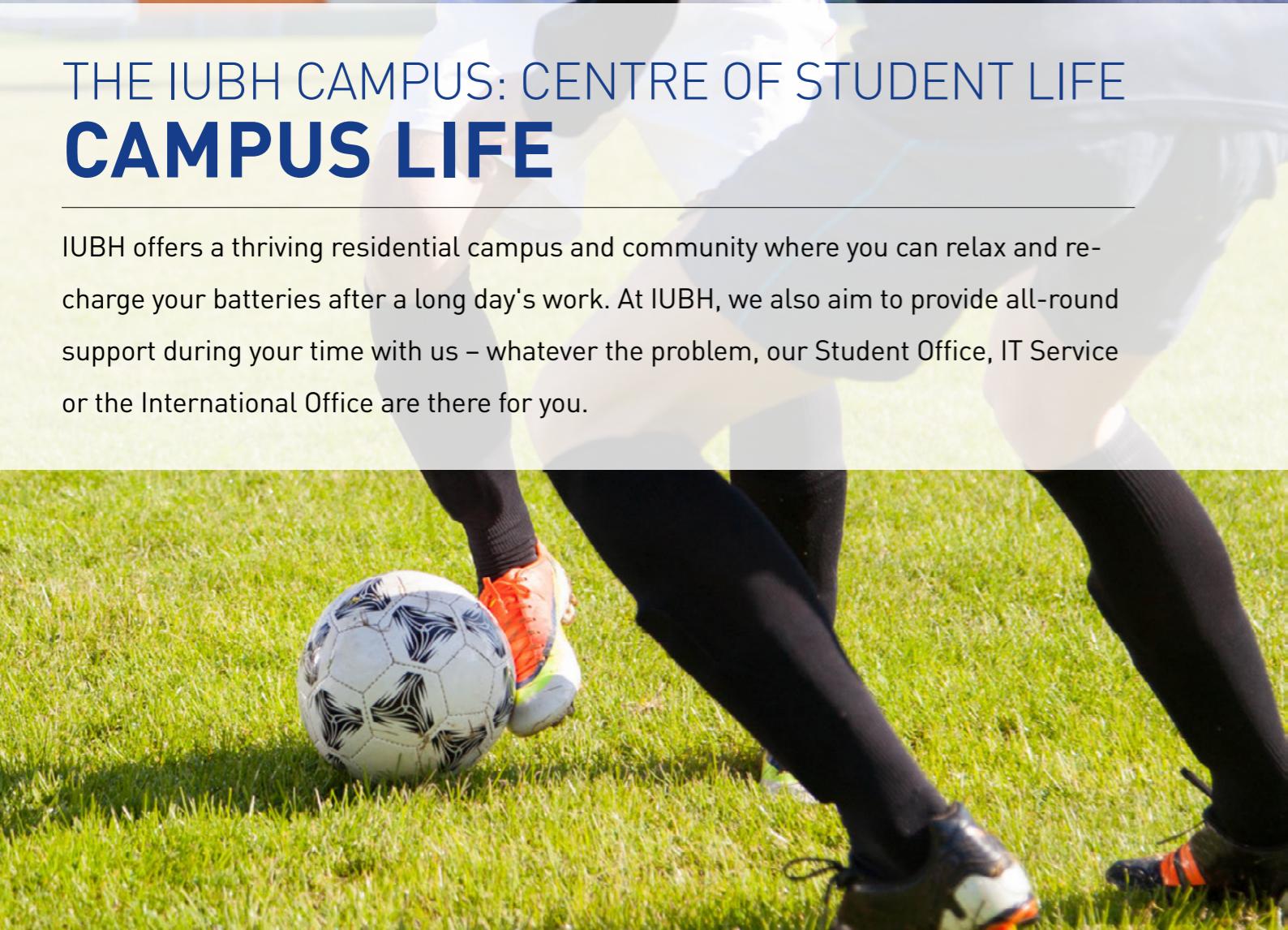




THE IUBH CAMPUS: CENTRE OF STUDENT LIFE

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.



STUDENT LIFE ON CAMPUS

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.

LEADS IN THE FIELD OF INNOVATION

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 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

| Campus Bad Honnef



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

| Language course at IUBH



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.

| Intercultural communication



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.

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

| IUBH GReETERS



HOW TO STUDY: OUR STUDY MODELS

ON CAMPUS



You always wanted to live and study in Germany?

Then choose our on campus model and study with a diverse group of international students and lecturers at one of our German campus locations in Berlin or Bad Honnef.

ONLINE



Study online - anytime, anywhere.

