

YOUR  
INTERNATIONAL  
CAREER

# FOCUS ON **YOUR FUTURE**

BAD HONNEF · BERLIN · DUBLIN · KILLARNEY

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# GOOD REASONS TO STUDY AT IUBH

## INTERNATIONALITY

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With a key focus on internationality, IUBH study programmes provide students with the management tools and leadership skills required to succeed on the multicultural stage that is today's global market.

## PRACTICAL ORIENTATION

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At IUBH, our highly experienced faculty guides you through the strategic framework of case studies, project work and internship placements that are an integral part of our bachelor's programmes. Our hands-on approach and extensive university-industry interface with the relevant business experts further underpin the learning process and enable you to implement newly learned skills "in the field".

## QUALITY AND REPUTATION

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We attach great importance to the quality of our programmes. This is why we have not only introduced internal quality assurance procedures but have also gone through numerous external accreditation and certification processes. We were awarded the FIBAA Premium Seal five times for our study programmes and achieved top results in the current CHE ranking.

## LEARNING ENVIRONMENT

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Small classes and study groups, and a low student-faculty ratio ensure an effective collaborative learning environment. All professors take a genuine interest in the progress and integration of international students. This approach encourages dialogue and a trust-based relationship between students and their professors and creates opportunities to bring forward new ideas. A convenient, yet relaxing setting in city centre, a library (on campus and/or online), and a range of housing and catering facilities on campus or in nearby areas help create a cohesive community that drives focus on studying – the perfect backdrop for inspirational learning.

## CAREER

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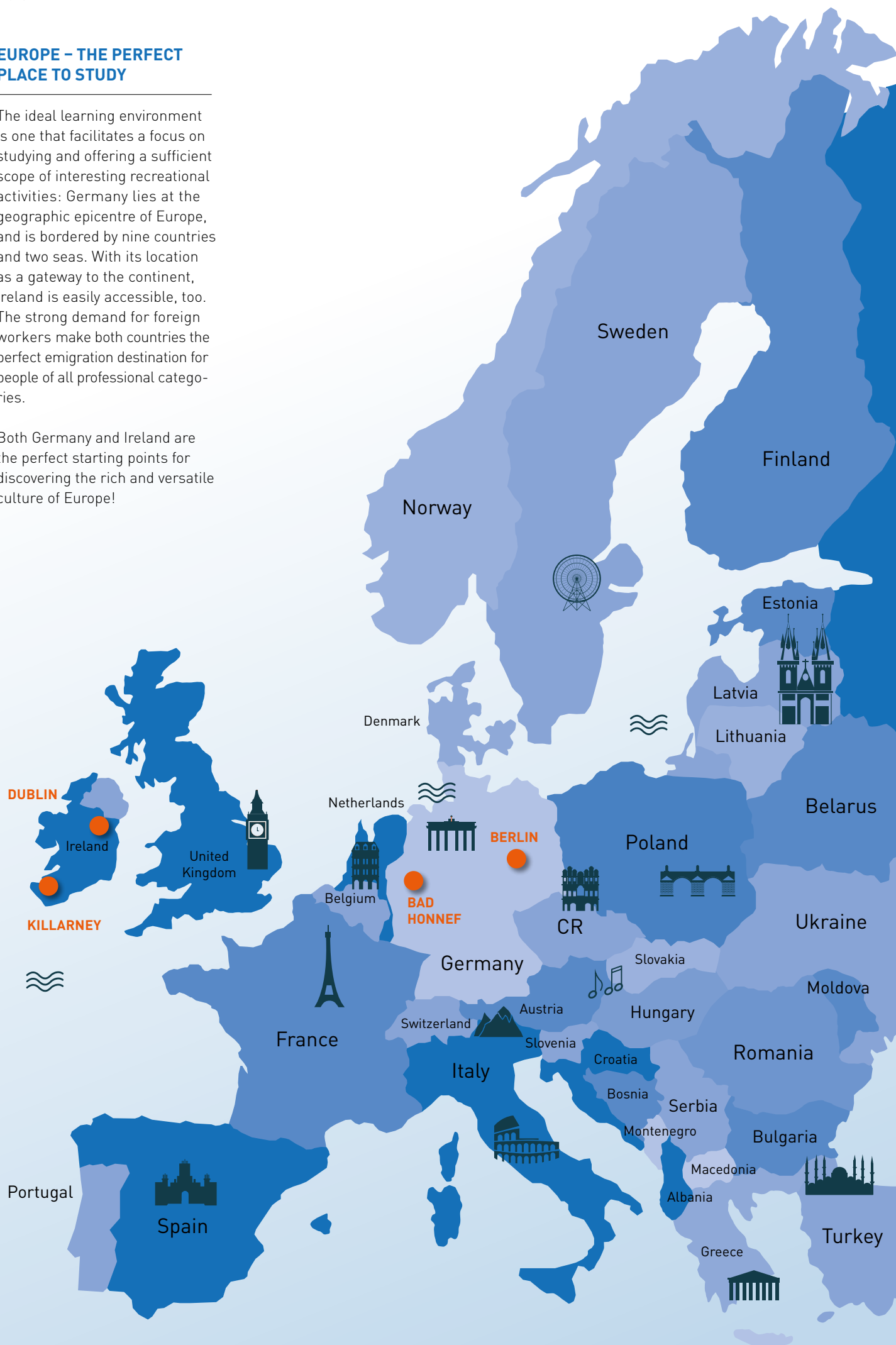
Our study programmes offer exposure to an extensive network of industry contacts for internships, job entry and careers. IUBH graduates are highly sought after by leading national and international companies looking for the right leadership and management skills. The figures speak for themselves: 87% of IUBH graduates have jobs within three months.

> [www.iubh.de/mission-statement](http://www.iubh.de/mission-statement)

## EUROPE – THE PERFECT PLACE TO STUDY

The ideal learning environment is one that facilitates a focus on studying and offering a sufficient scope of interesting recreational activities: Germany lies at the geographic epicentre of Europe, and is bordered by nine countries and two seas. With its location as a gateway to the continent, Ireland is easily accessible, too. The strong demand for foreign workers make both countries the perfect emigration destination for people of all professional categories.

Both Germany and Ireland are the perfect starting points for discovering the rich and versatile culture of Europe!





## EXPLORING EUROPE

Despite a number of challenges ahead, the modern Europe is a great success story: The biggest consumer market in the world, surpassing the United States – the largest community (by number of countries) to allow free movement – and, including Paris, Berlin, Amsterdam, Rome, Munich, Hamburg – probably the most interesting and inspiring continent in the world.

European nations share a common history – for good and for bad, they share values of personal freedom, the value of education – and mutual respect and appreciation. Whereas Ireland's location on the western edge of Europe makes the country a strategic gateway to Europe, Germany is situated right in the center of the continent. Both countries are offering short, direct and inexpensive flights to all European capitals. The common currency – combined with the right of free movement – makes travelling easy. A big number of countries sharing values, culture and currency deliver multiple opportunities to IUBH students: Build your personal, international network (see next page), join global companies, simply enjoy the freedom to travel and to explore a fascinating, multi-faceted continent!

## WELCOME TO GERMANY AND IRELAND

**"When the wind of change blows, some build walls, while others build windmills"**

CHINESE SAYING

Globalisation and the knowledge economy are changing the face of today's markets. While demand for workers with higher levels of education, technical knowledge and skills has been rising rapidly, low skilled workers have suffered declining incomes. These changes are likely to drive reforms in migration law to facilitate the movement of talent around the globe and increase the numbers of national and international companies looking to recruit graduates to fill the skills gap. IUBH study programmes are designed to nurture international talent and provide graduates with the skills to perform leadership roles in business across global markets.

## LIVING IN GERMANY

By global standards, Germany is a prosperous, stable and open society renowned for the reliability and quality of its services and products, its progressive energy policy, and its leading political and economic role in Europe. It's geographic location and excellent infrastructure make Germany a traveller's dream, and its rich cultural heritage ensures a huge diversity of recreational activities. It's a very safe and comfortable place to live where people are friendly, helpful and generally willing and able to speak English. Some facts about the German economy:

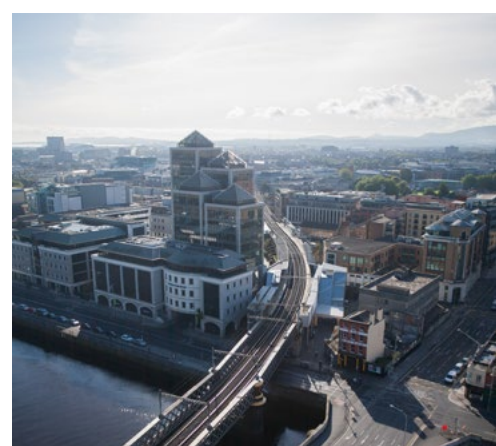
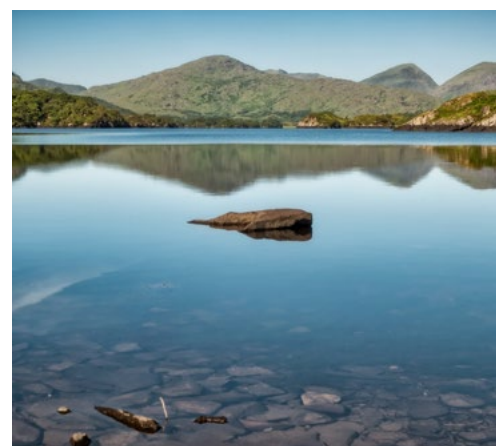
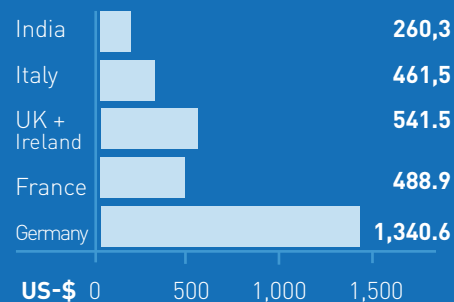
- No. 3 in the world, the world's strongest export nation per capita
- Unemployment figure for university graduates < 2.5%
- Experts agree that demographic change will continue to impact the labour market, causing a major shortfall in qualified labour and creating good opportunities for skilled workers from abroad
- Open community, 10 million inhabitants are from a migrant background

## LIVING IN IRELAND

Ireland is a small country with an enormous amount to offer, not least of which is a rich culture, diverse artistic talent and lively people. With its natural diversity and medieval towns, the green island does not only attract numerous tourists every year, but also many people who decide to live in Ireland for the long term. The emerging economy, as well as the demand for foreign workers, make the country the perfect emigration destination for people of all professional categories. The Irish are considered open-minded and extremely hospitable. The population is quite young and dynamic, so it is easy to make contacts and get in touch with locals – for example in one of the many Irish pubs, where much of the social life takes place.



### EXPORTS 2016 IN BN US-\$



# YOUR RIGHT TO **WORK & LIVE** IN GERMANY AND IRELAND

## POST-STUDY WORK IN THE EUROPEAN UNION

Foreign students who have successfully completed their studies in Germany or Ireland can have their residence permit extended by up to

- 18 months in Germany (if graduated in Germany)
- 12 months (bachelor's degree) resp. 24 months (master's degree) in Ireland (if graduated in Ireland)

for the purpose of looking for a job that corresponds to their qualification. If they find a suitable job within this period, they can choose whether they want to apply for a German or Irish residence permit or an EU Blue Card (if graduated in Germany).

## FOR GRADUATES IN GERMANY: EU BLUE CARD

Skilled professionals are in very high demand, which creates enormous career opportunities for you: Eager to attract immigrants to the country to offset a shortage of skilled labour due to demographic changes, the German government has introduced the EU Blue Card. It is targeted at well educated immigrants: It grants the right to work and live in Germany\*. Thanks to the introduction of the EU Blue Card in Germany, the permanent immigration of highly educated skilled employees is made very easy. EU Blue Card holders are entitled to work in 26 Schengen countries and are eligible to apply for permanent resident status in Germany. As early as two years after receiving your German or EU Blue Card residence permit, you can apply for a permanent residence permit – that is, a residence permit without a time limit.



“Germany is suffering a dearth of graduate professionals in key disciplines, such as engineering. Demographic changes mean that Germany's continued strong growth will depend on skilled workers with a migrant background. Against this backdrop, Germany has created its version of the Green Card designed to ease immigration for qualified workers and make Germany more attractive to highly trained foreign graduates. We hope young talent from abroad will take advantage of this opportunity to study and begin their career in Germany!”

FRANK JÜRGEN WEISE  
FORMER CEO FEDERAL EMPLOYMENT AGENCY



# OUR QUALITY IN FACTS AND FIGURES

## AT IUBH, QUALITY HAS TOP PRIORITY

We attach great importance to the quality of our programmes. This is why we have not only introduced internal quality assurance procedures but have also gone through numerous external accreditation and certification processes.

## FIVE PREMIUM SEALS OF QUALITY



The IUBH was awarded the FIBAA Premium Seal five times for its study programmes. This demonstrates our special standards of quality. Premium seals are only awarded by the Foundation for International Business Administration (FIBAA) for excellent quality in the structure and implementation of study programmes. IUBH is one of the leading universities in Germany to be awarded five or more premium seals.

## GERMAN SCIENCE COUNCIL

### WR | WISSENSCHAFTSRAT

Since 1957, the German Council of Science and Humanities (Wissenschaftsrat) has provided advice to the national and regional authorities in questions of university development, science and research, and also has the task of assuring the quality of teaching and research in private universities. In 2009 we were awarded unconditional accreditation by the German Science Council for ten years. This is the best result that can be obtained in this procedure.

## CHE UNIVERSITY RANKING



In the current CHE Ranking IUBH achieved top results in the categories "Overall Study Conditions"

(Grade 1.6), "Academic feasibility" (grade 1.4) and "International Orientation" (10/11).

