



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



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Master's degree



MBA in International Tourism Management

Bremen University of Applied Sciences • Bremen



Overview

Degree	MBA
Teaching language	<ul style="list-style-type: none">English
Languages	English only
Mode of study	Fully on-site with voluntary online elements
Programme duration	3 semesters
Beginning	Winter semester
Application deadline	Please check the university's website .
Tuition fees per semester in EUR	Yes
Additional information on tuition fees	14,500 EUR for the whole programme, including a maximum of 500 EUR for a field trip Check out our discount options and save up to 1,000 EUR.
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	No
Description/content	<p>Suited to meet today's demands, graduates are capable of promoting a responsible and sustainable tourism that is beneficial to all sectors of society. Profit from an international study group!</p> <p>Tourism and its related business activities are among the most important factors of the world economy. Today the tourism industry has become the world's biggest employer. In order to address the complexities in coordinating the different tourism-related industries and to meet the need to upgrade skills in this sector, there is a demand for the improvement of education in this field. Taking this into account, we have developed this specialist MBA course, focusing on tourism</p>

management skills.

The MBA in International Tourism Management (MTM) programme provides graduates with specific management competencies focused on the tourism practice in an international dimension. Based on a business-related first academic education, participants acquire the key qualifications of tourism management which enable them to fulfil the requirements in the different areas of international tourism.

The main fields of qualification in the curriculum of the MTM programme are:

- International and global tourism management
- Market strategic and operative marketing competence
- Sensitivity to the environments of tourism
- Specific management competencies in the tourism business (such as project and process management, quality management, e-tourism management)

The project management module integrates a practical project at an international or national destination.

Course Details

Course organisation

Full-time programme organised in block modules

First semester

- Introduction
 - A: The Phenomenon of Tourism and Its Systems
 - B: Tourism Economics and Industries
- Intercultural Management
 - A: Culture and Cross-Cultural Management
 - B: Human Resources and Diversity Management
- International Financial Management
 - A: Global Finance
 - B: International Accounting
- Corporate Social Responsibility
 - A: Business Ethics
 - B: Sustainable Development
- Tourism Marketing
 - A: Specifics of Tourism Marketing
 - B: Marketing Operations

Second semester

- International Legal and Tax Framework
 - A: International Business Law
 - B: International Taxation Systems
- Strategic Planning
 - A: Marketing Research
 - B: Development and Implementation of Strategy
- International Project Management
 - A: Project Management Concepts
 - B: Demand in Tourism
- Applied Project Management
 - A: Tourism case study
 - B: Field research

Electives: students must select one

- Contemporary Issues in Tourism
- Sceptical Analysis
- International Politics and Relations in Tourism
- E-Business in Tourism

Third semester

- Thesis and oral defence

» [PDF Download](#)

A Diploma supplement will be issued	Yes
International elements	<ul style="list-style-type: none">• International guest lecturers• Language training provided• Training in intercultural skills• International comparisons and thematic reference to the international context
Integrated internships	A six-month internship is an optional part of the programme. It is very important for foreign students to gain experience in Germany and insight into German management practice in tourism. Where possible, students may get guidance and are assisted in finding a placement, but German language proficiency is necessary.
Course-specific, integrated German language courses	No
Course-specific, integrated English language courses	No

Costs / Funding

Tuition fees per semester in EUR	Yes
Additional information on tuition fees	14,500 EUR for the whole programme, including a maximum of 500 EUR for a field trip Check out our discount options and save up to 1,000 EUR.
Semester contribution	Approx. 350 EUR, including free public transport in and around Bremen
Costs of living	400 EUR to 500 EUR without accommodation
Funding opportunities within the university	No

Requirements / Registration

Academic admission requirements	<ul style="list-style-type: none">• An academic degree (Bachelor's) in business, economics, social sciences or tourism management or related fields from an accredited university• One year of work experience after the Bachelor's degree
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Language requirements	Proof of a very good level of English shown by certificates (A-level; TOEFL iBT: 80; IELTS: 6.0), entrance test or English as language of instruction in previous education
Application deadline	Please check the university's website .
Submit application to	Please apply online here .