The flexibility of this study model makes it the ideal solution for busy professionals looking to enhance their management abilities with a programme they can fit around their work and home lives.

SMART ENTRY



The best of both worlds

Our smart entry option combines the best of on campus and online: You start with flexible online studies and switch after your first or second semester to our campus model in Berlin.

WHAT TO STUDY: OUR STUDY PROGRAMMES

BACHELOR

AVIATION MANAGEMENT (More info: p. 21)

INTERNATIONAL AVIATION MANAGEMENT (More info: p. 21)

INTERNATIONAL EVENT MANAGEMENT (More info: p. 22)

HOSPITALITY MANAGEMENT (More info: p. 23)

INTERNATIONAL HOSPITALITY MANAGEMENT (More info: p. 23)

INTERNATIONAL MANAGEMENT (More info: p. 24)

INTERNATIONAL MARKETING MANAGEMENT (More info: p. 25)

Tourism Management (More info: p. 26)

INTERNATIONAL TOURISM MANAGEMENT (More info: p. 26)

ON CAMPUS	ON-LINE	SMART ENTRY
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MASTER

INTERNATIONAL MANAGEMENT (More info: p. 28)

INTERNATIONAL MANAGEMENT · FOR NON-BUSINESS GRADUATES (More info: p. 29)

INTERNATIONAL MANAGEMENT (More info: pp. 30-36)

- AVIATION · FINANCE & ACCOUNTING · HEALTH CARE · HOSPITALITY
- HUMAN RESOURCES · IT MANAGEMENT · MARKETING

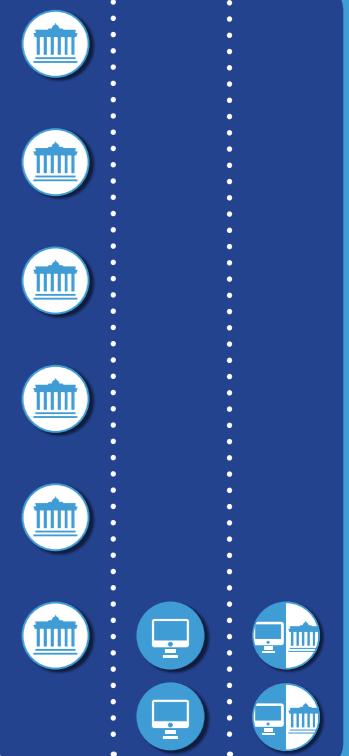
TRANSPORT & LOGISTICS MANAGEMENT (More info: p. 37)

60 ECTS PROGRAMMES (More info: pp. 38-41)

- INT. AVIATION MGMT · INT. FINANCE & ACCOUNTING MGMT
- INT. HEALTH CARE MGMT · INT. HOSPITALITY MGMT
- INT. HR MGMT · IT MGMT · INT. MARKETING MGMT

MASTER OF BUSINESS ADMINISTRATION (More info: p. 42)

LEADERSHIP & MANAGEMENT (More info: p. 43)





BACHELOR'S PROGRAMMES

BACHELOR'S PROGRAMMES

An IUBH bachelor's programme will help you take the first steps towards a successful career. 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.hwwi.org/fileadmin/hwwi/Leistungen/Gutachten/Studien-zur-Luftfahrtindustrie-in-Hamburg.pdf>



AVIATION MANAGEMENT (B.A.)

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

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"> • Aviation Management • Airline Management • Air Navigation Services • Marketing • Human Resources • Aviation Economics & Policy • Statistics • Computer Analysis • Service Operations • Airline Business Models 	<ul style="list-style-type: none"> • International Aviation Policy & Institutions • Airport Management • Ground Services • Air Cargo Management • Financial Accounting • Mathematics • Academic Research I • Aviation Intelligence • Aviation Project I 	<ul style="list-style-type: none"> • Microeconomics • Macroeconomics • Financial Management • Management & Cost Accounting • Business Communication • Logistics • Aviation Project II 	<p>Internship in Germany or Abroad</p> <p>or: optional Semester Abroad</p>	<ul style="list-style-type: none"> • German Law • International Law • Academic Research II • Yield Management • Network Management • Capacity & Slot Management • Aviation & Environment Management <p>Specialisations (excerpt):</p> <ul style="list-style-type: none"> • Airline Marketing • Airport Marketing • Airport Sales & E-Commerce 	<ul style="list-style-type: none"> • Controlling Airlines & Airports • Financial Management Airlines • Financial Management Airports • Aviation Law • Airline Management Simulation Game • Aviation Project III <p>Bachelor Thesis & 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 programme. Subject to change. As of May 2015.