## HOTEL SCHOOLS OF DISTINCTION



The "Hotel Schools of Distinction" is a global alliance of renowned universities with specialisations in the field of Hospitality Management. It currently has only ten member institutions. These include the IUBH as a founding member and as the only university in Germany.

## FIBAA ACCREDITATION



All IUBH study programmes are accredited by the FIBAA, an international agency for quality assurance in the university sector. Accreditation by the FIBAA proves, among other things, that the content of study programmes meets academic standards, the structures of the study programmes meet all of the formal requirements of state authorities and the resources required to carry out the programmes in the form of qualified staff and the right equipment are available.

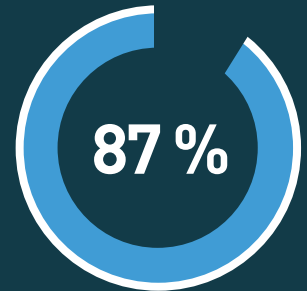
## TEDQUAL UNWTO.THEMIS



In 2010, the United Nations World Tourism Organization (UNWTO) awarded us the TedQual Certificate. It thus confirmed the internationally recognised teaching standards of our tourism programmes. The IUBH was awarded this certificate as the first, and so far only, university in Germany.

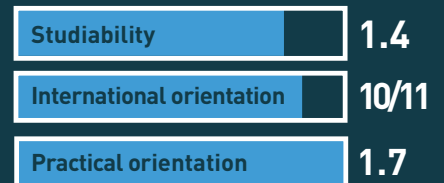
## FUTURE CAREER PROSPECTS

About three months after they have completed their studies, 87% of our graduates have a permanent job, and 94% after six months at the latest.\*



## STUDY SATISFACTION LEVEL

In the independent university ranking carried out by the Centre for Higher Education (CHE), the IUBH was awarded top marks, for example for:



## OVERALL STUDY SITUATION

Would you like to study at the IUBH? It is worth while! The overall study situation has been given the mark 1.6\*\* (good).



1,6

## EMPLOYABILITY

According to a survey by the UNIVERSUM consultancy, the top 3 attributes that our students connect with the IUBH are ...

- ★ Very good **SUPPORT** by the professors
- ★ Optimum **NETWORKING** with employers
- ★ **SPRINGBOARD** for a career in a wide variety of industries

\* Alumni survey 2016

\*\* CHE-Ranking 2017

# FOR A PERFECT START TO YOUR **PROFESSIONAL LIFE**

## TELL US YOUR GOAL – WE WILL SHOW YOU HOW TO REACH IT!

What makes people successful? What contributes to extraordinary careers? Research has impressively shown, that a good and practically oriented education is the prerequisite for success. However, other factors also come into play before a successful career can begin: after graduation it is not solely about having excellent knowledge, but also about presenting yourself as indispensable for your future employer.

IUBH career services help you to develop this skill: we offer special workshops that give you an optimal preparation for the current job market situation. In order to offset a shortage of skilled labour, German companies increasingly recruit highly qualified international employees – ideal circumstances for your career start. Our workshops increase your chances by, for example, improving your interview and negotiation skills so that you can present yourself as the sought-after expert you already are.

IUBH also organises, company excursions and career days on a regular basis so that you have the option of meeting your future employer on campus. Our reputation opens doors to international employers – and IUBH's career services is right by your side in seizing all these opportunities.



“Small class sizes run by international, practically experienced lecturers, industry-related conferences, exclusive career fairs on campus and the availability of a huge range of other activities guaranteed a great time at IUBH and set me well on the path to a successful career!”

IRINA TARASOVA | RUSSIA  
STUDENT BACHELOR HOSPITALITY MANAGEMENT



“We welcome international students and are happy to pave their way to exceptional careers. I find it important to have a close connection with my students and be able to offer individual support if needed and know all of my students personally. As far as the faculty is concerned, we use a system of awards for outstanding teaching, specially designed workshops for professors and close evaluation of student feedback to ensure the highest teaching quality. We also believe that the relevant career experience is just as crucial as academic ability.”

PROF. DR. SUSANNE BÖHLICH  
STUDY PROGRAMME MANAGER INTERNATIONAL  
MANAGEMENT



“We have successfully recruited graduates from IUBH for many years. They bring so much to the table: as well as having the requisite knowledge and soft skills, they are professionally competent, truly committed to the service idea and are able to carry out projects and tasks in a structured way - making them very valuable employees.”

DR. RER. MED. ANDREA TÜBBICKE  
CHIEF EXECUTIVE OFFICER HELIOS PRIVATKLINIEN GMBH

“Our graduates' careers are our priority no.1!”

PROF. DR. PETER THUY  
RECTOR







| IUBH Best Thesis Award



| Practical Programme



| IUBH Career Days

## KICK-OFF YOUR INTERNATIONAL CAREER AT IUBH

IUBH's mission is to produce successful graduates and facilitate their careers.

- IUBH teaches success in life: All IUBH professors have a minimum of 3 years of industry experience and work closely with students to develop practically relevant skills.
- The broad scope and practical focus of IUBH study programmes are designed to help students deal with and find solutions for "real-world" issues. Drawing on their extensive practical experience, our faculty helps students systematically develop key business skills with a mind towards practical application.
- Our internships are designed to help students develop their professional skills and offer an exciting opportunity to gain practical, hands-on experience.
- IUBH constantly updates programme content to ensure that its courses are always topical and relevant. Furthermore, they are specifically designed to boost the capabilities and potential of students to implement their skill set in the real world and enhance career prospects.
- Career Services department: experienced managers scan the job market for opportunities that are presented exclusively to IUBH graduates and students.
- Career days: IUBH has a pro-active corporate outreach programme specifically designed to enhance the career prospects of its students.



"Now in our seventeenth year after having placed many hundreds of graduates in the job market, IUBH ensures the best possible pathway to the international Hospitality Industry in the widest sense. Responding to the growing global demand in the industry of our programmes are the result of lengthy consultations between leading national and international industry experts and academia."

PHILIP SLOAN  
LECTURER HOSPITALITY MANAGEMENT



"Studying at IUBH has been one of the best experiences of both my academic and social life. The curriculum enables close collaboration with faculty staff, most of whom are also practitioners in renowned international companies, thus offering excellent insights into current business practices, as well as access to recent case studies. This close interaction and personal support combined with excellent learning materials creates an intensive and productive learning environment."

MAHTAB YASDANSHARIF | IRAN  
STUDENT MASTER INTERNATIONAL MANAGEMENT  
INTERNSHIP AT DAIMLER





## STUDY IN EUROPE'S MOST EXCITING CITY: **IUBH CAPITAL CAMPUS BERLIN**

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Study at the very heart of Europe and experience Berlin's rich and vibrant lifestyle. This dynamic and future-oriented city is set to become Europe's leading start-up hub and is already a top location for entrepreneurs. Host to people from more than 186 countries, Berlin is a powerhouse of networking and collaboration with a wealth of opportunities and resources just waiting to be tapped into.



## DYNAMIC, VIBRANT - BERLIN

Germany's largest city and Europe's most dynamic metropolis, Berlin is home to a lively multicultural community. The creative industry (music, fashion, art and design) is very dynamic and together with Berlin's hip image and growing tech start-up scene it attracts people and businesses from all over the world. The relatively low cost of living and a relaxed visa-application process, especially compared to the US, are two other aspects that make Berlin worthwhile to international entrepreneurs.

Moreover, given the vibrant cultural scene and nightlife Berlin is famous for, students do not have to look far to find like-minded friends, whatever their interests and hobbies are. Laid-back, open-minded and creative, with a start-up network and event scene that pro-actively fosters knowledge sharing, Berlin provides the perfect environment for any student.

## IUBH CAPITAL CAMPUS

Located directly in the centre of Berlin, the IUBH Berlin Campus is just a short hop from some of the most important landmarks of Berlin. Why not use your study breaks for a quick walk to the architecturally unique museum island "Museumsinsel", the historical "Nikolaiviertel", or to "Alexanderplatz" with its Shopping Malls and numerous bars and restaurants. You can also take it easy and relax directly by the "Spree", peacefully flowing right in front of the IUBH campus, or on "Fisher Island". Historic from the outside, utterly state-of-the-art from the inside: our Campus on Rolandufer offers modern lecture facilities and free Wi-Fi throughout the campus. And if you decide to learn outside the Campus building, Berlin has an abundant offering of canteens,

cafeterias, student coffee bars and libraries open to IUBH students. IUBH campus provides the perfect environment for your learning experience:

- modern, well-equipped seminar rooms & facilities
- Wi-Fi available across the entire campus
- access to many libraries around the city
- access to all dining facilities provided by the Berlin Student Association ("Studentenwerk")

## EUROPE'S LARGEST START-UP HUB

Berlin is a start-up city in the making and the 3.5 million residents from 186 countries are very keen in shaping a bright, new future for themselves and their city.

As the largest start-up hub in Europe, Berlin is home to many successful companies, such as Zalando, Lesara, Delivery Hero, Go Euro, Here Technologies, Soundcloud, 6Wunderkinder, ResearchGate, Number26 to name just a few. Major tech companies also have outposts in Berlin, s.a. for example Microsoft, Google, Volkswagen and Lufthansa.

The city's numerous co-working spaces (Ahoj Berlin, Betahaus, Cluboffice, etc.) and accelerators (Axel Springer, Berlin Startup Academy, M Cube Incubator, Seedcamp, etc.) provide the modern and dynamic infrastructure young startups need to succeed.

## INTERNATIONALS-FRIENDLY AND CULTURALLY DIVERSE

Berlin is an international city with a welcoming attitude to foreigners. Host to people from over 186 countries, it is easy for residents to meet and network with people from all over the world. While

learning German helps you to better integrate into the German social and business environments - and IUBH offers free German courses to all international students - new comers can easily navigate the city in English.

The Berlin food scene is not shy of options when it comes to international cuisine. New restaurants are popping up regularly at every corner to satisfy eager customers seeking new options. South-east Asian, Chinese, Japanese, Korean, African, American, Indian, Middle-Eastern, Russian, Eastern European cuisines are easily accessible on top of typical continental European options. Additionally, there are plenty of ethnic specialized grocery stores all over the city.

Offering a wealth of parks, cafés, restaurants, theatres, cinemas, art galleries and museums, as well as excellent facilities for both active recreation and spectator sports, you will never run out of things to do in Berlin.

## GLOBAL NETWORKING IN A GLOBAL CITY

IUBH's "action learning" approach offers a powerful tool for personal and professional development and shows you how to adapt and implement your knowledge to create effective solutions for real-life issues.

IUBH students are also given the chance to shape the "IUBH Global Campus Day" – an on and offline event designed to demonstrate IUBH's unique educational experience and worldwide network.

> [www.iubh.de/en/berlin](http://www.iubh.de/en/berlin)







## YOUR NEW HOME ON THE RHINE RIVER: **BAD HONNEF CAMPUS**

A picturesque town with a vibrant student community, Bad Honnef is located in one of the most beautiful regions of North Rhine-Westphalia. It offers amazing scenic and cultural diversity, including Grafenwerth Island, the romantic Siebengebirge and the legendary Drachenfels hill and Drachenburg Castle. At the foot of the Drachenfels, historic vineyards offer the perfect spot to relax after a day's hiking and mountain biking, or visit the nearby art and culture metropolises Cologne and Bonn for their renowned museums, festivals and great nightlife - or just shop 'til you drop. As an IUBH student you enjoy free public transportation (included in your Campus Card Ticket at a cost of approx. €120).



## STUDY ON A CAMPUS WITH FLAIR

Built on the historical site of St. Anno Park, Bad Honnef offers a traditional style university campus. Against a backdrop of lovingly renovated historical buildings and modern architecture, IUBH offers safe, comfortable and amenity-rich on-campus living options with cutting edge teaching and residential facilities:

- modern, well-equipped seminar rooms
- demonstration kitchen
- wine lab
- internet across the entire campus
- modern library
- on-campus food facilities
- modern furnished apartments, single and shared
- demonstration kitchen

## ON-SITE ACCOMMODATION

We at IUBH understand the challenges facing students when it comes to finding somewhere to live – which is why we offer on-site accommodation upon on-time registration for international students.

All IUBH accommodations are fully furnished, include all utilities and offer internet access – and best of all: the lecture halls and the library are only a two-minute walk away.



"The diversified study program offered at this university has reinforced my commitment. On the one hand, I have been able to profit from the extensive knowledge and industry experience of our professors. On the other hand, I could apply my theoretical understanding through practical elements that are part of the study program and through working for a local luxury resort hotel."

DANIEL SCHOLLES | GERMANY  
GRADUATE INTERNATIONAL HOSPITALITY MANAGEMENT

## CATERING FACILITIES

"Eating and drinking keep body and soul together"

GERMAN SAYING

Our restaurants reflect the cultural diversity of our student community:

**Mensa:** check out the IUBH Mensa team's daily offering of 4 fresh meals, from healthy salads to tasty dishes – there's something for everyone.

**Dallmayr Café & Bar:** the Dallmayr's cosy atmosphere is the ideal spot to relax, get to know your fellow students and regenerate before the next lecture.

**Charly's Lounge:** the fun place on Campus. Located on the roof-top of the exam building and run by fellow students, Charly's is the perfect place to chill after a hard day's studying.

**Anno:** this eponymous restaurant in the centre of the historic St. Anno park showcases high-end international cuisine – the perfect place to celebrate passing your exams, invite parents or impress a friend...

> [www.iubh.de/en/bad-honnef](http://www.iubh.de/en/bad-honnef)







## INTRODUCING DUBLIN: **TRADITION MEETS NEW ECONOMY**

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Dublin, the lively capital of Ireland, is multicultural and a very popular destination for tourists, students and business. The renowned Irish hospitality attracts many young and open-minded people from around the world. Beyond friendliness, Ireland is a safe country. In 2014, the Global Peace Index ranked Ireland the 13th most peaceful place on Earth. Second most attractive country globally for foreign direct investment and European hub to over 1,000 leading multinational companies, Ireland and its capital Dublin are equally a much sought study destination for international students.



