



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



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Master's degree



International Management, Marketing, Entrepreneurship (IMME)

Otto von Guericke University Magdeburg • Magdeburg



Overview

Degree	Master of Science in International Management, Marketing, Entrepreneurship
Teaching language	<ul style="list-style-type: none">English
Languages	Courses and examinations are held exclusively in English . However, it is possible to have 15 ECTS credits recognised from modules taught in German at our school.
Full-time / part-time	<ul style="list-style-type: none">full-time
Programme duration	4 semesters
Beginning	Winter and summer semester
Additional information on beginning, duration and mode of study	The study programme will start on 1 October . Newly enrolled students have to take part in the mandatory introduction week . During this week, students will learn how to organise their class schedules by following the programme structure and e-learning portals. They will also receive important information about the school's class and exam registration rules as well as discover options for networking activities, etc.
Application deadline	International degree holders: 15 June for the following winter semester and 15 December for the following summer semester
Tuition fees per semester in EUR	None
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	No
Description/content	International Management, Marketing, Entrepreneurship (IMME) is part of the International Study Programme (ISP page flow) . The (minimum) four-semester, full-time programme leads to a Master of Science (MSc) degree. The curriculum provides students with a deep understanding of concepts

and analytical methods in the areas of international management, marketing, and entrepreneurship.

The programme seamlessly **combines mathematical management tools, strategic planning, and psychological insights**. It also prepares students for knowledge-based management positions in the upper and top-level management of multinational corporations and organisations.

Programme participants **will specialise in one** of the following areas:

In the field of **International Management**, students acquire comprehensive knowledge about the strategic activities of organisations, in particular about the strategic decision-making of top management teams. This specialisation focuses on internationalisation strategies, innovation management, and cross-cultural management.

In the field of **Marketing**, students gain insights into processes and methods of market research as well as the control and analysis of marketing activities. Furthermore, this specialisation focuses on the influence of the social and physical environment of consumers and their behaviour.

In the field of **Entrepreneurship**, students intensify their knowledge of business decision-making and business planning. Special attention is given to entrepreneurial decision-making practices, business model generation, organisational strategies, and key procedures for the successful foundation of an organisation.

This study programme requires students to possess **acomprehensive understanding of economic** theories as well as an understanding of analytical mathematics and statistical methods. Students must have strong English skills.

Learn more about our English Master's programme that we offer: [ISP website](#).

Current information

Our school **mostly** offers **in-person classes**. Some online modules may be offered, depending on the lecture style of the professor. **On-campus presence is required** in order to successfully complete the programme.

This study programme is a **limited places study programme** (NC – numerus clausus). Admission will be offered after a selection procedure, and enrolment cannot be postponed.

Course Details

Course organisation

This programme includes three compulsory courses (International Corporate Strategy, Business Decision-Making, and Marketing Methods and Analysis), and additionally, it includes a range of compulsory elective modules that allow specialisation in one of the three areas.

Students are required to participate in a compulsory elective **seminar and a scientific project**. A **final written Master's thesis** and a corresponding seminar presentation will round out the graduate study programme.

Students should expect a weekly workload of approx. 20 hours of classroom studies and at least 20 hours of independent self-study. A study centre is available on campus.

Master's studies include lectures to learn new concepts, tutorials to foster discussions and practice techniques, and seminars to apply theories and methods to an assigned scientific project. **This project includes a final academic thesis paper including a defence presentation.**

Students enrolling in the summer semester will start their studies with the second-semester modules and then proceed with the first-semester modules the next semester. As a strict rule, lectures will only be offered in the winter or in the summer semester, as outlined in the programme structure chart.

To assist students during the study programme, the faculty will provide academic advisory services.