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

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
• International Event Management	• Business Communication	• Microeconomics	• Business & Marketing Research	• Academic Research II	• Service Operations & Organisation
• Event Project Management	• Trade Fairs & Exhibitions	• Macroeconomics	• PR & Media	• Media for Events (Project)	• Rooms Division Management
• Marketing	• Corporate Events	• Financial Management	• Intercultural Aspects of Events	• Strategic Event Communication	• Practical Training II
• Human Resources	• Management & Cost Accounting	• German Law	• International Law	• International Event Studies	• Mathematics
• Service Operations & Organisation	• Computer Analysis	• Event Industry (Project)	• Event Design	• Sustainability	• Intercultural Communication
• Financial Accounting	• Mathematics	• Meeting Industry	• Marketing	• Destination Management	• Business
• Academic Research I	• Sports Industry	• Creative Industry	• Human Resources	• Sales & Distribution	• Organisational Behaviour
• Statistics			• Statistics	• Foreign Language I	• Financial Management

Internship in
Germany or Abroad

or: optional Semester Abroad

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

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
• Service Operations & Organisation	• Rooms Division Management	• Kitchen Management	• Hospitality Sales & E-Commerce	• Hotel Development & Facility Management	
• Marketing	• Practical Training II	• Restaurant Management	• PR & Media	• Legal Aspects in Hospitality	
• Practical Training I	• Financial Accounting	• Intercultural Communication	• Business & Marketing Research	• Consumer Behaviour	
• Financial Accounting	• Academic Research I	• Business Communication	• Academic Research II	• Operations Analysis	
• Academic Research I	• Human Resources	• Organisational Behaviour	• Internship in Germany or Abroad	• Sustainability	
• Statistics	• Statistics	• Financial Management	• Bachelor Thesis & Colloquium	• Spa & Wellness	
		• Management & Cost Accounting		• Sales & Distribution	
		• Foreign Language I			
				• Foreign Language III	
					• Bachelor Thesis & Colloquium
					or: optional Semester Abroad

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 May 2015.

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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.

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

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

"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



1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER	5th SEMESTER	6th SEMESTER
<ul style="list-style-type: none"> Marketing Human Resources Service Operations Intercultural Communication Financial Accounting Foreign Language I Academic Research I Statistics 	<ul style="list-style-type: none"> Service Project Management Management & Cost Accounting Computer Analysis Mathematics Business Communication Organisational Behaviour Foreign Language II 	<ul style="list-style-type: none"> Microeconomics Macroeconomics Financial Management Accounting & Control Controlling German Law International Law Foreign Language III 	<ul style="list-style-type: none"> Market Research Information Systems Academic Research II <p>Internship in Germany or Abroad</p> <p>Specialisations (excerpt):</p> <ul style="list-style-type: none"> Accounting & Finance Marketing Human Resources <p>or: optional Semester Abroad</p>	<ul style="list-style-type: none"> Entrepreneurship International Economics Change Management International Service Management 	<p>Bachelor Thesis & 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 programme. Subject to change. As of May 2015.

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.

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

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

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

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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

1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER	5th SEMESTER	6th SEMESTER
<ul style="list-style-type: none"> • Tourism Stakeholders & Markets • Marketing • Human Resources • Operations & Organisation • Academic Research I • Financial Accounting • Foreign Language I • Statistics 	<ul style="list-style-type: none"> • Geography in Travel & Tourism • Tour Operations & Travel Services • Computer Analysis • Management & Cost Accounting • Mathematics • Business Communication • Foreign Language II 	<ul style="list-style-type: none"> • Development of an online travel website • Microeconomics • Macroeconomics • Tourism Consultancy Project I • Financial Management • Foreign Language III 	<ul style="list-style-type: none"> • Intercultural Communication • Organisational Behaviour • Tourism Consultancy Project II • Financial Management • Foreign Language III <p>Internship in Germany or Abroad</p>	<ul style="list-style-type: none"> • Legal Aspects of Tourism • Tourism Analysis • Global Distribution Systems (AMADEUS) • International Tourism Field Trip • Tourism Consultancy Project II <p>Specialisations (excerpt):</p> <ul style="list-style-type: none"> • Sales & Distribution • Tourism & Hospitality • Spa & Wellness • Destination Management 	<p>Bachelor Thesis & Colloquium</p> <p>or: Semester Abroad</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 May 2015.

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

3 http://www.deloitte.com/view/en_US/us/Industries/travel-hospitality-leisure/38448385791b310vgvcm2000003356707aRCRD.htm#U9pM6hDg6no

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. and MBA 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. Postgraduates 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.

