



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



Table of Contents

Master's degree	2
International MBA - Focus International Marketing • Bremen University of Applied Sciences • Bremen	2

Master's degree



International MBA - Focus International Marketing

Bremen University of Applied Sciences • Bremen

Overview

Degree	Dual degree from two universities: MBA and/or Master's degree
In cooperation with	<ul style="list-style-type: none">• University of North Carolina Wilmington, Cameron School of Business, USA• ESCA School of Management, Paris, France• University of València, Facultat d'Economia, Spain
Teaching language	<ul style="list-style-type: none">• English
Languages	All courses are taught in English.
Programme duration	2 semesters, 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	<p>For the International Graduate Center of Hochschule Bremen, City University of Applied Sciences, the following fees apply: core module 7,200 EUR.</p> <p>Tuition fees for the specialisation in International Marketing at the University of València are 7,585 EUR.</p> <p>For detailed information, please check https://www.ibsa-master.com.</p>
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	Yes
Description/content	<p>Graduates of the International MBA are awarded two degrees after studying one year (fast track) or 18 months in two countries with classmates from all over the globe.</p> <p>This programme goes beyond simply addressing trade issues between countries by encouraging critical analysis of what makes a business competitive in the international arena. It provides a unique learning experience based upon students' needs and graduates' opportunities.</p> <p>This unique programme is a cooperative venture initiated by five internationally recognised universities as part of the "International Business School Alliance" (IBSA).</p>

Core modules:

- Management in the Global Environment/Global Strategic Analysis
- Global Marketing Strategies
- Multinational Financial Management
- Human Resource Management in a Global Environment
- Business Analytics

Specialisation:

The specialisation in International Marketing is offered by the University of València. It covers marketing management decision in an international perspective, through four modules: Integrated Marketing Communication, International Distribution & Logistics, International Market Research and Service Marketing. In changing and evolving markets, companies need a proactive marketing approach to provide consumer value in their offering to satisfy their needs. Our marketing approach embraces from the principles in marketing research distribution, communication and service marketing to the most recent changes occurred in the marketplace such as co-creation or social networks.

Course Details

Course organisation	In the first term, students study the core modules at the International Graduate Center of the Hochschule Bremen City University of Applied Sciences in Germany. In the second and third term, students switch to the University of València, Spain for their specialisation and the Master's thesis in International Marketing.
International elements	<ul style="list-style-type: none">• Integrated study abroad unit(s)
Integrated study abroad unit(s)	The programme is a dual degree Master's programme offered by the International Business School Alliance (IBSA). Students study the core modules in the first term at the International Graduate Center of the Hochschule Bremen City University of Applied Sciences in Germany and specialise at the University of València, Spain, in the second and third term, including the Master's thesis project.
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	<p>For the International Graduate Center of Hochschule Bremen, City University of Applied Sciences, the following fees apply: core module 7,200 EUR.</p> <p>Tuition fees for the specialisation in International Marketing at the University of València are 7,585 EUR.</p> <p>For detailed information, please check https://www.ibsa-master.com.</p>

Semester contribution	350 EUR
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Funding opportunities within the university	No
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Requirements / Registration

Academic admission requirements	Admission requirements include a previous undergraduate degree in business management or its equivalent. At least two years of practical professional experience is also required.
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Language requirements	Very good English language skills are required; applicants must provide proof of English proficiency with TOEFL (Test of English as a Foreign Language) 90 iBT points or IELTS (International English Language Testing System) 6.5 points.
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Application deadline	Please check the university's website .
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Submit application to	https://www.graduatecenter.org/en/admission-support/online-application.html
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Services

Possibility of finding part-time employment	As this is a one-year full-time Master's programme and due to the intense study period and high work-load, it is not recommended to work during the course of study. (In general, students from European Union countries do not require a work permit to work during their course of study. Students from countries outside the European Union may work 120 full days or 240 half days over the course of one year without a work permit. A special permit is required to work more than this.)
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Accommodation	The International Student Assistance (isa@hs-bremen.de) takes on the task of finding accommodation. This service is available to students free of charge. The 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 that must be rented for at least six months. The rent for a single room is a minimum of 450 EUR each month.
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Support for international students and doctoral candidates	<ul style="list-style-type: none">• Tutors
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Contact

Bremen University of Applied Sciences
International Graduate Center

Usanie Dennerlein

Langemarckstraße 113
28199 Bremen

Tel. +49 42159054456

✉ imba@hs-bremen.de

🌐 Course website: <https://www.ibsa-master.com/>

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

🐦 <https://twitter.com/igcbremen>

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

📷 https://www.instagram.com/ibsa_study_program

📺 <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

Editor

DAAD - Deutscher Akademischer Austauschdienst e.V.
German Academic Exchange Service
Section K23 – Information on Studying in Germany
Kennedyallee 50
D-53175 Bonn
www.daad.de

GATE-Germany

Consortium for International Higher Education Marketing
www.gate-germany.de

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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