## VIBRANT AND COSMOPOLITAN DUBLIN

Dublin is an exciting European capital, infused with new energy and yet rich of 1000 year old history. As from autumn 2019, IUBH will offer its international master's programmes also in Dublin's vibrant downtown area. From cozy cafés to quirky restaurants, from traditional pubs to alternative clubs, Dublin's food & entertainment scene has much to offer.

During weekends and holidays, take advantage to explore the rich culture and heritage, and visit the historical landmarks and scenic beauty spots throughout the country. Not to mention that Dublin is only a short flight away to other thrilling European capitals like London, Paris, Madrid or Berlin.

IUBH mediates in finding dorms for their Dublin students.

## DUBLIN AS BUSINESS LOCATION

Fastest growing economy in the euro zone in 2016 and set to win for the 4th year in a row in 2017 according to Davy Stockbrokers, Ireland and its capital Dublin are the location of choice as their European hub for a number of multinational corporations. Dublin's Silicon Docks host the EMEA headquarters for social media giants Facebook, Google, Twitter and LinkedIn. E-commerce stars Amazon, PayPal, AirBnB are all based here, as well as big IT companies such as Microsoft, HP, Intel and Dell. Key Cloud Service providers such as Adobe, Dropbox, Salesforce and SAP have branches in Dublin, not to mention major gaming companies like EA or Riot Games.

Apart from a strong multinational sector, Ireland also has a dynamic Irish-owned business scene, with major players in software, medical technology, retail and tourism.

> [www.iubh.ie](http://www.iubh.ie)

"At our new Dublin campus the IUBH master's programmes will offer students the possibility to learn the management competencies and skills necessary to succeed in today's international business environment, while enjoying the possibilities Dublin offers as one of the most economically active and fastest growing cities in Europe. Students will also have the option to conduct part of their programme at one of our campuses in Germany. This gives them the opportunity of learning from both the Irish and the German business cultures and allows them to gain a competitive edge in today's job marketplace."

DIEGO TELLKAMP  
DIRECTOR INTERNATIONAL RECRUITMENT



"IUBH has many years' experience matching candidates with organisations that can develop their skills and provide practical on-the-job training. They have proven success in other countries and we very much look forward to partnering with them on their exciting new venture in Dublin."

TRACY MURPHY  
EMEA TALENT ACQUISITION MANAGER ARVATO





## INTRODUCING KILLARNEY: **FABULOUS SCENERY MEETS WORLD CLASS HOSPITALITY**

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A spectacular natural landscape, historical buildings and the famous Irish lifestyle - Killarney has many different facets. One of the most picturesque towns in South-West Ireland and top tourist destination for Irish and foreign visitors alike, the town boasts a very impressive offer of hotels, spas, as well as a diverse range of pubs and restaurants. Next to events and festivals all year round, Killarney serves as “basecamp” for all sort of outdoor activities in the Killarney National Park and is gateway to Ireland’s most famous scenic drive, the Ring of Kerry. Live and study in a unique atmosphere at the foot of Macgillycuddy's Reeks, the highest mountain range in Ireland!



## BIG VARIETY IN KILLARNEY

Killarney is a lively city that has more to offer than shamrock and shille-laghs (the Irish trefoil and traditional wooden walking stick). Whether you are into Boxty (a traditional Irish potato pancake) or bruschetta, Irish-American cabaret or Hip Hop and Grime, five-star hotel or traditional Irish cottage: Killarney has it all.

## KILLARNEY AS IRISH TOURISM HOTSPOT

Tourism is by far the largest industry in Killarney. With the exception of Dublin, there are more hotel beds in Killarney than in any other Irish city. Killarney National Park with Ireland's highest mountain, fascinating lakes, forests and the Torc waterfall are just some of the many attractions around. Killarney also marks the start of the well-known Kerry Way, a 214 km long hiking tour, which takes you through Ireland's finest scenery. Easier walks are the forest trails around Ross Castle or the four-hour loop around Lake Muckross.

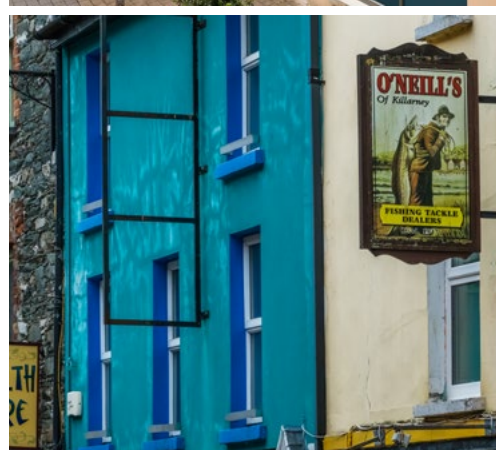
Our Hotel and Restaurant Management programme thus perfectly matches the strong tourism and hospitality focus of the region.

IUBH mediates in finding dorms for their Killarney students.

> [www.iubh.ie](http://www.iubh.ie)

“Our bachelor's programme in Hotel and Restaurant Management in Killarney is one of a kind. Combining study and work to offer students the academic quality and practical approach they need to succeed in the hospitality industry. Every year the students will be able to participate in several weeks of relevant internships and at the same time pursue their academic studies in an international, fun and motivating environment.”

DIEGO TELLKAMP  
DIRECTOR INTERNATIONAL RECRUITMENT





A photograph of two young men playing soccer on a grassy field. The man in the foreground is wearing a white soccer jersey with blue trim and white shorts, looking down at a soccer ball on the grass. The man behind him is wearing a dark blue long-sleeved shirt. In the background, there are rolling green hills and a small town under a clear sky.

## THE IUBH CAMPUS: CENTRE OF STUDENT LIFE

# CAMPUS LIFE

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IUBH offers a thriving residential campus and community where you can relax and re-charge your batteries after a long day's work. At IUBH, we also aim to provide all-round support during your time with us – whatever the problem, our Student Office, IT Service or the International Office are there for you.



# STUDENT LIFE ON CAMPUS

## RECHARGE YOUR BATTERIES

Students at IUBH campuses in Germany and Ireland enjoy a full variety of activities in their free time. There is a friendly open atmosphere and a strong sense of community which makes it easy to meet up with friends.

The IUBH campuses are the centre of student life: it is the place to gather, grab a coffee with friends, have a meal, or just hang out.

## SOCIETIES, SPORTS AND MORE AT IUBH IN BAD HONNEF

IUBH in Bad Honnef offers a huge variety of clubs, sports teams and societies for you to join – a great way to relax, learn something new and make new friends. The following is just a small selection of what's available:

### IUBH LEO Club

The IUBH LEO Club is a member of Lions Clubs International, a charitable organisation that strengthens communities through humanitarian projects and hands-on service. It is a great opportunity to meet new people and get involved in something truly worthwhile.

### IUBH Rugby Teams

Our very successful men's and women's rugby teams, the IUBH Barbarians and IUBH Barbarinas, welcome anyone interested in training and playing rugby.

### IUBH Dancing Club

Whatever gets your feet tapping – whether Ballroom, Latin American, Latin Swing or Swing Boogie – the IUBH Dancing Club has something for everyone!

### IUBH Soccer Club

IUBH has a very popular men's and women's football team and is always on the lookout for new talent.

### Grape(S)ociety

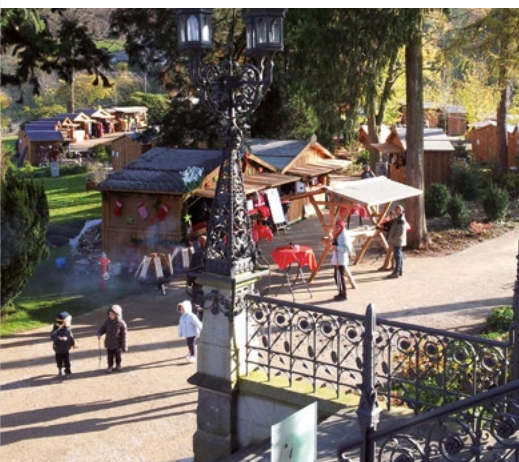
Grape(S)ociety organises tutored tastings with renowned sommeliers and winemakers, offering a fun way to get to know more about the world's wines and meet people in a relaxed atmosphere.

### SOBER Society

SOBER takes beer enthusiasts on interesting and delicious trips into the fascinating world of beer and even shows you how you could incorporate it into your professional life as a business speciality.

...other clubs: IUBH Basketball Team, IUBH Volleyball Team, IUBH Tennis Team, IUBH Running Club, IUBH Kickboxing Club, IUBH Speakers Corner etc.

| IUBH Christmas Market at a local castle



| IUBH Rugby Team



| IUBH Summer Event



# STUDENT SERVICES AT IUBH

Internationality is at the very heart of IUBH operations and its role is becoming increasingly important due to the challenges presented by today's multicultural business environment. At IUBH, we provide students with the management tools and leadership skills required to succeed on the multicultural stage that is today's global market. In a practice-oriented learning environment, IUBH helps you develop and strengthen your intercultural competence enabling you to act and communicate effectively in an international environment. As a successful IUBH graduate you will be able to

- develop and implement successful strategies in a global economy and leverage global networking opportunities
- facilitate dialogue across organisations and countries and forge sustainable partnerships
- drill down into the strengths, beliefs and values of other nations and build on them

As a business-focussed university with a reputation for academic excellence, IUBH gives you the kick-start required for a successful international career.

## INTERNATIONAL STUDENT SERVICES

The International Office assists IUBH students heading for their placement abroad and is closely involved in advising and welcoming incoming international students and exchange students. The International Office is also responsible for the development and management of existing and potential partnerships with international universities and institutions.

## INCOMING INTERNATIONAL STUDENTS

The IUBH International Office is the first on-campus contact for all non-German students and provides a range

of services to help international students adjust to living in Germany and studying at IUBH. It forwards important information about the start of the semester and key steps that need to be taken on arrival in Germany. It also co-ordinates directly with other relevant IUBH departments providing student assistance, such as the Student Office and the Accommodation Services. Staff at the International Office are keenly aware of the challenges surrounding international student mobility, potential visa-related hurdles and culture shock issues. Their aim is ensure that all international students feel welcome at IUBH from the very word go.

## IUBH GREETER PROGRAMME – A FRIENDLY FACE ON ARRIVAL

Run by the International Office, this student volunteer programme celebrates IUBH's commitment to international students and aims to make the transition for newcomers as smooth as possible. As a first point of contact, IUBH greeters provide a much needed warm welcome to international students. So far away from home the greeters facilitate integration into campus life offering support and guidance on academic and non-academic issues and on how to best jump the organisational hurdles facing them on arrival. This is a great opportunity for personal, social and intercultural interaction that benefits

both greeters and students. This has been the starting point of many friendships. Grateful for this supportive network, many of those who have benefited from this warm welcome go on to become greeters themselves.

## INCOMING STUDENTS

The International Student Prep Day kicks off IUBH orientation at the beginning of each semester and gives students the opportunity to interact with International Office staff, IUBH greeters and other international students new to IUBH. They can also find out everything they need to know on the essential steps and action required with regard to immigration formalities, campus services and German bureaucracy before they can begin their studies.

## OUTGOING STUDENTS

Studying abroad – one of several important cornerstones in the international development of our students. Selected IUBH study programmes include a mandatory period of study abroad at an IUBH partner university. Applications for study abroad are coordinated by the International Office, which supports and guides you every step of the way and manages all initial contacts with IUBH partner universities.

> [www.iubh.de/international-office](http://www.iubh.de/international-office)

| Campus Bad Honnef



| Language course at IUBH





Whether you need help choosing your degree programme, a partner university or a suitable internship, or require any other form of guidance, the IUBH faculty and service department staff are all here to help you through every step of the way, providing an accessible and confidential support service with expert advice. Whatever the problem, we will help you find the solution.

### IUBH STUDENTS' OFFICE

The IUBH Student Office is your first point of contact for administrative enquiries during your studies. Whether you need confirmation of enrolment, want to sign up for campus events or submit documents, you have come to the right place. Orientation Week for all new incoming students is also organised by the Student Office and is the perfect way to introduce yourself to life at IUBH.



"I was able to study at my own pace - at home, in the office, even on business trips. I am very proud of my achievement and the positive impact it will have on my career."

MONA EL MASRI | EGYPT  
IUBH ALUMNA

### IT SERVICE AND SUPPORT

Your constant companion throughout your studies at the university is likely to be your laptop. At IUBH, you have campus-wide Wi-Fi access to the internet and to the university's intranet Campus Management System CARE. So you can work and research online anytime, anywhere – and if you don't already have a laptop or fancy an upgrade, we have negotiated special rates with our IT partner for all IUBH students.

### LANGUAGE & INTERCULTURAL COMMUNICATION

English is our predominant medium of instruction with additional courses like "Academic Writing" and "Business English" designed to enrich your learning and enhance language skills. To further underpin our international focus, students can choose to incorporate further languages, depending on their study programme. Our international students may also take German. So for three semesters, IUBH students can choose to learn a new language or improve existing language skills within the framework of their study programme.