SMART ENTRY: FULL FLEXIBILITY FOR YOUR STUDIES

Our MBA International Business and our Master Leadership & Management offer you full flexibility on your study model: You can study full-time at one of our campus locations, study completely online on your own timeline - or you combine the best of on campus and online: In our smart entry model you start online from wherever you are and at attractive costs and move on to study in Germany when it suits you (p. 42, 43).

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

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

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

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

FACTS AND FIGURES

INTERNATIONAL MANAGEMENT · FOR NON-BUSINESS GRADUATES

Degree	Master of Arts (M.A.)
ECTS-Credits	30 (preparation semester)* + 120
Duration	1 preparation semester + 4 semesters
Studies	full-time
Language	English
Campus	Bad Honnef, Berlin (starting Autumn 2017)
Intake	March & September

* For more information see p.47.



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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

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



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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

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



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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.

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 postgraduates 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

FACTS AND FIGURES

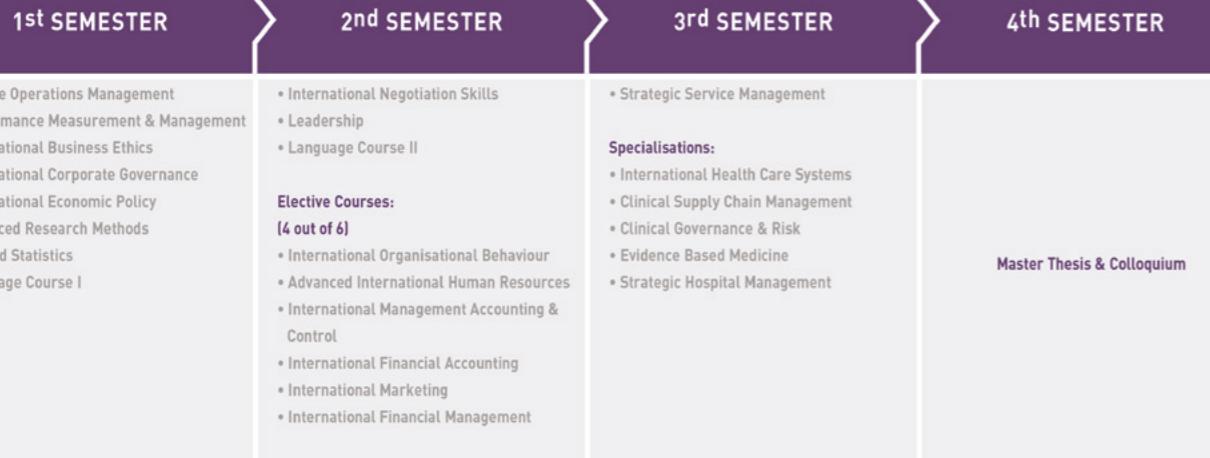
INTERNATIONAL MANAGEMENT · HEALTH CARE

Degree	Master of Arts (M.A.)
ECTS-Credits	120
Duration	4 semesters
Studies	full-time
Language	English
Campus	Bad Honnef, Berlin (starting Autumn 2017)
Intake	March & September



"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



Destatis, Statistisches Bundesamt <https://www.destatis.de/DE/ZahlenFakten/GesellschaftStaat/Gesundheit/Gesundheitspersonal.html>

INTERNATIONAL MANAGEMENT · HOSPITALITY (M.A.)



ENTER THE GLOBAL HOSPITALITY AREA

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

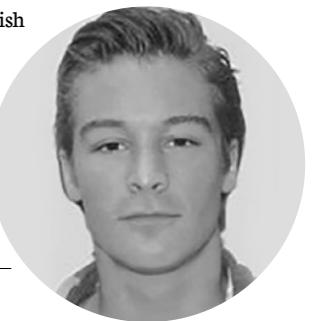
The global hospitality industry is hugely diverse. With experts predicting the creation of 70 million jobs in this dynamic and fast-growing sector over the next decade, successful postgraduates with this specialisation are extremely employable. Successful IUBH postgraduates will be in high demand in 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

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



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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

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

1st SEMESTER

2nd SEMESTER

3rd SEMESTER

4th SEMESTER

- Service Operations Management
- Performance Measurement & Management
- International Business Ethics
- International Corporate Governance
- International Economic Policy
- Advanced Research Methods
- Applied Statistics
- Language Course I

- International Negotiation Skills
- Leadership
- Language Course II
- Elective Courses:**
(4 out of 6)
- International Organisational Behaviour
- Advanced International Human Resources
- International Management Accounting & Control
- International Financial Accounting
- International Marketing
- International Financial Management

- Strategic Service Management
- Specialisations:**
- Comparative Human Resources Management
- International Assessment Centres in Selection & Training
- Current Issues in International Human Resource Management
- International Human Resource Strategy
- Research Methods for International & Comparative Human Resource Management

Master Thesis & Colloquium

http://www.bitkom.org/de/marke/statistik/64054_73892.aspx

INTERNATIONAL MANAGEMENT · IT MANAGEMENT (M.A.)