Candidates must demonstrate an ability to work independently on a selected topic using scientific methods. **This study programme is theoretical and mathematically-oriented in an analytical manner.**

Module Descriptions

» PDF Download

A Diploma supplement will be issued	Yes
International elements	<ul style="list-style-type: none"> • International guest lecturers • Training in intercultural skills • International comparisons and thematic reference to the international context • Projects with partners in Germany and abroad • Specialist literature in other languages • Content-related regional focus
Integrated internships	There are no compulsory internship requirements. However, students are encouraged to complete a voluntary internship during the course of their studies. The faculty believes it is valuable to gain professional experience within German and international workplaces. Internships must be organised independently. Furthermore, the AIESEC and ERASMUS organisations and the University Career Service Centre provide opportunities and assistance to both German and international students.
Course-specific, integrated German language courses	No
Course-specific, integrated English language courses	No

Costs / Funding

Tuition fees per semester in EUR	None
Semester contribution	Currently, the semester fee is 155.20 EUR. It covers services offered by the "Studentenwerk" (student union) and the student representatives. Enrolled students receive a semester ticket for free use of public transport, student discounts in the campus cafeteria, etc.
Costs of living	A minimum of 861 EUR per month must be budgeted for accommodation, cost of living, health insurance, books, and miscellaneous expenses. In comparison with many other towns and cities, the rental prices in Magdeburg are still relatively low. There are no tuition fees for the majority of programmes, and the semester fee already includes the cost of bus and tram travel within Magdeburg. The following link provides a fair picture of the cost of living in Magdeburg: Finance .
Funding opportunities within the university	No

Requirements / Registration

Academic admission requirements	<p>Applicants must provide proof of a Bachelor's degree in a relevant subject from a university recognised in Germany with a GPA from 1.0 up to 2.9 (according to the German grading system) to be eligible for the study programme.</p> <p>A degree is considered relevant if a required minimum number of credits in modules covering economics, business administration, and quantitative methods (advanced maths, statistics, etc.) has been obtained.</p> <p>Detailed information about admission requirements (i.e., relevant degree, letter of motivation, and English skills on a level C1) is available on the study programme's website: IMME details and admission requirements.</p>
Language requirements	<p>Proof of advanced English skills on the C1 level is strictly required. A detailed and updated list of recognised test options (TOEFL, IELTS, GRE, GMAT) and minimum scores is available on the programme website: IMME admission requirements.</p> <p>German skills are not required for this study programme but are important for getting around in Germany and employment in Germany. Applicants are advised to study German at an A1 or A2 level before their arrival in Germany. Language studies may be continued on campus. A small student fee will apply. Additionally, private language schools offer evening classes.</p>
Application deadline	<p>International degree holders:</p> <p>15 June for the following winter semester and</p> <p>15 December for the following summer semester</p>
Submit application to	www.uni-assist.de

Services

Possibility of finding part-time employment	<p>It is possible to find a part-time job as a research or student assistant at one of the faculties or in the university administration (maximum: 80 hours per month). Other opportunities are student jobs at different companies, restaurants, and shops. Information on how to find a job can be found on our website: Career Service.</p>
Accommodation	<p>The "Studentenwerk" (student union) in Magdeburg manages the on-campus halls of residence (mostly one- to four-room apartments). Currently, the monthly rent ranges from 200 to 370 EUR per room (approx. 12 to 35 square meters), depending on the size and furnishing. Rooms in the halls of residence are limited in number. The accommodation application can be found on the website of the Studentenwerk.</p> <p>The Studentenwerk assists all new students in finding adequate accommodation, either on or off campus. Private accommodation is available on the Magdeburg accommodation market. However, fully furnished units are in somewhat short supply.</p>
Career advisory service	<p>On-campus workshops as well as assistance for students searching for jobs and internships is provided. A yearly job fair, which is exclusively for students, is held on campus.</p>
Support for international students and doctoral candidates	<ul style="list-style-type: none"> • Welcome event • Buddy programme • Specialist counselling • Tutors • Visa matters • Help with finding accommodation

- Support with registration procedures

General services and support for international students and doctoral candidates

Our school provides a **buddy programme (SIMP-SON)**, a **website**, and a **student advisory service office (ISP Office)** exclusively for students enrolled in study programmes conducted in English. A year-round integration programme is part of the mentoring and includes **intercultural workshops**, weekly counselling hours, English-guided tours and trips, and networking events with fellow students. To participate in the mentoring programme, students need to apply ahead of time to be paired with a student in a more advanced semester.