### TEACHING EXCELLENCE

Our faculty, most of whom are also business practitioners with extensive industry knowledge and experience, ensures that IUBH students receive an unparalleled hands-on learning experience. Strong links to industry offer students unprecedented exposure to the right industry and excellent networking opportunities, providing a strong foundation for nearly any career path. IUBH courses also give students the chance to gain practical skills, working directly with companies on projects such as:

- Google AdWords strategies for an international service provider
- Social media marketing, e.g. Facebook marketing for a start-up company
- Case studies in international marketing
- International congress management and evaluation for the United Nations Food Programme
- Communication strategy for the Youth Climate World Summit

> [www.iubh.de/campus-services](http://www.iubh.de/campus-services)

| Intercultural communication



| IUBH GReeTERs



# HOW TO STUDY: OUR STUDY MODELS



## ON CAMPUS

### HAVE YOU ALWAYS WANTED TO STUDY IN EUROPE?

Then choose from one of our on-campus programmes, which are taught in English, and study with a diverse group of international students and lecturers at one of our campus locations in Berlin, Bad Honnef, Dublin or Killarney. For our master's programmes, we offer students the opportunity to switch from one campus to another during your studies. Enjoy great infrastructure, high-quality catering and a variety of leisure activities. Your full-time studies in the various programmes are highly practice-oriented and give you the business knowledge that you will need as a future manager. Internships, industry guest lecturers and our career office will help you to find the perfect job entry.

#### TIME MODELS bachelor's programmes

##### full-time

180 ECTS      6 or 7 semesters

#### TIME MODELS master's programmes

##### full-time

120 ECTS      4 semesters  
90 ECTS      3 semesters  
60 ECTS      2 semesters

##### part-time (only in Dublin, starting Autumn 2019)

120 ECTS      6 or 8 semesters  
90 ECTS      4 or 6 semesters  
60 ECTS      3 or 4 semesters



## ONLINE

### STUDY ONLINE - ANYTIME, ANYWHERE

The flexibility of this study model makes it the ideal solution for professionals looking to enhance their management abilities with a programme they can fit around their work and home life. The online study experience at IUBH includes a virtual campus with digital course material, self-tests, live and recorded online tutorials, vodcasts, podcasts and much more. Interact with your fellow students via chats or groups or use iTunes U to download the material to your tablet. Welcome to Education 2.0!

#### TIME MODELS master's programmes

##### full-time

90 ECTS      3 semesters  
60 ECTS      2 semesters

##### part-time

90 ECTS      4 or 6 semesters  
60 ECTS      3 or 4 semesters



# STUDY & WORK

## MAXIMUM PRACTICAL RELEVANCE – 0 TUITION FEE\*

Within our Study & Work model - offered in Dublin or Killarney - you combine practice-oriented coursework with practical experience on the job. When looking for the right company for your practical employment, you are not on your own. We actively support you in finding an employer to help you gain hands-on experience during your studies – related to your study subject. We can draw on a well-developed network and cooperate with numerous practice partners, who have job placements for our students. The close integration of theory and practice within our Study & Work model provides excellent career prospects.

### TIME MODEL bachelor's programmes

#### full-time

180 ECTS

6 semesters

### TIME MODELS master's programmes

#### full-time or part-time

120 ECTS

4 - 8 semesters

90 ECTS

3 - 6 semesters

60 ECTS

2 - 4 semesters

For the master's programmes you have to meet certain criteria for entering. More information upon request.



# SMART ENTRY

## THE BEST OF BOTH WORLDS

Our smart entry option combines the best of on-campus and online studies: You start with flexible online studies from wherever you are at attractive costs and switch to our on campus model when it suits you. As an IUBH smart entry student, you receive qualified support during your online studies from certified learning assistants.

### TIME MODELS master's programmes

#### full-time

90 ECTS

3 semesters

60 ECTS

2 semesters

#### part-time (only for the online part)

90 ECTS

4 to 6 semesters

60 ECTS

3 to 4 semesters

\*Your company will usually pay the tuition fee for you.

# WHAT TO STUDY: OUR STUDY PROGRAMMES

# BACHELOR

**AVIATION MANAGEMENT** (More info: p. 27)

**INTERNATIONAL AVIATION MANAGEMENT** (More info: p. 27)

**INTERNATIONAL EVENT MANAGEMENT** (More info: p. 28)

**HOSPITALITY MANAGEMENT** (More info: p. 29)

**INTERNATIONAL HOSPITALITY MANAGEMENT** (More info: p. 29)

**HOTEL AND RESTAURANT MANAGEMENT** (More info: p. 30)

**INTERNATIONAL MANAGEMENT** (More info: p. 32)

**INTERNATIONAL MARKETING MANAGEMENT** (More info: p. 33)

**TOURISM MANAGEMENT** (More info: p. 34)

**INTERNATIONAL TOURISM MANAGEMENT** (More info: p. 34)

# MASTER

**INTERNATIONAL MANAGEMENT** (More info: p. 36)

**INTERNATIONAL MANAGEMENT  
FOR NON-BUSINESS GRADUATES** (More info: p. 37)

**AVIATION** (More info: p. 38 & 50)

**ENGINEERING MANAGEMENT** (More info: p. 42 & 53)

**FINANCE & ACCOUNTING** (More info: p. 39 & 50)

**HEALTH CARE** (More info: p. 44 & 51)

**HOSPITALITY** (More info: p. 40 & 51)

**HUMAN RESOURCES** (More info: p. 43 & 52)

**IT MANAGEMENT** (More info: p. 44 & 52)

**MARKETING** (More info: p. 45 & 53)

**TRANSPORT & LOGISTICS** (More info: p. 47 & 48)





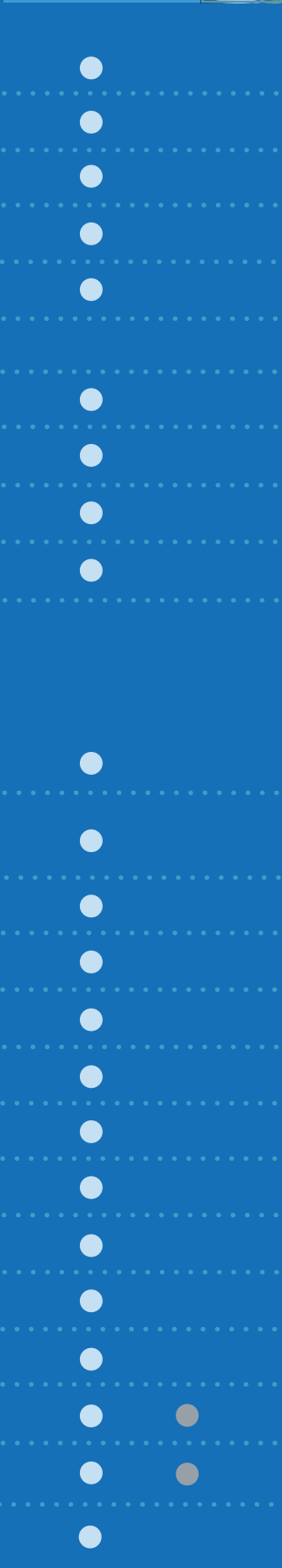
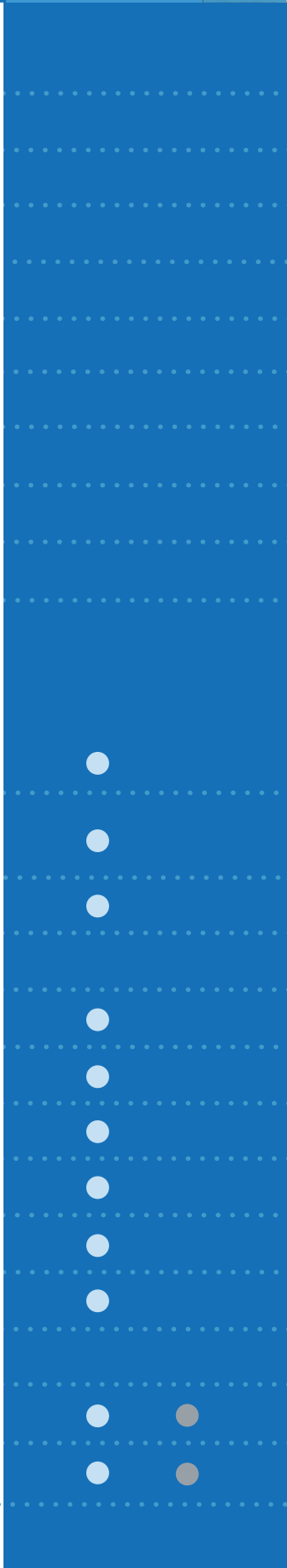
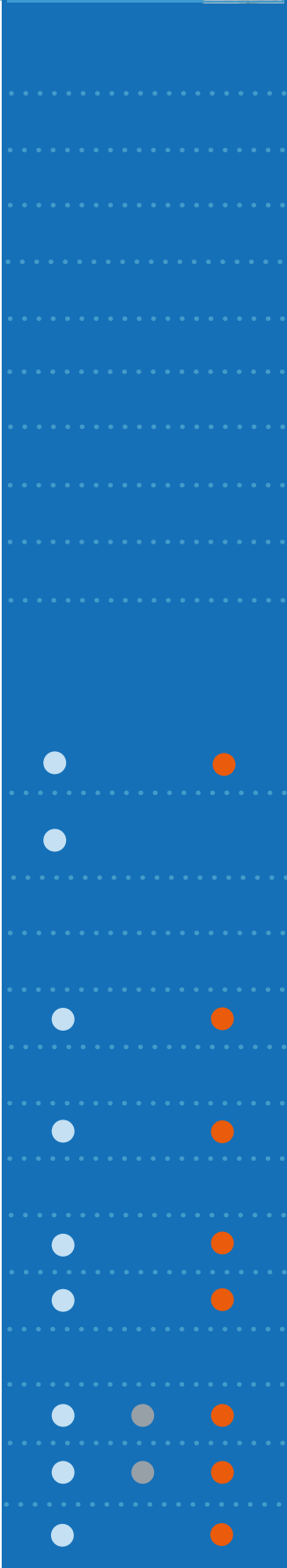

**MBA INTERNATIONAL BUSINESS** (More info: p. 54)

**LEADERSHIP & MANAGEMENT** (More info: p. 55)

**BIG DATA MANAGEMENT** (More info: p. 40)



## WHERE TO STUDY: OUR STUDY LOCATIONS

BAD HONNEF	BERLIN	DUBLIN (starting Autumn 2019)	KILLARNEY
			
			



# BACHELOR'S PROGRAMMES

## BACHELOR'S PROGRAMMES

An IUBH bachelor's programme will help you take the first steps towards a successful career. We put a premium on instilling students with the expertise and skills to deal with real-life situations at management level with an emphasis on internationalisation and practical application. Throughout your study, IUBH will build your business awareness and key personal and leadership skills – and our international approach and close links to industry will maximise your options for a rewarding career. The high standard of our courses is accredited by leading international and professional bodies and recognised by the world's top companies.

## INTEGRATION INTO UNIVERSITY LIFE

A study programme gives you the opportunity to learn at a high level and to interact with exceptional people: IUBH students come from over 85 nations and IUBH systematically facilitates your integration into academic and social life in order to give you an exceptional study experience.

## PRACTICAL STUDY

**"All theory, dear friend, is gray, but the golden tree of life springs ever green"**

GOETHE

A key feature of studying at IUBH is our embedded internship programmes, which provide industry-relevant experience and excellent networking opportunities. Internships enable students to graduate with valuable hands-on skills and experience, gain greater awareness of employer expectations and develop workplace competencies and experience. IUBH provides contacts to relevant national and international companies in a range of sectors and all undergraduates are required to undertake a full-time internship placement for one semester.

> [www.iubh.de/bachelor-programmes](http://www.iubh.de/bachelor-programmes)



# AVIATION MANAGEMENT (B.A.)

## LIFT YOURSELF UP, WHERE YOU BELONG

This leading-edge aviation management degree equips you with the skills and knowledge required in the dynamic world of airport and airline business operations and provides you with an internationally recognised qualification and the proficiency that employers seek.

## PROFESSIONAL PROSPECTS

Aviation is a truly global sector and with the airline industry predicting that passenger numbers will grow by 6% over the next few years, graduates with an aviation management degree will be in a strong position to find top positions in interesting aviation-related occupations – particularly in management. Potential employers include low budget airlines, such as Germanwings, traditional airlines, such as Deutsche Lufthansa and Air France-KLM, as well as handling companies, aircraft manufacturers and maintenance companies.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/aviation-management](http://www.iubh.de/aviation-management)

## FACTS AND FIGURES

This study programme includes the option to choose between a [6 semester programme](#) and a [7 semester programme](#). During our 7 semester programme you will [study abroad](#) for 1 semester at one of our partner universities.

### AVIATION MANAGEMENT

Degree	Bachelor of Arts (B.A.)
ECTS-Credits	180
Duration	6 semesters
Studies	full-time
Language	English
Internship	1 semester
Study abroad	1 semester (optional)
Campus	Bad Honnef
Intake	March & September

### INTERNATIONAL AVIATION MANAGEMENT

Degree	Bachelor of Arts (B.A.)
ECTS-Credits	210
Duration	7 semesters
Studies	full-time
Language	English
Internship	1 semester
Study abroad	7th semester at one of our partner universities
Campus	Bad Honnef
Intake	March & September

1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER	5th SEMESTER	6th SEMESTER
<ul style="list-style-type: none"> <li>• Aviation Management</li> <li>• Airline Management</li> <li>• Air Navigation Services</li> <li>• Marketing</li> <li>• Human Resources</li> <li>• Aviation Economics &amp; Policy</li> <li>• Statistics</li> <li>• Computer Analysis</li> <li>• Service Operations</li> <li>• Airline Business Models</li> </ul>	<ul style="list-style-type: none"> <li>• International Aviation Policy &amp; Institutions</li> <li>• Airport Management</li> <li>• Ground Services</li> <li>• Air Cargo Management</li> <li>• Financial Accounting</li> <li>• Mathematics</li> <li>• Academic Research I</li> <li>• Aviation Intelligence</li> <li>• Aviation Project I</li> </ul>	<ul style="list-style-type: none"> <li>• Microeconomics</li> <li>• Macroeconomics</li> <li>• Financial Management</li> <li>• Management &amp; Cost Accounting</li> <li>• Business Communication</li> <li>• Logistics</li> <li>• Aviation Project II</li> </ul> <p>or: optional Semester Abroad</p>	<p>Internship in Germany or Abroad</p>	<ul style="list-style-type: none"> <li>• German Law</li> <li>• International Law</li> <li>• Academic Research II</li> <li>• Yield Management</li> <li>• Network Management</li> <li>• Capacity &amp; Slot Management</li> <li>• Aviation &amp; Environment Management</li> </ul> <p><b>Specialisations (excerpt):</b></p> <ul style="list-style-type: none"> <li>• Airline Marketing</li> <li>• Airport Marketing</li> <li>• Airport Sales &amp; E-Commerce</li> </ul>	<ul style="list-style-type: none"> <li>• Controlling Airlines &amp; Airports</li> <li>• Financial Management Airlines</li> <li>• Financial Management Airports</li> <li>• Aviation Law</li> <li>• Airline Management Simulation Game</li> <li>• Aviation Project III</li> </ul> <p><b>Bachelor Thesis &amp; Colloquium</b></p>

This illustration is only for orientation purposes. For more detailed information please refer to the study- and examination regulations of the individual study programme. Subject to change. As of May 2015.