BE A DRIVING FORCE IN THE GLOBAL AREA

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

1st SEMESTER

2nd SEMESTER

3rd SEMESTER

4th SEMESTER

- Service Operations Management
- Performance Measurement & Management
- International Business Ethics
- International Corporate Governance
- International Economic Policy
- Advanced Research Methods
- Applied Statistics
- Language Course I

- International Negotiation Skills
- Leadership
- Language Course II
- Elective Courses:**
(4 out of 6)
- International Organisational Behaviour
- Advanced International Human Resources
- International Management Accounting & Control
- International Financial Accounting
- International Marketing
- International Financial Management

- Strategic Service Management
- Specialisations:**
- IT Project Management
- IT Service Management
- IT Governance & Compliance
- IT Architecture Management
- Software Engineering

Master Thesis & Colloquium

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 May 2015.

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"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



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

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



1st SEMESTER

- Service Operations Management
- Performance Measurement & Management
- International Business Ethics
- International Corporate Governance
- International Economic Policy
- Advanced Research Methods
- Applied Statistics
- Language Course I

2nd SEMESTER

- International Negotiation Skills
- Leadership
- Language Course II
- Elective Courses:**
(4 out of 6)
- International Organisational Behaviour
- Advanced International Human Resources
- International Management Accounting & Control
- International Financial Accounting
- International Marketing
- International Financial Management

3rd SEMESTER

- Strategic Service Management
- Specialisations:**
- Global Brand Management
- International Consumer Behaviour
- Applied Marketing Research
- Current Issues in International Marketing
- Sales & Pricing

4th SEMESTER

Master Thesis & Colloquium

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

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

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

- Advanced Research Methods
- Applied Statistics
- International Business Ethics
- International Corporate Governance
- Transport Business - Ground Transport
- Transport Business - Aviation & Sea
- Transport Policy
- Service Operations Management

2nd SEMESTER

- Infrastructure Management
- Sustainable Transportation
- Performance Measurement & Management
- Transport Intelligence
- Transport Project
- International Marketing

3rd SEMESTER

- Strategic Transport & Logistics Marketing
- International Negotiation Skills
- Transportation & Logistics Seminar
- Leadership
- Strategic Network Management
- Yield Management & Pricing

4th SEMESTER

- Elective Courses:**
(1 out of 3)
- Current Trends & Issues in Aviation
- Current Trends & Issues in Ground Transport
- Effective Decision Making

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 May 2015.

INTERNATIONAL AVIATION MANAGEMENT · 1 YEAR (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

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



INTERNATIONAL HEALTH CARE MANAGEMENT · 1 YEAR (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

FACTS AND FIGURES

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



INTERNATIONAL FINANCE & ACCOUNTING MANAGEMENT · 1 YEAR (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

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



INTERNATIONAL HOSPITALITY MANAGEMENT · 1 YEAR (M.A.)



ENTER THE GLOBAL HOSPITALITY AREA

More information on the study programme, admission requirements and the tuition fees can be found here:
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



INTERNATIONAL HUMAN RESOURCE MANAGEMENT · 1 YEAR (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



INTERNATIONAL MARKETING MANAGEMENT · 1 YEAR (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



IT MANAGEMENT · 1 YEAR (M.A.)



BE A DRIVING FORCE IN THE GLOBAL AREA

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
Intake	March & September



TASC – GETTING READY FOR YOUR 1 YEAR-MASTER

You want to start one of our 1 year/60 ECTS-master's programmes but haven't got enough credits from your bachelor's degree? Don't worry! With our TASC exam, you can earn the required qualification quickly, easily and even online!

The TASC Exam for the master's programmes 60 ECTS consists of three parts:

- A written **research paper**
- A written **case study** analysis
- A **colloquium** (oral presentation)

RESEARCH PAPER

The written research paper must fulfil the following criteria:

- Analysis of a specific research question independently chosen from the general list of topics provided
- Use of scientific literature
- Approx. 10 pages

CASE STUDY

The case study analysis must fulfil the following criteria:

- Analysis according to the guidelines for case study analysis
- 5 pages (according to design template)

COLLOQUIUM

The oral exam takes about 30 minutes and contains a virtual presentation (via Skype or Adobe Connect) with a subsequent discussion. The discussion should focus on:

- Presentation of the research paper and reflection of its main results (15 min)
- Question and answer session with the examiner (15 min)

More information on the exam and the tuition fees can be found here:
[> www.iubh.de/TASC](http://www.iubh.de/TASC)

MBA INTERNATIONAL BUSINESS · FULL- OR PART-TIME (MBA)

Study smart:
Our MBA offers
you the choice
between 3 attractive
study models!

