



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



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# Master's degree



## MBA in European/Asian Management

Bremen University of Applied Sciences • Bremen



## Overview

Degree	Master of Business Administration in European/Asian Management
Teaching language	<ul style="list-style-type: none"><li>English</li></ul>
Languages	Courses are held entirely in English.
Full-time / part-time	<ul style="list-style-type: none"><li>full-time</li></ul>
Mode of study	Hybrid
Programme duration	3 semesters
Beginning	Winter semester
Application deadline	Please check the <a href="#">university's website</a> .
Tuition fees per semester in EUR	Yes
Additional information on tuition fees	15,900 EUR for the whole programme Check out our <a href="#">discount options</a> and save up to 1,000 EUR.
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	No

### Description/content

The programme is designed to mould top talents for leadership positions in Europe and Asia. It especially addresses young professionals with a first degree in engineering or social or natural sciences and at least one year of professional work experience.

Thanks to its unique concept, which combines global management skills and the skills needed to

adjust to markets in Europe and Asia, this MBA prepares top talents for a successful international career.

By drawing on contemporary business thinking and methods, the core modules form the basis for the specialised courses, which are designed to equip students with a comprehensive understanding of management and business in Europe and Asia. By choosing from a number of topical specialisations, students can tailor their studies to suit their individual career plans. A range of courses also take learning out of the classroom.

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## Course Details

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### Course organisation

#### First semester:

- Module 1, *Leading & Communicating Across Cultures*, aims to equip you with the necessary skills to effectively lead and communicate in a global environment. It covers the principles of cross-cultural communication, and you will learn how to navigate cultural challenges to achieve cross-cultural goals.
- Module 2, *Managing & Leading People Worldwide*, deals with how to manage human resources, develop leadership skills, and build a corporate strategy that supports the organisation's social and environmental objectives.
- Module 3, *European/Asian Management I*, will familiarise you with the unique challenges and opportunities facing companies operating in Europe as compared to companies operating in Asia. It will help you to develop an understanding of the cultural and political differences that shape business operations.
- Module 4, *Managing Technology & Global Operations*, will teach you how to design and implement operations strategies as well as how to leverage data and analytics to optimise supply chain management. It will also help you to develop an understanding of the challenges and opportunities of digital transformation.
- Module 5, *Managing the Global Business Environment*, covers key concepts in strategic management, marketing, and international business law.

#### Second semester:

- Module 6, *European/Asian Management II*, explores the role of the EU and Asia in the global economy. Through case studies, expert guest speakers, and a study tour to Luxembourg, you will gain a comprehensive understanding of the challenges and opportunities for businesses operating in this context.
- Module 7, *Managing International Projects & Risk*, covers the critical aspects of managing international projects in today's globalised business world.
- Module 8, *Managing Global Corporate Finance*, will teach you how to effectively manage financial risks in a global context, analyse the financial impact of different tax systems, and understand the importance of accounting standards for multinational companies.
- Modules 9 & 10, *Advanced Knowledge and Skills I & II*, offer a range of advanced courses to equip you with the necessary knowledge and skills to succeed in a global business world. You can choose from a selection of courses.

Depending on your interests, more options can be offered from the Master's portfolio of the School of International Business.

#### Third semester:

The Master's thesis seminar introduces you to academic writing and specifically prepares you for the Master's thesis. It covers the standards for preparing scientific papers, the function of a Master's thesis, possible collaboration with companies, methods for literature search, and plagiarism awareness.

In the Master's thesis, you will have to deal intensively with a research project or case study and put it in writing in the form of a scientific paper.

You can attend an optional 22-week internship (also in combination with the Master's thesis) after the completion of the first 10 modules. If it is a professionally relevant internship and includes a written scientific internship report (15–20 pages), you can obtain 30 ECTS credits.

A Diploma supplement will be issued	Yes
International elements	<ul style="list-style-type: none"> <li>• International guest lecturers</li> <li>• Language training provided</li> <li>• Training in intercultural skills</li> <li>• International comparisons and thematic reference to the international context</li> <li>• Content-related regional focus</li> </ul>
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>15,900 EUR for the whole programme</p> <p>Check out our <a href="#">discount options</a> and save up to 1,000 EUR.</p>
Semester contribution	Approx. 350 EUR per semester, including public transport in and around Bremen
Costs of living	400–500 EUR without accommodation
Funding opportunities within the university	No

## Requirements / Registration

Academic admission requirements	<ul style="list-style-type: none"> <li>• Bachelor's degree – primarily non-economic / non-business-related (official transcript of previous degree)</li> <li>• One year of post-graduate work experience (proof of work experience, employer's certificate required)</li> <li>• Proof of English proficiency with TOEFL or IELTS</li> <li>• Curriculum vitae</li> <li>• An essay demonstrating the student's strong motivation for the programme and dedication to an international business career</li> <li>• Passport photograph</li> <li>• Copies of either birth certificate or passport</li> </ul>
Language requirements	Very good English language skills are required; applicants must provide their results from the TOEFL iBT 90 or IELTS 6.5.

**Application deadline** Please check the [university's website](#).

**Submit application to** <https://www.graduatecenter.org/en/admission-support/online-application.html>

## Services

### **Possibility of finding part-time employment**

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.

There might be student jobs at Hochschule Bremen.

### **Accommodation**

There are student residences in Bremen, but most students live in private accommodation. In Bremen, a single room costs a minimum of 450 EUR/month. A deposit consisting of the first month's rent, plus one or two additional months of rent, not including utility costs, is required before moving in.

### **Career advisory service**

We provide all our students with [career services](#) free of charge. This includes career planning seminars to help students to identify their skills and future careers, write CVs, and master job interviews. Examples of these seminars include "Career Planning", "Ten Steps Towards a Job You Can Love", "Networking", "Secrets of a Perfect CV", or "Create Your E-Portfolio". It also includes many company visits and CV assistance.

### **Support for international students and doctoral candidates**

- Welcome event
- Buddy programme
- Tutors
- Accompanying programme
- Specialist counselling
- Cultural and linguistic preparation
- Visa matters
- Pick-up service



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## Nishant Sinha MBA

This was a very interesting programme that definitely provided knowledge to be used in the real world! For me, studying the MBA in European/Asian Management was the best decision in my life. I believe that the lecturers we had were not just fully qualified, but they were often expert consultants, and they were very experienced in their respective fields. The strong focus on case studies provided me with valuable references on best practices around the world.



## MBA in European/Asian Management

Alireza Akhtarirad gives a short overview of his experience in the European/Asian Management MBA programme at the International Graduate Center.

» more:

[https://www.youtube.com/watch?v=5T5DO\\_cUIP8](https://www.youtube.com/watch?v=5T5DO_cUIP8)

# Bremen University of Applied Sciences



The International Graduate Center of Hochschule Bremen is situated in the heart of the city.

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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


### Bremen University of Applied Sciences

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 Course website: <https://www.graduatecenter.org/en/mba-master/mba-european-asian-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](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  
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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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