# INTERNATIONAL EVENT MANAGEMENT (B.A.)

## GET CREATIVE

These days, events are an integral part of the "experience economy" and events management is a vast global business with plenty of well paid jobs for successful graduates with creativity and the acquired organisational and practical problem-solving skills. With a strong international focus, this degree prepares you for a career in the international event, exhibition and media industries.

## PROFESSIONAL PROSPECTS

This IUBH bachelor's degree is your backstage pass to a successful career in event management, from business events and trade fairs through to parties and concerts a successful event manager can make any event appear seamless. Potential employers include event and PR agencies, marketing departments in companies, internationally operating exhibition and conference organisers, associations, and cultural and sport event organisers.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/event-management](http://www.iubh.de/event-management)

## FACTS AND FIGURES

### INTERNATIONAL EVENT MANAGEMENT

Degree	Bachelor of Arts (B.A.)
ECTS-Credits	180
Duration	6 semesters
Studies	full-time
Language	English
Internship	1 semester
Study abroad	1 semester (optional)
Campus	Bad Honnef
Intake	March & September

**"I profit most from the social skills I acquired at IUBH. Knowledge and understanding of professional project management also helps me in my day-to-day work.**

**Since graduation I have been working at VIR - Verband Internet Reisevertrieb, the German internet travel marketing association, and as Senior Project Manager am now responsible for organising some of the largest events in the online tourism industry."**

MARTIN MEUX | GERMANY  
GRADUATE INTERNATIONAL EVENT MANAGEMENT



1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER	5th SEMESTER	6th SEMESTER
<ul style="list-style-type: none"> <li>• International Event Management</li> <li>• Event Project Management</li> <li>• Marketing</li> <li>• Human Resources</li> <li>• Service Operations &amp; Organisation</li> <li>• Financial Accounting</li> <li>• Academic Research I</li> <li>• Statistics</li> </ul>	<ul style="list-style-type: none"> <li>• Business Communication</li> <li>• Trade Fairs &amp; Exhibitions</li> <li>• Corporate Events</li> <li>• Management &amp; Cost Accounting</li> <li>• Computer Analysis</li> <li>• Mathematics</li> <li>• Sports Industry</li> </ul>	<ul style="list-style-type: none"> <li>• Microeconomics</li> <li>• Macroeconomics</li> <li>• Financial Management</li> <li>• German Law</li> <li>• International Law</li> <li>• Event Industry (Project)</li> <li>• Meeting Industry</li> <li>• Creative Industry</li> </ul>	<p>Internship in Germany or Abroad</p>	<ul style="list-style-type: none"> <li>• Business &amp; Marketing Research</li> <li>• PR &amp; Media</li> <li>• Intercultural Aspects of Events</li> <li><b>Specialisations (excerpt):</b></li> <li>• Event Design</li> <li>• Marketing</li> <li>• Human Resources</li> <li>• Sales &amp; Distribution</li> <li>• Sustainability</li> <li>• Destination Management</li> </ul> <p>or: optional Semester Abroad</p>	<ul style="list-style-type: none"> <li>• Academic Research II</li> <li>• Media for Events (Project)</li> <li>• Strategic Event Communication</li> <li>• International Event Studies</li> </ul> <p><b>Bachelor Thesis &amp; Colloquium</b></p>

This illustration is only for orientation purposes. For more detailed information please refer to the study- and examination regulations of the individual study programme. Subject to change. As of May 2015.



# HOSPITALITY MANAGEMENT (B.A.)

## SHAPE THE FUTURE OF THE HOSPITALITY INDUSTRY

This bachelor's programme provides students with hospitality management skills underpinned with the business knowledge that is crucial to running modern hotels. Graduates are equipped to deal with guests and personnel management, customer loyalty/retention and sales. Tourism is one of the biggest and fastest growing industries in the world and experts predict the creation of an additional 70 million jobs within the next decade with a wealth of exciting career opportunities across the globe for people with the necessary skills.

## PROFESSIONAL PROSPECTS

Hospitality management graduates have the specialist skills to manage international hospitality-related facilities, such as the hotel industry, holiday resorts and clubs, hospitals, convention and exhibition organisers, business consultancies and specialised hotel service providers. As leaders of global hospitality concerns, IUBH graduates are helping to shape one of the most dynamic industry sectors.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/hospitality-management](http://www.iubh.de/hospitality-management)

## FACTS AND FIGURES

This study programme includes the option to choose between a **6 semester programme** and a **7 semester programme**. During our 7 semester programme you will **study abroad** for 2 semesters at one of our partner universities and acquire a second Bachelor degree.

### HOSPITALITY MANAGEMENT

Degree	Bachelor of Arts (B.A.)
ECTS-Credits	180
Duration	6 semesters
Studies	full-time
Language	English
Internship	1 semester
Study abroad	1 semester (optional, performance dependent)
Campus	Bad Honnef
Intake	March & September

### INTERNATIONAL HOSPITALITY MANAGEMENT

Degree	Bachelor of Arts (B.A.) - Double Degree
ECTS-Credits	210
Duration	7 semesters
Studies	full-time
Language	English
Internship	1 semester
Study abroad	2 semesters at one of our partner universities
Campus	Bad Honnef
Intake	March & September

### ORDER OF STUDIES BY THE EXAMPLE OF OUR 6 SEMESTERS PROGRAMME

1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER	5th SEMESTER	6th SEMESTER
<ul style="list-style-type: none"> <li>• Service Operations &amp; Organisation</li> <li>• Marketing</li> <li>• Practical Training I</li> <li>• Financial Accounting</li> <li>• Academic Research I</li> <li>• Human Resources</li> <li>• Statistics</li> <li>• Foreign Language I</li> </ul>	<ul style="list-style-type: none"> <li>• Rooms Division Management</li> <li>• Practical Training II</li> <li>• Mathematics</li> <li>• Computer Analysis</li> <li>• Business Communication</li> <li>• Management &amp; Cost Accounting</li> <li>• Foreign Language II</li> </ul>	<ul style="list-style-type: none"> <li>• Kitchen Management</li> <li>• Restaurant Management</li> <li>• Intercultural Communication</li> <li>• Organisational Behaviour</li> <li>• Financial Management</li> <li>• Microeconomics</li> <li>• Macroeconomics</li> <li>• Foreign Language III</li> </ul>	<p>Internship in Germany or Abroad</p>	<ul style="list-style-type: none"> <li>• Hospitality Sales &amp; E-Commerce</li> <li>• Business &amp; Marketing Research</li> <li>• Academic Research II</li> </ul> <p><b>Specialisations (excerpt):</b></p> <ul style="list-style-type: none"> <li>• Sustainability</li> <li>• Sales &amp; Distribution</li> </ul> <p>or: optional Semester Abroad</p>	<ul style="list-style-type: none"> <li>• Hotel Development &amp; Facility Management</li> <li>• Legal Aspects in Hospitality</li> <li>• Consumer Behaviour</li> <li>• Operations Analysis</li> </ul> <p><b>Bachelor Thesis &amp; Colloquium</b></p>

This illustration is only for orientation purposes. For more detailed information please refer to the study- and examination regulations of the individual study programme. Subject to change. As of May 2015.

# HOTEL AND RESTAURANT MANAGEMENT (B.A.)

## COMBINE THEORY AND PRACTICE

Our Hotel and Restaurant Management programme in Killarney, Ireland combines practice-oriented coursework with "on the job" experience. In addition to key theoretical knowledge in the areas of Kitchen & Restaurant, Front Office & Rooms Division as well as Hotel Management, you will gain practical work experience during the tourist season from May to September. After three years of study and work, you will graduate with a Bachelor of Arts degree and will be fully prepared for the challenges of the hotel industry - thanks to the optimal combination of theory and practice.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/en/hotel-rest-management](http://www.iubh.de/en/hotel-rest-management)

## FACTS AND FIGURES

### HOTEL & RESTAURANT MANAGEMENT

Degree	Bachelor of Arts (B.A.)
ECTS-Credits	180
Duration	9 terms (3 years)
Studies	full-time or Study&Work
Language	English
Campus	Killarney
Intake	October

## PROFESSIONAL PROSPECTS

Potential employers include international hotel chains, holiday and club resorts, conference and trade fair organisers, business consultancies or specialised service providers in the hospitality industry. You will be prepared for a career in the hotel industry and may work in F&B, Front Office as well as in Marketing, PR or human

resources etc. and advance to senior roles in strategic management after a few years of professional experience. You calculate prices, ensure excellent service quality and create conceptual plans for the hotel's further development.

YEAR 1	YEAR 2	YEAR 3
<b>1st TERM</b> <ul style="list-style-type: none"> <li>• Introduction to Hospitality and Tourism</li> <li>• Food and Beverage Operations I (Kitchen Management)</li> <li>• Managing People and Organisations</li> <li>• Principles of Marketing</li> <li>• Academic Writing</li> </ul> <b>2nd TERM</b> <ul style="list-style-type: none"> <li>• Financial Accounting</li> <li>• Food and Beverage Operations II (Restaurant Management)</li> <li>• Practical Training</li> <li>• Business Statistics</li> <li>• Elective</li> </ul> <b>3rd TERM</b> <ul style="list-style-type: none"> <li>• Internship (practical work + project work)</li> </ul>	<b>4th TERM</b> <ul style="list-style-type: none"> <li>• Front Office Management</li> <li>• Front Office Training</li> <li>• Management and Cost Accounting</li> <li>• Consumer Behaviour</li> <li>• Personal Development</li> </ul> <b>5th TERM</b> <ul style="list-style-type: none"> <li>• Rooms Division Management</li> <li>• Financial Management</li> <li>• Business Economics</li> <li>• Revenue Management</li> <li>• Legal Aspects of Hospitality</li> </ul> <b>6th TERM</b> <ul style="list-style-type: none"> <li>• Internship (practical work + project work)</li> </ul>	<b>7th term</b> <ul style="list-style-type: none"> <li>• Hotel Development and Facility Planning</li> <li>• E-Commerce and Social Media</li> <li>• Business and Market Research</li> <li>• HR Planning, Recruitment and Selection</li> <li>• Business Communication</li> </ul> <b>8th TERM</b> <ul style="list-style-type: none"> <li>• Hospitality Project</li> <li>• The Hospitality Entrepreneur</li> <li>• Elective</li> </ul> <b>9th TERM</b> <ul style="list-style-type: none"> <li>• Internship (practical work + project work)</li> <li>• Bachelor Thesis</li> </ul>



## LEVERAGE THE STUDY & WORK ADVANTAGE

The dual study model has proven to be extremely successful – as a perfect blend of theoretical studies and practical experience. In Germany dual programmes have delivered 97% employability for graduates and have shown a 500% growth rate in the past 8 years. Much of this success rests on the high standards we set for our faculty, our active-learning approach and curricula with practical relevance, as well as consistent corporate feedback from our corporate network. In Killarney, Ireland we offer you two possibilities to study in our dual model:

### 1) Matching process with IUBH support

When looking for the right company for your practical employment, you are not on your own. We actively support you in finding a company in the region of Killarney. We can draw on a well-developed network and cooperate with numerous practice partners, who have free places for our students. Your company will usually pay the tuition fee for you.

### 2) Finding a company on your own

If you prefer, you can of course also find your partner for the practical employment on your own – worldwide. In this case, you spend the winter months in Killarney to complete your theoretical study modules and are free to choose where to do your practical study parts during the summer time. Please talk to your company about a possible assumption of the tuition fees.

## EMPLOYABILITY: THE KEY ISSUE FOR INTERNATIONAL STUDENTS

Research results are impressive: International students are increasingly keen on gaining skills with practical relevance so that they can find employment directly after graduation. Worldwide, IUBH is one of the leading universities in terms of corporate partnering for dual studies and is the best place in terms of ensuring employability.

Given the dynamic of the hotel industry, there are plenty of opportunities for challenging jobs and great careers. Our graduates take positions in a wide range of functions, such as regional marketing manager, international business developer, marketing strategy manager or project manager.

**Employment almost guaranteed:**  
Our new Study & Work programme offers a practice-oriented degree for your career in hotel management



# INTERNATIONAL MANAGEMENT (B.A.)

## YOUR STARTING POINT FOR A UNIVERSAL CAREER

This course focuses on the skills you will need for a successful career in multinational corporations and helps you develop leadership and intercultural management and communication skills. The mandatory 1-semester internship allows you to gain hands-on experience and test your newly acquired knowledge in the reality of the workplace. Globalisation is probably the strongest trend currently shaping modern economies. And as the global economy continues to expand so will the demand for qualified graduates with a strong international business background.