YOUR CAREER FIRMLY IN FOCUS

This programme offers business and non-business graduates, such as engineers, natural sciences and humanities graduates, the opportunity to extend their managerial skills. It focuses on updating and increasing your general managerial knowledge. 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.

Parallel to your studies you will strengthen your professional profile through leadership courses, such as Strategic Management or Corporate Finance.

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

FACTS AND FIGURES

MBA INTERNATIONAL BUSINESS · 90 OR 60 ECTS

Degree	Master of Business Administration (MBA)
ECTS-Credits	90 or 60
Duration	90 ECTS: 3 sem (full-time) or 4-6 sem (part-time) 60 ECTS: 2 sem (full-time) or 3-4 sem (part-time)
Study model	on campus or smart entry or online*
Language	English
Campus	on campus: Bad Honnef, Berlin smart entry: Berlin online*: anywhere
Intake	on campus: Spring & Autumn smart entry: anytime online*: anytime

* The online study model of the MBA is currently accredited under the programme name "Master of Business Administration".

SPECIALIZATIONS (90 ECTS)

- Aviation ^{1,2}
- Finance & Accounting ^{1,2,3}
- Health Care Management ¹
- Hospitality ^{1,2}
- Int. HR Management ^{1,2}
- International Marketing ^{1,2,3}
- IT Management ¹

¹ On campus Bad Honnef ² On campus Berlin ³ Online/Smart Entry

ORDER OF STUDIES 90 ECTS OR 60 ECTS (FULL-TIME)



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LEADERSHIP & MANAGEMENT · FULL- OR PART-TIME (M.A.)



GAIN YOUR LEADERSHIP ROLE

An IUBH MA in Leadership and Management is the ideal launchpad for a career in international management.

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 and apply acquired entrepreneurial and leadership skills.

GRADUATE PROSPECTS

The huge corporate demand for globally-oriented executives and IUBH's excellent reputation in academia and industry gives IUBH graduates huge leverage for a successful career, whether in their country of origin, in Germany or one of 25 Schengen countries covered by a post-study work permit. More information can be found here:
www.iubh.de/blended-mlm



"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 our master's programme Leadership and Management."

PROF. DR. HOLGER SOMMERFELDT
STUDY PROGRAMME MANAGER

ORDER OF STUDIES 60 ECTS (FULL-TIME)



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Study smart:
Our Leadership Master
offers you the choice
between 3 attractive
study models!



PATHWAY PROGRAMME · PREPARATION SEMESTERS BACHELOR

Before your studies



SERVICES BEFORE AND AFTER YOUR STUDIES

PERFECT PREPARATION FOR YOUR CAREER

IUBH is there for you, not only during your studies, but also before and after you complete your degree: We give you the support you need for a successful start in student life and a professional career.

Our **Preparatory Programmes** are the perfect preparation for your

bachelor's or master's programme: it provides face-to-face contact with tutors plus supervised assignments that help you develop the competencies you need for your degree programme at IUBH. You'll take part in fully interactive sessions, often involving group work, which maximize understanding, testing and peer

support. After successfully completing one of our preparatory programmes you have guaranteed progression into one of the IUBH study programmes.

The **IUBH Career Package** helps you start a successful career in Germany after your degree. It provides you with detailed information about exactly what German employers are looking for.

HAVE A SMOOTH START INTO YOUR DEGREE PROGRAMME

The IUBH Pathway Programme provides face-to-face contact with tutors plus supervised assignments that help you develop the competencies you need for your degree programme at IUBH. You'll take part in fully interactive sessions, often involving group work, which maximize understanding, testing and peer support.

BACKGROUND

The latest IUBH research shows:

- Graduates of preparatory programmes score 20% higher on their final assessments than the comparison group
- > 50% of career relevant networks are generated by 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 a pathway programme to equip students with these skills. All programmes are taught 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.

ORDER OF STUDIES PATHWAY PROGRAMME

1st semester	2nd semester
<ul style="list-style-type: none"> • Strategies for Success 1 • Mathematics 1 • German 1 • English Grammar and Vocabulary 1 • English Writing 1 	<ul style="list-style-type: none"> • Business English 1 • Economics 1 • Past-Present-Future 1 • Mathematics Remedial 1 • English Writing 2

This illustration is only for orientation purposes. For more detailed information, please refer to the study and examination regulations of the study programme. Subject to change, as of October 2016.