SIMP-SON



Study and Research at the Otto von Guericke University Magdeburg

The Otto von Guericke University Magdeburg, founded in 1993, is a young university with nine faculties and about 14,000 students from all around the world. In terms of research and teaching, the focus of the dynamic and cosmopolitan university is on meeting the challenges of the modern knowledge society. The campus is modern and compact. The city lies in central Germany and has a rich history.

» more:

<https://www.youtube.com/watch?v=6nbfAExH6B0>

— Otto von Guericke University Magdeburg —



The School of Economics and Management at the Otto von Guericke University Magdeburg

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Otto von Guericke University Magdeburg (OVGU) was founded in 1993 and is one of Germany's youngest universities. It was formed by a merger of the existing technical university, the teacher training college, and the medical school. The university now comprises nine faculties and about 14,000 students and is becoming increasingly more important as a centre for education and research. It plays an important role in the regional capital of Magdeburg, which is developing into a centre for business, scholarship, and culture. The university is a member of many organisations and committees. It is named after Otto von Guericke (1602-1686), Magdeburg's famous citizen, whose pioneering research into the vacuum brought him renown well beyond Germany's borders. The university aspires to teach and research in the tradition of this great scientist, philosopher, and engineer and to continue with his humanist work.

At the Otto von Guericke University Magdeburg, students can choose from more than 90 degree courses in various areas of study and specialisation. In addition to these, a range of postgraduate courses are offered. There are also many possibilities to combine different subjects across faculties. The conditions for students are ideal, with modern laboratories, experimental workshops, and clinics equipped with high-performance computers and an excellent staff-student ratio. The offer of a sound, thorough education, combining a high level of theoretical expertise with practical experience, makes Magdeburg an attractive choice.

In recent years, research at the university has gone through a decisive change, from applied research to innovative, fundamental research. Among the many areas represented, the neurosciences, immunology, non-linear systems, new materials, processes and products, computational visualistics, social transformation, communication, and culture deserve a special mention. The university hopes to make a significant contribution to economic and social development in Magdeburg and the surrounding area through its research. Equally, disciplines such as humanities, economics, and management, which have been established more recently at the university, have already made their mark on our research profile. Special emphasis is placed on close cooperation between teaching staff and students.

Magdeburg also attracts students because it offers accommodation with either a single bed or twin beds in its halls of residence.

[Take a virtual trip through our international campus!](#)



University location

As the capital of the federal state of Saxony-Anhalt, Magdeburg is the seat of the state parliament and administration. The town is more than 1,200 years old and has about 234,000 inhabitants. Its excellent location on the River Elbe and its proximity to Berlin, Hanover, and Leipzig have proven to be a significant asset to the city. In the 19th century, the town developed into an important industrial and trade centre. Nowadays, another quite distinctive feature of Magdeburg is its considerable research and innovation potential at the university, the Max Planck and Fraunhofer research institutes, and the university of applied sciences, which are all located in close proximity to each other. Magdeburg offers an extensive park and garden landscape, a rich cultural and sports life, and an ideal atmosphere for being a student. Please visit the website: www.magdeburg.de.

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📘 <http://www.facebook.com/OVGU.Magdeburg>
🐦 <http://www.twitter.com/OVGUpresse>
🌐 <https://www.linkedin.com/school/otto-von-guericke-university-magdeburg/>
📷 http://www.instagram.com/uni_magdeburg
📺 <https://www.youtube.com/channel/UCX7sej01ntgujN3NilAUkUw>

Last update 05.05.2024 14:18:54

International Programmes in Germany - Database

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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".

The publication is funded by the German Federal Ministry of Education and Research and by contributions of the participating German institutions of higher education.



Federal Ministry
of Education
and Research