## PROFESSIONAL PROSPECTS

International Management graduates are able to conduct business on a global scale and make the informed decisions needed in the global market place are highly sought after and can expect to forge successful career paths in a variety of sectors, such as marketing, sales, public relations, accounting, human resources and finance and controlling. With a degree in International Management your broad-based knowledge and generic skills afford you the flexibility and freedom to subsequently specialise in a wide range of business sectors. More information can be found here:

> [www.iubh.de/international-management](http://www.iubh.de/international-management)

## FACTS AND FIGURES

### INTERNATIONAL MANAGEMENT

Degree	Bachelor of Arts (B.A.)
ECTS-Credits	180
Duration	6 semesters
Studies	full-time
Language	English
Internship	1 semester
Study abroad	1 semester (optional, performance dependent)
Campus	Bad Honnef
Intake	February/March & September

**"The university offers a wide variety of attractive activities, from learning German or other languages to dancing, tennis, field trips etc. This is a perfect way to make new friends and start building your own global network."**

NIA JELEVA | BULGARIA  
STUDENT BACHELOR INTERNATIONAL MANAGEMENT



1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER	5th SEMESTER	6th SEMESTER
<ul style="list-style-type: none"> <li>• Marketing</li> <li>• Human Resources</li> <li>• Service Operations</li> <li>• Intercultural Communication</li> <li>• Financial Accounting</li> <li>• Foreign Language I</li> <li>• Academic Research I</li> <li>• Statistics</li> </ul>	<ul style="list-style-type: none"> <li>• Service Project Management</li> <li>• Management &amp; Cost Accounting</li> <li>• Computer Analysis</li> <li>• Mathematics</li> <li>• Business Communication</li> <li>• Organisational Behaviour</li> <li>• Foreign Language II</li> </ul>	<ul style="list-style-type: none"> <li>• Microeconomics</li> <li>• Macroeconomics</li> <li>• Financial Management</li> <li>• Accounting &amp; Control</li> <li>• Controlling</li> <li>• German Law</li> <li>• International Law</li> <li>• Foreign Language III</li> </ul>	<p>Internship in Germany or Abroad</p>	<ul style="list-style-type: none"> <li>• Market Research</li> <li>• Information Systems</li> <li>• Academic Research II</li> </ul> <p><b>Specialisations (excerpt):</b></p> <ul style="list-style-type: none"> <li>• Accounting &amp; Finance</li> <li>• Marketing</li> <li>• Human Resources</li> </ul> <p>or: optional Semester Abroad</p>	<ul style="list-style-type: none"> <li>• Entrepreneurship</li> <li>• International Economics</li> <li>• Change Management</li> <li>• International Service Management</li> </ul> <p><b>Bachelor Thesis &amp; Colloquium</b></p>

This illustration is only for orientation purposes. For more detailed information please refer to the study- and examination regulations of the individual study programme. Subject to change. As of May 2015.



# INTERNATIONAL MARKETING MANAGEMENT (B.A.)

## BE A DRIVING FORCE

Our International Marketing Management programme lets you combine traditional advertising with all the latest innovations and sales strategies. It is the perfect starting point for a career in strategic marketing in an international environment.

The global economy is a constantly changing and rapidly evolving landscape and qualified professionals with the ability to innovate and develop and implement multi-channel marketing strategies for international companies are in high demand in today's global marketplace.

## PROFESSIONAL PROSPECTS

With the marketing industry steadily growing, especially in the digital sector, marketing specialists with an understanding of today's fast-paced, multi-channel marketing landscape are in demand. This degree programme provides you with the specialist knowledge you need for a career in the international world of media and marketing and successful IUBH graduates are highly sought after by a range of prospective employers, such as agencies, consulting firms, marketing departments and Internet service providers. More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/marketing-management](http://www.iubh.de/marketing-management)

## FACTS AND FIGURES

### MARKETING MANAGEMENT

Degree	Bachelor of Arts (B.A.)
ECTS-Credits	180
Duration	6 semesters
Studies	full-time
Language	English
Internship	1 semester
Study abroad	1 semester (optional, performance dependent)
Campus	Bad Honnef
Intake	March & September

**"I had an amazing start at IUBH: I've met great colleagues and inspiring students. The small class sizes have enabled me to get to know the students more personally and provide more individual support. IUBH provides a fantastic work and study environment for everyone."**

PROF. DR. FRANCISCO TIGRE MOURA | BRASIL  
PROFESSOR IN MARKETING



1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER	5th SEMESTER	6th SEMESTER
<ul style="list-style-type: none"> <li>Statistics</li> <li>Academic Research I</li> <li>Marketing</li> <li>Human Resources</li> <li>Service Operations &amp; Organisation</li> <li>Intercultural Communication</li> <li>Service Project Management</li> <li>Financial Accounting</li> </ul>	<ul style="list-style-type: none"> <li>Business &amp; Marketing Research</li> <li>Consumer Psychology &amp; Behaviour</li> <li>Organisational Behaviour</li> <li>Financial Management</li> <li>Management &amp; Cost Accounting</li> <li>Mathematics</li> <li>Computer Analysis</li> </ul>	<ul style="list-style-type: none"> <li>Macroeconomics</li> <li>Microeconomics</li> <li>German Law</li> <li>International Law</li> <li>Pricing</li> <li>Sales &amp; Distribution Management</li> <li>International Marketing</li> <li>Marketing Communications</li> <li>Current Issues in Marketing</li> </ul>	<p>Internship in Germany or Abroad</p>	<ul style="list-style-type: none"> <li>Business Communication</li> <li>Marketing Controlling</li> <li>Customer Relationship Marketing</li> </ul> <p><b>Specialisations (excerpt):</b></p> <ul style="list-style-type: none"> <li>Communication</li> <li>Online Marketing</li> <li>Sales</li> </ul> <p>or: optional Semester Abroad</p>	<ul style="list-style-type: none"> <li>Entrepreneurship &amp; New Venture Management</li> <li>Strategic Marketing Management</li> <li>Academic Research II</li> <li>International Marketing Project</li> </ul> <p><b>Bachelor Thesis &amp; Colloquium</b></p>

This illustration is only for orientation purposes. For more detailed information please refer to the study- and examination regulations of the individual study programme. Subject to change. As of May 2015.

# TOURISM MANAGEMENT (B.A.)

## TRAVEL THE ROAD TO SUCCESS

Tourism is a diverse and future-oriented industry that plays a key economic role in virtually every country worldwide. Experts predict the creation of an additional 70 million jobs within the next decade with a wealth of exciting career opportunities across the globe for people with the necessary skills. This course combines all aspects of this dynamic and customer-centric industry with the practical development of management skills. Hands-on industry experience greatly enhances employment prospects following graduation.

## PROFESSIONAL PROSPECTS

IUBH prepares students to enter the world of hospitality as leaders and managers with a strategic approach to business – successful graduates will be highly sought after by major tour operators, national tourist offices, trade fair and congress organisers, consultancies, as well as hotel chains and airlines. In short: any company that has employees who travel or provides services for travellers.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/tourism-management](http://www.iubh.de/tourism-management)

## FACTS AND FIGURES

Choose between a **6-semester** and a **7-semester** programme, the latter of which includes **studying abroad** for 2 semesters at one of our partner universities and is awarded with a second bachelor's degree.

### TOURISM MANAGEMENT

Degree	Bachelor of Arts (B.A.)
ECTS-Credits	180
Duration	6 semesters
Studies	full-time
Language	English
Internship	1 semester
Study abroad	1 semester (optional, performance dependent)
Campus	Bad Honnef
Intake	March & September

### INTERNATIONAL TOURISM MANAGEMENT

Degree	Bachelor of Arts (B.A.) - Double Degree
ECTS-Credits	210
Duration	7 semesters
Studies	full-time
Language	English
Internship	1 semester
Study abroad	2 semesters at one of our partner universities
Campus	Bad Honnef
Intake	March & September

## ORDER OF STUDIES BY THE EXAMPLE OF OUR 6 SEMESTERS PROGRAMME

1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER	5th SEMESTER	6th SEMESTER
<ul style="list-style-type: none"> <li>• Tourism Stakeholders &amp; Markets</li> <li>• Marketing</li> <li>• Human Resources</li> <li>• Operations &amp; Organisation</li> <li>• Academic Research I</li> <li>• Financial Accounting</li> <li>• Foreign Language I</li> <li>• Statistics</li> </ul>	<ul style="list-style-type: none"> <li>• Geography in Travel &amp; Tourism</li> <li>• Tour Operations &amp; Travel Services</li> <li>• Computer Analysis</li> <li>• Management &amp; Cost Accounting</li> <li>• Mathematics</li> <li>• Business Communication</li> <li>• Foreign Language II</li> </ul>	<ul style="list-style-type: none"> <li>• Development of an online travel website</li> <li>• Microeconomics</li> <li>• Macroeconomics</li> <li>• Tourism Consultancy Project I</li> <li>• Financial Management</li> <li>• Foreign Language III</li> </ul>	<p>Internship in Germany or Abroad</p>	<ul style="list-style-type: none"> <li>• Intercultural Communication</li> <li>• Organisational Behaviour</li> <li>• Academic Research II</li> <li>• Business &amp; Marketing Research</li> <li>• Specialisations (excerpt):</li> <li>• Sales &amp; Distribution</li> <li>• Tourism &amp; Hospitality</li> <li>• Spa &amp; Wellness</li> <li>• Destination Management</li> </ul> <p>or: Semester Abroad</p>	<ul style="list-style-type: none"> <li>• Legal Aspects of Tourism</li> <li>• Tourism Analysis</li> <li>• Global Distribution Systems (AMADEUS)</li> <li>• International Tourism Field Trip</li> <li>• Tourism Consultancy Project II</li> </ul> <p>Bachelor Thesis &amp; Colloquium</p>

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# MASTER'S & MBA PROGRAMMES

## HIGHER LEVEL LEARNING

IUBH master's programmes build on the skills and knowledge acquired at bachelor level and systematically develop your ability to solve global problems, work effectively in transnational teams and transform ideas into successful business models. Our practice-led M.A. and MBA programmes, the teaching excellence and expertise of the IUBH faculty and close links to industry equip you to tackle real-life business situations in a multicultural and inclusive environment. IUBH master students act as consultants, facilitators and change agents and enhance career opportunities through the successful application of high-level know-how.

## MASTER OF ARTS · 120 ECTS: PROCEED TO THE NEXT LEVEL

You have successfully completed your undergraduate programme – congratulations! You understand the fundamental principles of business, so now is the time to increase your subject knowledge and your interaction with today's dynamic global working environment. Make your master's programme the prelude to an exceptional global career.

## MASTER OF ARTS · 60 ECTS: TAKE THE FAST TRACK

This 2-semester programme gives you the opportunity to build on your existing education and earn a master's degree in your chosen specialist subject. This is one of the most effective ways to become an expert in your chosen field and enhance your career prospects. Applicants for the master's programme in two semesters (60 ECTS) need a least 240 ECTS points in their undergraduate studies or to pass our TASC exam.

## MBA: YOUR CAREER FIRMLY IN FOCUS

Aimed at competent professionals with 2+ years of experience in management and an undergraduate degree from an accredited institution, these programmes are a career-changing experience. Designed to sharpen your performance and help you stand out from the crowd, they will transform your career and prepare you for a leadership position in today's international business environment. These courses encourage a global perspective. Post-graduates learn to understand the factors behind decision making and how to innovate and act in order to succeed as a leader in a multinational enterprise.

## SMART ENTRY: FULL FLEXIBILITY FOR YOUR STUDIES

Our MBA International Business and our Master Leadership & Management offer you full flexibility on your study model: You can study full-time at one of our campus locations, study completely online on your own timeline – or you combine the best of on campus and on-line: In our smart entry model you start online from wherever you are and at attractive costs and move on to study in Germany when it suits you (p. 42, 43).

At IUBH, you'll benefit from opportunities to network and build relationships with industry leaders, as well as IUBH's reputation for academic excellence.

> [www.iubh.de/master-programmes](http://www.iubh.de/master-programmes)

# INTERNATIONAL MANAGEMENT (M.A.)

## YOUR GATEWAY TO THE (BUSINESS) WORLD

This master's programme provides you with an advanced understanding of the international business landscape and develops your intercultural perspective and practical enterprise skills in a global context so that you can pursue a career at management level in any number of multinational and international organisations.

## PROFESSIONAL PROSPECTS

Globalisation is probably the strongest trend currently shaping modern economies. And as the global economy continues to expand so will the demand for qualified postgraduates with a strong international business background. The IUBH Master's in International Management ideally complements any business-oriented bachelor's programme as it equips you to deal with the challenges that shape today's increasingly globalised marketplace and paves your way to an exciting and well-paid career with national and multinational companies worldwide in the areas of marketing, sales, accounting, finance and controlling, human resources, customer service and public relations.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/master-im](http://www.iubh.de/master-im)

## FACTS AND FIGURES

### INTERNATIONAL MANAGEMENT

Degree	Master of Arts (M.A.)
ECTS-Credits	120
Duration	4, 6* or 8* semesters
Studies	full-time, part-time* or Study&Work*
Language	English
Campus	Bad Honnef, Berlin & Dublin**
Intake	Spring & Autumn

\*only in Dublin

\*\*starting Autumn 2019

**“Next to theoretical knowledge, I was given the opportunity to take part in numerous workshops and seminars, in which tools and competences, such as creating meaningful presentations, the proper management of staff and other soft skills, which are essential for managing a company successfully, were discussed.”**



KAROLINA STICH | GERMANY  
GRADUATE INTERNATIONAL MANAGEMENT

1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER
<ul style="list-style-type: none"> <li>• Service Operations Management</li> <li>• Performance Measurement &amp; Management</li> <li>• International Business Ethics</li> <li>• International Corporate Governance</li> <li>• International Economic Policy</li> <li>• Advanced Research Methods</li> <li>• Applied Statistics</li> <li>• Language Course I</li> </ul>	<ul style="list-style-type: none"> <li>• International Negotiation Skills</li> <li>• Leadership</li> <li>• Language Course II</li> </ul> <p><b>Elective Courses:</b> (4 out of 6)</p> <ul style="list-style-type: none"> <li>• International Organisational Behaviour</li> <li>• Advanced International Human Resources</li> <li>• International Management Accounting &amp; Control</li> <li>• International Financial Accounting</li> <li>• International Marketing</li> <li>• International Financial Management</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> </ul> <p><b>Majors:</b></p> <ul style="list-style-type: none"> <li>• Marketing</li> <li>• Human Resources *</li> <li>• Aviation *</li> <li>• Accounting &amp; Finance</li> <li>• Hospitality</li> <li>• Health Care *</li> <li>• IT Management</li> <li>• Engineering Management *</li> <li>• Logistics &amp; Transport *</li> </ul>	<p><b>Master Thesis &amp; Colloquium</b></p>

\*only in Bad Honnef and Berlin

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# INTERNATIONAL MANAGEMENT (M.A.) · FOR NON-BUSINESS GRADUATES

## VALUE ADDED PROGRAMME

This IUBH study programme prepares non-business graduates in the core aspects of business management with a strong focus on the international landscape. Postgraduates will be equipped with key management and leadership skills underpinned with the business knowledge required for success in the global marketplace.