FACTS AND FIGURES

IUBH PATHWAY PROGRAMME

Degree	IUBH Pathway Certificate
Duration	2 semesters
Studies	full-time
Language	English
Campus	Bad Honnef
Intake	March & September

plete the programme in one semester and save 50% of the tuition fee. In this case, half of the fees will be credited to the subsequent bachelor's programme. More information can be found here: www.iubh.de/pathway

OVERVIEW

Alongside important basics for business, the IUBH Pathway Programme focuses on language skills:

- German language skills are the basis for a future career in Germany plus an invaluable tool for communicating with German students and people in the off-campus environment.
- Our diverse English courses provide you with essential skills for undertaking undergraduate business studies in the English language. They develop your study skills, including effective use of computers for research and presentation of your work.

PRE-STUDIES . PREPARATION COURSE BACHELOR

Before your studies



LEVERAGE YOUR SUCCESS AND START YOUR STUDIES

You already applied for one of our bachelor's programmes. Now you want to ensure that you get the best possible start at IUBH - so start your studies in Germany with our pre-studies programme!

Our 3 months-programme builds skills in order to leverage your success and to give you a smooth start in Germany. You live on campus and get acquainted with all the facilities, such as IUBH's world class library, the globally oriented campus, your fellow students from over 85 nations as well as the surroundings of Bad Honnef.

More information can be found here:
www.iubh.de/pre-master


 "The IUBH Preparatory Programmes deliver a holistic and thorough preparation for 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 our Preparatory Programmes!"

ANKE JATZEN
LECTURER AT IUBH

ORDER OF STUDIES PRE-STUDIES

STUDY COURSES Pre-Studies

- Academic skills
 - Orientation
 - Study Skills
 - IELTS Preparation

- Soft skills
 - German Culture (field trips and lectures)
 - German A1.1

FACTS AND FIGURES

IUBH PRE-STUDIES PROGRAMME

Degree	IUBH Certificate
Duration	3 months
Studies	full-time
Language	English
Campus	Bad Honnef
Intake	November (late arrival possible upon request)

OVERVIEW

IUBH research has shown, that success at IUBH and in the German economy depends highly upon communication skills, successful study habits and personal networks. All these are the focus of intensive training in the Pre-Studies Programme - which is designed to give you the best possible start into your global career.

- Academic Writing Skills
- Introduction to German Language
- Academic Standards and Procedures
- Professional Development
- Cultural programme

YOUR BENEFITS

Once your bachelor's programme starts, you can entirely focus on your studies and your personal success. All other time consuming and distracting tasks have already been done and your success story can start: Upon graduation, your progression into all our high-class bachelor's programmes is guaranteed!

Advantages in a nutshell:

- Networking on campus
- Diving into German culture
- Getting to know your study surroundings
- Guaranteed progression into bachelor's programme

PATH2MASTER . PREPARATION SEMESTER MASTER

Before your studies



GET READY FOR YOUR BUSINESS MASTER

Do you have a university degree in a non-business subject, and would like to pursue a career in management? Or do you want to complete a 60 ECTS-master's programme, but don't fulfill all of the requirements?

Then start your master's career with our Path2Master programme! It prepares non-business graduates for a business master and provides you with an extra 30 ECTS. After one semester of intensive training in classical business administration, your progression into all our high-class master programmes is guaranteed!

BACKGROUND

The latest IUBH research shows:

- Graduates of preparatory programmes score 20% higher on their final assessments than the comparison group
- > 50% of career relevant networks are generated by written communication and papers, such as master theses, corporate surveys or projects
- Graduates of IUBH's Prep-Pro grammes increase their likelihood of gaining permanent employment by 30%

In response, IUBH has created a Path2Master programme to equip students

FACTS AND FIGURES

IUBH PATH2MASTER

Degree	IUBH Certificate, extra 30 ECTS
Duration	1 semester
Studies	full-time
Language	English
Requirements	master requirements
Campus	Bad Honnef, Berlin (starting Autumn 2017)
Intake	March & September

with these skills. All programmes are taught 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.

YOUR BENEFITS

- You will gain knowledge in the important fundamentals of business administration
- You will train your soft skills, such as communication or intercultural competence
- Your trainings will be as practice-oriented as possible

OVERVIEW

In our Path2Master programme, you focus on classical business administration content. This semester provides you with ideal preparation for the business content in the subsequent semesters of your Master or MBA programme. You can also become acquainted with your later specialisations.