Services

Possibility of finding part-time employment	Students are allowed to take a part-time job to earn extra money. German language skills are necessary for employment.
Accommodation	The International Student Assistance (isa@hs-bremen.de) takes on the task of helping to find accommodation. This service is available to students free of charge. Applicants also have access to an online database where they can choose from various options for accommodation. Most students live in rented rooms or apartments which must be rented for at least six months. The rent for a single room is a minimum of 450 EUR each month.
Career advisory service	Career Service
Support for international students and doctoral candidates	<ul style="list-style-type: none"> • Welcome event • Accompanying programme • Specialist counselling • Cultural and linguistic preparation • Visa matters • Pick-up service
General services and support for international students and doctoral candidates	Permanent accessibility of programme director and programme coordinator



©IGC

Amber Rivero
MBA

IGC offered a unique opportunity to grow in a dynamic environment with students from different cultural and academic backgrounds.



MBA in International Tourism Management – Alumna Michelle Quek

Student experience: Michelle Quek graduated from IGC with an MBA in International Tourism Management. In our video, she talks about student life in Bremen and how the study programme met her expectations.

» more:
<https://www.youtube.com/watch?v=eAl944ozwns>

— Bremen University of Applied Sciences —



International Graduate Center of Hochschule Bremen

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With almost 9,000 enrolled students and about 70 degree programmes in five schools, Hochschule Bremen, City University of Applied Sciences is one of the larger institutions of its kind in Germany.

The International Graduate Center (IGC) was founded by Hochschule Bremen City University of Applied Sciences (HSB) as an interdisciplinary Graduate School for Management and Leadership. For applicants with a first university degree, the IGC offers several non-consecutive MBA and Master's degrees in the area of international and European business and management. All full-time courses are taught entirely in English.

The IGC offers high-quality academic education with strong practical relevance, adhering to the high standards of the German educational

system. Its academic approach fosters intercultural awareness, critical thinking and the exchange of ideas in a global perspective by providing discussion-oriented seminars in small groups, a variety of teaching and assessment methods, and support for self-learning processes.

The IGC is conveniently located in the centre of the city of Bremen, within walking distance of attractive locations for dining, shopping, leisure, and sports.



University location

The Free Hanseatic City of Bremen is the capital of the federal state of Bremen, the smallest state in Germany, with a population of 684,000 and an area covering 404 square kilometres, located in north-west Germany close to the North Sea coast. As a unique city in which history comes alive and the future is being planned, Bremen is a place of sensual pleasures, including not only things that melt in your mouth, but also countless delights to see and hear.

It is a city of art and culture, parks and gardens, romantic quarters, and elegant shopping malls. Indeed, Bremen has even more to offer: tradition and cosmopolitanism. The people of Bremen are by no means as stiff as they are often said to be. On the contrary, they enjoy celebrating frequently, preferably with guests from abroad who look forward to returning to Bremen as good friends. A city that can look back on a thousand-year history: nowhere is this more evident than on the famous market square, a favourite meeting place for the citizens of Bremen. The statue of Roland is the symbol of civic liberty and freedom in Bremen. In the Town Hall, the pulse of political life of the Free Hanseatic City still beats. The magnificent renaissance façade and the Bremen Town Musicians just around the corner are world famous. Trade and shipping have determined the character of the city for centuries and play an essential role in the business life of Bremen and of the Federal Republic of Germany. Bremen is a significant site for the automotive industry, electronics, and nautical science as well as the aviation and aerospace industry, and at the same time a centre of food, drink, and tobacco production. These industries are represented by companies such as Mercedes AG, STN ATLAS Elektronik, Lürssen Werft, Airbus, OHB, Beck's Beer, and Kraft Foods. Cultural life is characterised by numerous museums and art collections, theatre, ballet, opera, and music.

Bremen is a stronghold of sports such as football (SV Werder), horseback riding, handball, dancing, and cycling, with much-acclaimed international tournaments.

Contact

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🌐 Course website: <https://www.graduatecenter.org/en/mba-master/mba-international-tourism-management.html>

📘 <https://www.facebook.com/igcbremen>

🐦 <https://twitter.com/igcbremen>

🌐 <https://www.linkedin.com/school/hsb-international-graduate-center/>

📺 <https://www.youtube.com/channel/UCTsAp-WKElp9TB3FJnxi3uw>

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International Programmes in Germany - Database

www.daad.de/international-programmes
www.daad.de/sommerkurse

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Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

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