## PROFESSIONAL PROSPECTS

IUBH postgraduates in International Management are well equipped for a wide range of careers in middle and senior management in multinational organisations. Postgraduates with a non-business degree, such as a bachelor's degree in engineering or psychology, are particularly sought after and such broad-based skills will considerably expand your range of career opportunities.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/master-im-non-business](http://www.iubh.de/master-im-non-business)

## FACTS AND FIGURES

### INTERNATIONAL MANAGEMENT · FOR NON-BUSINESS GRADUATES

Degree	Master of Arts (M.A.)
ECTS-Credits	30 (preparation semester)* + 120
Duration	1 preparation semester + 4 semesters
Studies	full-time
Language	English
Campus	Bad Honnef, Berlin & Dublin**
Intake	Spring & Autumn

\* For more information see p. 56 ff.

\*\*starting Autumn 2019

PREPARATION SEMESTER	1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER
<ul style="list-style-type: none"> <li>• Marketing</li> <li>• Human Resources</li> <li>• Service Operations &amp; Organisation</li> <li>• Financial Accounting</li> <li>• Management &amp; Cost Accounting</li> <li>• Financial Management</li> <li>• Statistics</li> <li>• Intercultural Communication</li> </ul>	<ul style="list-style-type: none"> <li>• Service Operations Management</li> <li>• Performance Measurement &amp; Management</li> <li>• International Business Ethics</li> <li>• International Corporate Governance</li> <li>• International Economic Policy</li> <li>• Advanced Research Methods</li> <li>• Applied Statistics</li> <li>• Language Course I</li> </ul>	<ul style="list-style-type: none"> <li>• International Negotiation Skills</li> <li>• Leadership</li> <li>• Language Course II</li> <li><b>Elective Courses: (4 out of 6)</b></li> <li>• International Organisational Behaviour</li> <li>• Advanced International Human Resources</li> <li>• International Marketing</li> <li>• International Management Accounting &amp; Control</li> <li>• International Financial Accounting</li> <li>• International Financial Management</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> </ul> <p><b>Majors:</b></p> <ul style="list-style-type: none"> <li>• Aviation</li> <li>• Accounting &amp; Finance</li> <li>• Engineering Management*</li> <li>• Health Care Management</li> <li>• Hospitality</li> <li>• Int. Human Resource Management</li> <li>• International Marketing</li> <li>• IT Management</li> <li>• Logistics &amp; Transport*</li> </ul>	<p><b>Master Thesis &amp; Colloquium</b></p>

\* In Bad Honnef only.

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# INTERNATIONAL MANAGEMENT (M.A.) · AVIATION

## FLY HIGH WITH IUBH

This 4-semester master's degree allows you to combine your existing skills with a specialisation in aviation management, adding industry-specific knowledge to your skill set and increasing your expertise in a fascinating and prosperous industry.

## PROFESSIONAL PROSPECTS

Aviation is a truly global sector and with the airline industry predicting that passenger numbers will grow by 6% over the next few years, postgraduates with an aviation management degree will be in a strong position to find top positions in interesting aviation-related occupations – particularly in senior management.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/ma-aviation](http://www.iubh.de/ma-aviation)

## FACTS AND FIGURES

### INTERNATIONAL MANAGEMENT · AVIATION

Degree	Master of Arts (M.A.)
ECTS-Credits	120
Duration	4 semesters
Studies	full-time
Language	English
Campus	Bad Honnef, Berlin
Intake	Spring & Autumn

**“Coming to IUBH was a wise investment of time and money. The environment is welcoming to international students and the educational standard is high. I found the Career Service Department particularly helpful. Their advice and assistance in preparing my job application documents were very beneficial. I couldn't have made a better choice.”**

ADEDAMOLA OLOKETUYI | NIGERIA  
MASTER AVIATION MANAGEMENT



1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER
<ul style="list-style-type: none"> <li>• Service Operations Management</li> <li>• Performance Measurement &amp; Management</li> <li>• International Business Ethics</li> <li>• International Corporate Governance</li> <li>• International Economic Policy</li> <li>• Advanced Research Methods</li> <li>• Applied Statistics</li> <li>• Language Course I</li> </ul>	<ul style="list-style-type: none"> <li>• International Negotiation Skills</li> <li>• Leadership</li> <li>• Language Course II</li> </ul> <p><b>Elective Courses:</b> <b>(4 out of 6)</b></p> <ul style="list-style-type: none"> <li>• International Organisational Behaviour</li> <li>• Advanced International Human Resources</li> <li>• International Management Accounting &amp; Control</li> <li>• International Financial Accounting</li> <li>• International Marketing</li> <li>• International Financial Management</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> </ul> <p><b>Compulsory Courses:</b></p> <ul style="list-style-type: none"> <li>• Strategic Product Planning</li> <li>• Aviation Policy</li> <li>• Aviation Simulation Game</li> <li>• Aviation Seminar</li> <li>• Controlling Airlines and Airports</li> </ul>	<p><b>Master Thesis &amp; Colloquium</b></p>

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# INTERNATIONAL MANAGEMENT (M.A.) · FINANCE & ACCOUNTING

## INVEST IN YOUR FUTURE

This IUBH master's degree provides you with extensive knowledge on the preparation and implementation of fiscal policy decisions and their documentation according to international standards of accounting with a particular focus on the global business environment. At IUBH you will become an expert in the planning, use and control of financial resources in international companies.

## PROFESSIONAL PROSPECTS

Recent surveys show high demand for postgraduates with fluent English, hands-on experience and a relevant master's degrees from an internationally accredited university. Finance and accounting specialists are responsible for all financial functions of the company and deal with financial services, accounting and venture capital through investments on a global scale.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/ma-accounting](http://www.iubh.de/ma-accounting)

## FACTS AND FIGURES

### INTERNATIONAL MANAGEMENT · FINANCE & ACCOUNTING

Degree	Master of Arts (M.A.)
ECTS-Credits	120
Duration	4, 6* or 8* semesters
Studies	full-time, part-time* or Study&Work*
Language	English
Campus	Bad Honnef, Berlin & Dublin**
Intake	Spring & Autumn

\* only in Dublin  
\*\*starting Autumn 2019

"Having spent an incredible six years in London, I wanted a new challenge, something that would take me out of my comfort zone and make it a real test for me. I wanted to go to a new country, where it would be different to what I experienced in London - that's why I did my application at IUBH. At first at IUBH I was very nervous because moving to a new country is never easy but to my great surprise, everything went so smooth. Indeed I was very welcomed here by the school, everything was so well organised. After a few days here, I met so many wonderful people as everybody is so friendly. The lectures could not be better, small group of people, not more than 30 people makes it very easy for the student to study in a very good atmosphere and the lecturers are also very friendly and approachable which is a big plus. If someone wants to study in a great place then Hochschule Bad Honnef is by far the right place."



ASLAM KHADAROO | MAURITIUS  
MASTER STUDENT BAD HONNEF

1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER
<ul style="list-style-type: none"> <li>• Service Operations Management</li> <li>• Performance Measurement &amp; Management</li> <li>• International Business Ethics</li> <li>• International Corporate Governance</li> <li>• International Economic Policy</li> <li>• Advanced Research Methods</li> <li>• Applied Statistics</li> <li>• Language Course I</li> </ul>	<ul style="list-style-type: none"> <li>• International Negotiation Skills</li> <li>• Leadership</li> <li>• Language Course II</li> </ul> <p><b>Elective Courses:</b> (4 out of 6)</p> <ul style="list-style-type: none"> <li>• International Organisational Behaviour</li> <li>• Advanced International Human Resources</li> <li>• International Management Accounting &amp; Control</li> <li>• International Financial Accounting</li> <li>• International Marketing</li> <li>• International Financial Management</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> </ul> <p><b>Compulsory Courses:</b></p> <ul style="list-style-type: none"> <li>• Advanced Corporate Finance</li> <li>• Investment Analysis &amp; Portfolio Management</li> <li>• Advanced Management Accounting &amp; Control</li> <li>• Current Issues in Finance</li> <li>• Current Issues in Accounting</li> </ul>	<p><b>Master Thesis &amp; Colloquium</b></p>

This illustration is only for orientation purposes. For more detailed information please refer to the study- and examination regulations of the individual study programme. Subject to change. As of May 2015.

# INTERNATIONAL MANAGEMENT (M.A.) · BIG DATA MANAGEMENT

## THE KEY TO BUSINESS SUCCESS

Be it in a bricks and mortar retailer or an online shop, in the finance sector or aviation, the travel industry or telecommunications; data affects business success in almost every sector. The large amount of unstructured data collected needs to not only be stored, but also analysed and effectively used.

As a big data manager, it is your responsibility to generate as much strategic use out of the data as possible. You will also coordinate corresponding projects, and act as the contact person between senior management, data engineers, and data analysts. You understand the principals of information management, as well as artificial intelligence, and have a feel for new technologies and their applications in a business environment. You are also able to process data to suit the company strategy by understanding your management's needs. Lastly, you will use your expertise to critically analyse current advancements in the industry, differentiate between short-lived trends and realistic solutions, and present the best suggestions to senior management.

## FACTS AND FIGURES

### INTERNATIONAL MANAGEMENT · BIG DATA MANAGEMENT

Degree	Master of Arts (M.A.)
ECTS-Credits	120
Duration	4, 6* or 8* semesters
Studies	full-time, part-time* or Study&Work*
Language	English
Campus	Bad Honnef Dublin**
Intake	Autumn & Spring

\* only in Dublin

\*\*starting Autumn 2019

## PROFESSIONAL PROSPECTS

Large and fast growing companies are investing substantially in the implementation of data management systems and structures. As a result, qualified experts in the area have plenty of opportunities. Project managers specializing in the area of big data have excellent career opportunities in almost all forward-looking sectors, especially in the IT, media, and digital sectors, in the automotive and finance industries, as well as in marketing and sales. Your role as the responsible big data project

manager is an important connector between management and technical support. You prepare tailored solutions for your company based on customer, market, and/or competitor information, and always have an eye on the latest developments, for example within the area of artificial intelligence.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/ma-bigdatamanagement](http://www.iubh.de/ma-bigdatamanagement)

## CURRICULUM 120 ECTS (FULL-TIME)

1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER
<ul style="list-style-type: none"> <li>• Methodology</li> <li>• Service Management</li> <li>• Business Ethics &amp; Corporate Governance</li> <li>• International Economic Policy</li> <li>• Foreign Language</li> </ul>	<b>Electives (choose 4 out of 6):</b> <ul style="list-style-type: none"> <li>• Intern. Organizational Behaviour</li> <li>• Advanced International Human Resource Management</li> <li>• Intern. Management Accounting &amp; Control</li> <li>• Intern. Marketing</li> <li>• Intern. Financial Accounting</li> <li>• Intern. Financial Management</li> <li>• Leadership &amp; Negotiations</li> </ul>	International Studies Abroad  <b>OR</b>  Major Big Data Management: <ul style="list-style-type: none"> <li>• Scientific Data Analysis</li> <li>• Artificial Intelligence Methods</li> <li>• Analytical Framework</li> <li>• Data Analytics &amp; Discovery</li> <li>• Applications &amp; Case Studies</li> </ul> + Strategic Service Management	<b>Master Thesis &amp; Colloquium</b>



# INTERNATIONAL MANAGEMENT (M.A.) · HOSPITALITY

## ENTER THE GLOBAL HOSPITALITY ARENA

This master's programme is designed to teach you the skills needed to meet the needs of today's dynamic hospitality industry. It will help you gain an international perspective on one of the fastest growing global industries and enable you to develop entrepreneurial, operational and strategic management skills that can be implemented in the global hospitality arena.

## PROFESSIONAL PROSPECTS

The global hospitality industry is hugely diverse. With experts predicting the creation of 70 million jobs in this dynamic and fast-growing sector over the next decade, successful postgraduates with this specialisation are extremely employable. Successful IUBH postgraduates will be in high demand in the areas of catering, conference and events management, the tourism and leisure sector, the entertainment sector and facilities management and food service management.

More information on the study programmes and the tuition fees can be found here:  
> [www.iubh.de/ma-hospitality](http://www.iubh.de/ma-hospitality)

## FACTS AND FIGURES

### INTERNATIONAL MANAGEMENT · HOSPITALITY

Degree	Master of Arts (M.A.)
ECTS-Credits	120
Duration	4, 6* or 8* semesters
Studies	full-time, part-time* or Study&Work*
Language	English
Campus	Bad Honnef, Berlin & Dublin**
Intake	Spring & Autumn

\* only in Dublin  
\*\*starting Autumn 2019

"The fact that the study programme at IUBH is conducted in English was a major reason for choosing IUBH because I felt more comfortable with English than with German at the time of admission. I find, however, that I automatically acquire a second foreign language for free while living in Germany. I have made friends with students from all over the world. I am very confident about my choice of university and will not hesitate to recommend IUBH to other aspiring students."