More information can be found here:
www.iubh.de/path2master

ORDER OF STUDIES PATH2MASTER

STUDY COURSES Path2Master

- Academic skills
 - Academic Standards and Procedures
 - Professional Development

- Business Basics
 - Marketing Strategy and Planning
 - Service Operations & Organisation
 - Financial Accounting
 - Financial Management
 - Principles of Human Resource Management
 - Methods of Statistics

- Soft skills
 - German
 - Intercultural Communication

PRE-MASTER · PREPARATION COURSE MASTER

Before your studies



STEP-BY-STEP TO YOUR MASTER'S PROGRAMME

You already applied for one of our master's programmes? And want to ensure that you get the best possible start at IUBH?

Our Pre-Master Programme builds skills in order to leverage your success and to give you a smooth start in Germany. You live on campus and get acquainted with all the facilities – such as IUBH's world class library, the globally oriented campus, your fellow students from over 85 nations as well as the surroundings of Bad Honnef.

More information can be found here:
www.iubh.de/pre-master



"The Pre-Master provided me with a soft start into my two year master's programme. It made it easy for me to network with fellow students and helped me succeed in my exams. The Pre-Master program gave me the best possible start."

ROHAIL KHALEEQ KAYANI | PAKISTAN
GRADUATE PRE-MASTER PROGRAMME

ORDER OF STUDIES PRE-MASTER

STUDY COURSES Pre-Master

Academic skills

- Orientation
- Academic Standards and Procedures
- Professional Development

Business Basics

- Business Research Methods
- Business Research Methods (Project)
- Business Research & Academic Writing

Soft skills

- Intro German Business Culture and Job Market
- German A1.1

IUBH CAREER PACKAGE · 3 MONTHS

After your studies



KICK-START YOUR CAREER AFTER YOUR DEGREE

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 with a migrant background. If this is you and you are looking for a successful career - welcome to Germany!

GRADUATE PROSPECTS

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

And there's more to it than that: Upon successful completion of the career package, which includes an onsite career training in Germany, you are entitled to work and reside in Germany - **even if you got your degree online**. And after three years full-time employment in Germany that entitlement is extended to include the whole of the EU.



"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

FACTS AND FIGURES

CAREER PACKAGE

Degree	IUBH Career Package Certificate
Languages of instruction	English and German
Duration	3 months
Modes of instruction	on campus only lecture, seminar, care study, practical projects
Studies	full-time
Study model	directly prior to start of thesis semester
Start	October and April, additional intakes upon request

ORDER OF STUDIES CAREER PACKAGE

1st PHASE CULTURAL AWARENESS

- German working environment: Dress code, business practice and ethics
- Structure of German companies and institutions
- Case Studies: Successful international graduates

2st PHASE NETWORKING

- Screening of potential employers
- Building and using global networks and communities
- Design and conduct your individual application process
- Train for successful job interview

3rd PHASE CAPSTONE PROJECT

- Leveraging your capstone project
- Analysis at employer feedback
- Action plan for further improvement
- Use the internship for the next job

4th PHASE YOUR JOB IN GERMANY

- Leveraging your contacts
- Do's and don'ts of employer approach in Germany
- The professional application process
- The first 100 days in your new job
- Networking on the job

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, 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

Full support from IUBH: Our IUBH support package includes airport transfer upon your first arrival, 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

CONTACT NON-EU APPLICANTS

International Admission
Campus Bad Honnef
+49 (0) 2224-9605-101
admission@iubh.de

International Admission
Campus Berlin
+49 (0) 30-2089868-10
admission-berlin@iubh.de

CONTACT EU APPLICANTS

Study Advisory Services
Campus Bad Honnef
+49 (0) 2224-9605-102
info@iubh.de

Study Advisory Services
Campus Berlin
+49 (0) 30-2089868-10
info@iubh.de



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



International University
of Applied Sciences
Internationale Hochschule
**School of Business
and Management**

PARTNERS, SPONSORS, MEMBERSHIPS (SELECTION)



ZWIESEL KRISTALLGLAS



Deutsche Post DHL



HRK Hochschulrektorenkonferenz
Die Stimme der Hochschulen



frankfurt hahn
airport



Campus Bad Honnef

IUBH School of Business and Management
Muelheimer Strasse 38 · 53604 Bad Honnef
Fon: +49 2224 9605-101
Fax: +49 2224 9605-115
E-Mail: admission@iubh.de

Campus Berlin

IUBH School of Business and Management
Rolandafer 13 · 10179 Berlin-Mitte
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Fax: +49 30 280 170-15
E-Mail: admission-berlin@iubh.de

www.iubh.de/en



As of December 2016; subject to change