

INTERNATIONAL BUSINESS MANAGEMENT

MA

Full-time



This program emphasizes key managerial skills, including analytical thinking, strategic planning, and intercultural communication. With its international focus and in-depth training in digitalization and AI, as well as the option to specialize in marketing or finance, you will be fully equipped for global challenges.

OVERVIEW

- >> Master`s Degree Program
- >> Full-time; 4 Semesters
- >> Taught 100 % in English
- >> 25 Study Places/Year
- >> € 363,36/Semester + Union fees
Fees may differ for non-EU students

SPECIAL FEATURES

- >> Specialize in Marketing or Finance
- >> Study Trip (1 week)
- >> Max. 30 % E-Learning



INTERNATIONAL BUSINESS MANAGEMENT

MASTER'S DEGREE PROGRAM | MA | FULL-TIME



Aug 2025

PROGRAM CONTENT

- >> International business skills & economics
- >> Management, digitalization & sustainability
- >> Specialization in marketing or finance

POPULAR OCCUPATIONAL FIELDS

- >> Marketing, sales & product management
- >> Finance, accounting & controlling
- >> Consulting & project management

"I appreciated the mix of both theoretical and practical perspectives which taught me how to analyze and evaluate problems, but also how to tackle them best and create and implement a solution for every-day business." Hjordis Wagenaar, MA - Graduate

CURRICULUM

SEMESTER
ECTS Credits*

1	2	3	4
30	30	30	30

COURSES

INTERNATIONAL BUSINESS	Economics for Managers	4			
	Management & Strategy: Fundamentals I, Application II, Exploration III	4	5	5	
	Organizational Psychology & Behavioral Economics		4		
	Transformational Management: Change & Organizational Development			3	
	Elective			3	
	Current Topic				3
DIG. & SUST.	Digital Transformation & Artificial Intelligence: Organizations & Environment I, Management & Application II	4	4		
	Sustainability in Business & Society			3	

CHOOSE YOUR SPECIALIZATION Marketing or Finance

INTERNATIONAL CORPORATE FINANCE	Corporate Finance	4			
	Applied Financial Management	3			
	International Accounting I, II	3	3		
	Advanced Corporate Finance		4		
	Contemporary Issues in Finance		3		
	Finance Lab			3	
INTERNATIONAL MARKETING MANAGEMENT	Applied Marketing Mix	4			
	Strategic Marketing	3			
	Global Brand Management	3			
	Market & Customer Analysis		4		
	Digital Marketing Communication		3		
	Contemporary Issues in Marketing		3		
	Marketing Lab			3	

SOCIAL SKILLS	Teambuilding & Teamwork	1			
	Cross Cultural Management	3			
	Study Trip: Integrated Excursion Project		3		

PRACTICAL TRANSFER	Research Methods: Qualitative Analysis I & II, Advanced Quantitative Analysis III	4	4	4	
	Integrated Company Project			4	
	Business Simulation Game			2	
	Academic Writing			2	
	MA-Camp			1	
	Case Studies in Management				3
	Colloquium Master's Thesis				2
	Master's Thesis				22

* ECTS: European Credit Transfer System, amount of work for students per lecture (1 ECTS = 25 h.).