



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



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# Master's degree



## International MBA (Dual Degree) - 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	International Business School Alliance (IBSA) <ul style="list-style-type: none"><li>• University of North Carolina Wilmington, Cameron School of Business, USA</li><li>• ESCA School of Management, Paris, France</li><li>• University of València, Facultat d'Economia, Spai</li></ul>
Teaching language	<ul style="list-style-type: none"><li>• English</li></ul>
Languages	All courses are taught in English.
Full-time / part-time	<ul style="list-style-type: none"><li>• full-time</li></ul>
Mode of study	Fully on-site with voluntary online elements
Programme duration	2 semesters, 3 semesters
Beginning	Winter semester
Additional information on beginning, duration and mode of study	<p>The programme starts in October.</p> <ul style="list-style-type: none"><li>• First semester: October – January</li><li>• Second semester: January/February – June/July</li><li>• Third semester: Master's thesis</li></ul> <p>Fast-track option available (complete the entire programme within two semesters)</p>
Application deadline	Please check the <a href="#">university's website</a> .
Tuition fees per semester in EUR	Yes
Additional information on tuition fees	<p>Approx. 17,000 EUR for the two Master's degrees and the entire programme (depending on partner university)</p> <p>Prices can be found here: <a href="https://www.graduatecenter.org/en/mba-master/international-mba-dual-degree.html">https://www.graduatecenter.org/en/mba-master/international-mba-dual-degree.html</a></p>

Combined Master's degree / PhD programme No

Joint degree / double degree programme Yes

#### Description/content

Two countries, two degrees: We offer our students the opportunity to choose from four specialisations in four different countries, enabling them to design their most valuable academic year!

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.

The students take the following core modules:

- Multinational Financial Management
- Business Analytics
- Global Marketing Strategies
- Global Strategic Analysis
- Human Resource Management in the Global Environment
- Leadership (optional)

Depending on their future career goals, our students can choose from four business specialisations at four international locations:

- International Marketing at the University of València, Spain
- International Finance & Investments at the University of North Carolina Wilmington, USA
- International Logistics & Supply Chain Management at the International Graduate Center (IGC), Hochschule Bremen City University of Applied Sciences, Germany
- Sustainable Risk Management at ESSCA School of Management in Paris, France

The International MBA is internationally accredited by EFMD (European Foundation for Management Development).

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.

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## Course Details

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#### Course organisation

In the first semester, 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 semesters, students switch to the University of València, Spain for their specialisation and the Master's thesis in International Marketing.

A Diploma supplement will be issued

Yes

#### International elements

- Training in intercultural skills
- International guest lecturers
- Integrated/optional study abroad unit(s)
- Courses are led with foreign partners
- International comparisons and thematic reference to the international context

Description of other international elements

International faculty

<b>Integrated/optional study abroad unit(s)</b>	Yes, see the programme structure.
<b>Diverse intercultural background of students</b>	Yes, we have students from around 15 different nations from all over the world per year.
<b>Course-specific, integrated German language courses</b>	No
<b>Course-specific, integrated English language courses</b>	No

## Costs / Funding

<b>Tuition fees per semester in EUR</b>	Yes
<b>Additional information on tuition fees</b>	<p>Approx. 17,000 EUR for the two Master's degrees and the entire programme (depending on partner university)</p> <p>Prices can be found here: <a href="https://www.graduatecenter.org/en/mba-master/international-mba-dual-degree.html">https://www.graduatecenter.org/en/mba-master/international-mba-dual-degree.html</a></p>
<b>Semester contribution</b>	350 EUR
<b>Costs of living</b>	We provide information and contact details for several private and commercial landlords in Bremen. The cost of a single student room in a shared flat is approx. 350 EUR to 400 EUR, including all additional costs like water, heating, and electricity. Single apartments range from 450 EUR to 750 EUR.
<b>Funding opportunities within the university</b>	No

## Requirements / Registration

<b>Academic admission requirements</b>	<ul style="list-style-type: none"> <li>• Previous undergraduate degree in business management or equivalent</li> <li>• At least two years of practical professional experience</li> </ul>
<b>Language requirements</b>	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.
<b>Application deadline</b>	Please check the <a href="#">university's website</a> .
<b>Submit application to</b>	<a href="https://www.graduatecenter.org/en/admission-support/online-application.html">https://www.graduatecenter.org/en/admission-support/online-application.html</a>

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## Services

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### Possibility of finding part-time employment

Given that this is a one-year, full-time Master's programme with an intense study period and high workload, it is advisable not to work during the course of study. (In general, students from European Union countries are not required to have 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 that.)

### Accommodation

The International Student Assistance ([isa@hs-bremen.de](mailto: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.

### Career advisory service

<https://www.hs-bremen.de/en/hsb/organisation/central-units/career-service/>

### Support for international students and doctoral candidates

- Welcome event
- Buddy programme
- Specialist counselling
- Cultural and linguistic preparation
- Visa matters
- Pick-up service
- Help with finding accommodation
- Support with registration procedures

## Contact

### Bremen University of Applied Sciences

International Graduate Center

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28199 Bremen

Tel. +49 42159054456

✉ [imba@hs-bremen.de](mailto: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.youtube.com/channel/UCTsAp-WKElp9TB3FJnxi3uw>

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# International Programmes in Germany - Database

[www.daad.de/international-programmes](http://www.daad.de/international-programmes)  
[www.daad.de/sommerkurse](http://www.daad.de/sommerkurse)

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## GATE-Germany

Consortium for International Higher Education Marketing  
[www.gate-germany.de](http://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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