THOR HALVORSEN | NORWAY  
MASTER INTERN. MANAGEMENT · HOSPITALITY



## CURRICULUM 120 ECTS (FULL-TIME)

1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER
<ul style="list-style-type: none"> <li>• Service Operations Management</li> <li>• Performance Measurement &amp; Management</li> <li>• International Business Ethics</li> <li>• International Corporate Governance</li> <li>• International Economic Policy</li> <li>• Advanced Research Methods</li> <li>• Applied Statistics</li> <li>• Language Course I</li> </ul>	<ul style="list-style-type: none"> <li>• International Negotiation Skills</li> <li>• Leadership</li> <li>• Language Course II</li> </ul> <p><b>Elective Courses:</b> (4 out of 6)</p> <ul style="list-style-type: none"> <li>• International Organisational Behaviour</li> <li>• Advanced International Human Resources</li> <li>• International Management Accounting &amp; Control</li> <li>• International Financial Accounting</li> <li>• International Marketing</li> <li>• International Financial Management</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> </ul> <p><b>Compulsory courses:</b></p> <ul style="list-style-type: none"> <li>• Hospitality Seminar</li> <li>• Hospitality Project Planning &amp; Development</li> <li>• Pricing &amp; Distribution Management</li> <li>• Food &amp; Beverage Management</li> <li>• Strategic Hospitality &amp; Tourism Management</li> </ul>	<p><b>Master Thesis &amp; Colloquium</b></p>

This illustration is only for orientation purposes. For more detailed information please refer to the study- and examination regulations of the individual study programme. Subject to change. As of May 2015.

# INTERNATIONAL MANAGEMENT (M.A.) · ENGINEERING MANAGEMENT

## ENGINEERING "MADE IN GERMANY" FACTS AND FIGURES

Have you completed your undergraduate degree and do you now strive to gain qualifications in engineering management to further enhance your employability? This master degree gives you an optimal preparation for an international career at the interface between management and technology.

During your master's studies at IUBH you acquire an understanding of the key skills in product development and gain insights into various current issues in engineering management.

## PROFESSIONAL PROSPECTS

As Germany is famous for its high quality in the field of engineering, German master's degrees in engineering management are well-respected worldwide.

After your studies you face excellent career prospects. As manager with focus on engineering you organize engineering teams according to a given organization and project context. You are responsible for budgeting and cost estimation and for evaluating different kinds of quality management standards.

## INTERNATIONAL MANAGEMENT · ENGINEERING MANAGEMENT

Degree	Master of Arts (M.A.)
ECTS-Credits	120
Duration	4 semesters
Studies	full-time
Language	English
Campus	Bad Honnef
Intake	Spring & Autumn

## ENGINEERING IN GERMANY

Germany is a global leader in numerous high-tech fields such as engineering and technology. Sophisticated technology combined with quality manufacturing ensure a high demand for German cars, machinery, and electrical and electronic equipment. This achievement involves thousands of engineers who work in design, development and production. They all play a major role in the "Made in Germany" success story.

Wherever there is a need for comprehensive and interdisciplinary knowledge in technology and management, you are in demand.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/master-engineering-management](http://www.iubh.de/master-engineering-management)

1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER
<ul style="list-style-type: none"> <li>• Service Operations Management</li> <li>• Performance Measurement &amp; Management</li> <li>• International Business Ethics</li> <li>• International Corporate Governance</li> <li>• International Economic Policy</li> <li>• Advanced Research Methods</li> <li>• Applied Statistics</li> <li>• Language Course I</li> </ul>	<ul style="list-style-type: none"> <li>• International Negotiation Skills</li> <li>• Leadership</li> <li>• Language Course II</li> </ul> <p><b>Elective Courses:</b></p> <ul style="list-style-type: none"> <li>• International Organisational Behaviour</li> <li>• Advanced International Human Resource Management</li> <li>• International Management Accounting &amp; Controlling</li> <li>• International Marketing</li> <li>• International Financial Accounting</li> <li>• International Financial Management</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> </ul> <p><b>Compulsory Courses:</b></p> <ul style="list-style-type: none"> <li>• Internet of Things</li> <li>• Product Development</li> <li>• Project Management for Engineers</li> <li>• Quality Management and Process Optimization</li> <li>• Current Issues in Engineering Management</li> </ul>	<p><b>Master Thesis &amp; Colloquium</b></p>

# INTERNATIONAL MANAGEMENT (M.A.) · INT. HUMAN RESOURCE MANAGEMENT

## LEVERAGE YOUR PEOPLE SKILLS

This master's programme with a specialisation in HR will help you gain expertise in strategic management, employee relations and engagements, resourcing and management development and corporate HRM with an understanding of how business is conducted in the global arena.

## PROFESSIONAL PROSPECTS

Human Resource Management plays a pivotal role in the successful operation of companies and multinationals around the globe. Knowing how to effectively manage human resources on an international stage is therefore becoming an increasingly important skill and successful IUBH postgraduates with people skills and the ability to operate in a global context will be highly sought after in the international HRM sector, as well as in general management and the specialised services sector.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/ma-hr](http://www.iubh.de/ma-hr)

## FACTS AND FIGURES

### INTERNATIONAL MANAGEMENT · INT. HUMAN RESOURCE MANAGEMENT

Degree	Master of Arts (M.A.)
ECTS-Credits	120
Duration	4 semesters
Studies	full-time
Language	English
Campus	Bad Honnef, Berlin
Intake	Spring & Autumn

1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER
<ul style="list-style-type: none"> <li>• Service Operations Management</li> <li>• Performance Measurement &amp; Management</li> <li>• International Business Ethics</li> <li>• International Corporate Governance</li> <li>• International Economic Policy</li> <li>• Advanced Research Methods</li> <li>• Applied Statistics</li> <li>• Language Course I</li> </ul>	<ul style="list-style-type: none"> <li>• International Negotiation Skills</li> <li>• Leadership</li> <li>• Language Course II</li> </ul> <p><b>Elective Courses:</b> <b>[4 out of 6]</b></p> <ul style="list-style-type: none"> <li>• International Organisational Behaviour</li> <li>• Advanced International Human Resources</li> <li>• International Management Accounting &amp; Control</li> <li>• International Financial Accounting</li> <li>• International Marketing</li> <li>• International Financial Management</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> </ul> <p><b>Compulsory courses:</b></p> <ul style="list-style-type: none"> <li>• Comparative Human Resources Management</li> <li>• International Assessment Centres in Selection &amp; Training</li> <li>• Current Issues in International Human Resource Management</li> <li>• International Human Resource Strategy</li> <li>• Research Methods for International &amp; Comparative Human Resource Management</li> </ul>	<p><b>Master Thesis &amp; Colloquium</b></p>

This illustration is only for orientation purposes. For more detailed information please refer to the study- and examination regulations of the individual study programme. Subject to change. As of May 2015.



# INTERNATIONAL MANAGEMENT (M.A.) · HEALTH CARE MANAGEMENT

## MAKE A DIFFERENCE

This IUBH master's programme provides you with the essential leadership skills to kick-start your management career in the German and European health care sector. It provides an in-depth understanding of the context in which health care systems operate and equips you with the skills and knowledge to drive policy and organisational changes within health care systems.

## PROFESSIONAL PROSPECTS

This degree prepares you for working as a manager of a national or international acting health care provider. You will be able to deal with financial structures within the health care and especially hospital industry based on the legislative framework and political-philosophical thinking.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/ma-healthcare](http://www.iubh.de/ma-healthcare)

## FACTS AND FIGURES

### INTERNATIONAL MANAGEMENT · HEALTH CARE MANAGEMENT

Degree	Master of Arts (M.A.)
ECTS-Credits	120
Duration	4 semesters
Studies	full-time
Language	English
Campus	Bad Honnef, Berlin
Intake	Spring & Autumn



"We have been hiring IUBH Campus Studies graduates for years, and they support us very actively in implementing our ideas. The students acquire the expertise and soft skills that make them valuable employees for us - they bring a combination of professional competence, service mentality and an ability to tackle projects and responsibilities in a structured manner."

ANDREA TÜBBIKE  
CEO HELIOS PRIVATKLINIKEN GMBH

1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER
<ul style="list-style-type: none"> <li>• Service Operations Management</li> <li>• Performance Measurement &amp; Management</li> <li>• International Business Ethics</li> <li>• International Corporate Governance</li> <li>• International Economic Policy</li> <li>• Advanced Research Methods</li> <li>• Applied Statistics</li> <li>• Language Course I</li> </ul>	<ul style="list-style-type: none"> <li>• International Negotiation Skills</li> <li>• Leadership</li> <li>• Language Course II</li> </ul> <p><b>Elective Courses: (4 out of 6)</b></p> <ul style="list-style-type: none"> <li>• International Organisational Behaviour</li> <li>• Advanced International Human Resources</li> <li>• International Management Accounting &amp; Control</li> <li>• International Financial Accounting</li> <li>• International Marketing</li> <li>• International Financial Management</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> </ul> <p><b>Compulsory courses :</b></p> <ul style="list-style-type: none"> <li>• International Health Care Systems</li> <li>• Clinical Supply Chain Management</li> <li>• Clinical Governance &amp; Risk</li> <li>• Evidence Based Medicine</li> <li>• Strategic Hospital Management</li> </ul>	<p><b>Master Thesis &amp; Colloquium</b></p>

This illustration is only for orientation purposes. For more detailed information please refer to the study- and examination regulations of the individual study programme. Subject to change. As of May 2015.

# INTERNATIONAL MANAGEMENT (M.A.) · INT. MARKETING

## BE A KEY PLAYER

This programme is the perfect platform for a professional career in strategic marketing, particularly in an international business environment. You will gain a comprehensive understanding of key international considerations, such as global brand management, consumer behaviour across cultures and sales and pricing. You will also gain expertise in the areas of international business, marketing strategies and have a deep understanding of how modern global organisations operate.

## PROFESSIONAL PROSPECTS

With the marketing industry steadily growing, especially in the digital sector, marketing specialists with an understanding of today's fast-paced, multi-channel marketing landscape are in demand. With the programme's global focus, successful IUBH postgraduates are experienced in cross-cultural awareness and have the skills required to work in an international environment. Combined with their leadership skills, they are in high demand in marketing management for multinational and global organisations. More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/ma-marketing](http://www.iubh.de/ma-marketing)

## FACTS AND FIGURES

### INTERNATIONAL MANAGEMENT · INT. MARKETING

Degree	Master of Arts (M.A.)
ECTS-Credits	120
Duration	4, 6* or 8* semesters
Studies	full-time, part-time* or Study&Work*
Language	English
Campus	Bad Honnef, Berlin & Dublin**
Intake	Spring & Autumn

\* only in Dublin  
\*\*starting Autumn 2019

"The learning curve here at IUBH is steep. The professors are all specialists in their field and know every student by name. I love the up-to-date library with electronic book management, so practical! We do projects in multicultural teams (more than 110 nationalities on campus!) which allows us to develop a global vision of the business. I like the IUBH spirit: the extracurricular mix of career-oriented events, sport activities makes life on campus very exciting. Our university is really highly appreciated in the academic and business world."

EKATERINA ABRAMOVA | RUSSIA  
MASTER INTERNATIONAL MARKETING MANAGEMENT



## CURRICULUM 120 ECTS (FULL-TIME)

1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER
<ul style="list-style-type: none"> <li>• Service Operations Management</li> <li>• Performance Measurement &amp; Management</li> <li>• International Business Ethics</li> <li>• International Corporate Governance</li> <li>• International Economic Policy</li> <li>• Advanced Research Methods</li> <li>• Applied Statistics</li> <li>• Language Course I</li> </ul>	<ul style="list-style-type: none"> <li>• International Negotiation Skills</li> <li>• Leadership</li> <li>• Language Course II</li> </ul> <p><b>Elective Courses:</b> <b>(4 out of 6)</b></p> <ul style="list-style-type: none"> <li>• International Organisational Behaviour</li> <li>• Advanced International Human Resources</li> <li>• International Management Accounting &amp; Control</li> <li>• International Financial Accounting</li> <li>• International Marketing</li> <li>• International Financial Management</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> </ul> <p><b>Compulsory courses:</b></p> <ul style="list-style-type: none"> <li>• Global Brand Management</li> <li>• International Consumer Behaviour</li> <li>• Applied Marketing Research</li> <li>• Current Issues in International Marketing</li> <li>• Sales &amp; Pricing</li> </ul>	<p><b>Master Thesis &amp; Colloquium</b></p>

This illustration is only for orientation purposes. For more detailed information please refer to the study- and examination regulations of the individual study programme. Subject to change. As of May 2015.

# INTERNATIONAL MANAGEMENT (M.A.) · IT MANAGEMENT

## BE A DRIVING FORCE IN THE GLOBAL ARENA

With its combination of IT and management, this IUBH programme gives you the best possible kick-start for managing the strategic impact and business value of information technology in an increasingly global IT sector. Successful postgraduates have the knowledge and skills to enable international enterprises to keep abreast of the fast-paced and dynamic technological landscape of today's global market.

## FACTS AND FIGURES

### INTERNATIONAL MANAGEMENT · IT MANAGEMENT

Degree	Master of Arts (M.A.)
ECTS-Credits	120
Duration	4, 6* or 8* semesters
Studies	full-time, part-time* or Study&Work*
Language	English
Campus	Bad Honnef, Berlin & Dublin**
Intake	Spring & Autumn

\* only in Dublin

\*\*starting autumn 2019

## PROFESSIONAL PROSPECTS

These days, with information systems indispensable in every aspect of industry and business, there is increasing demand for well-trained ICT managers equipped for leadership roles in the global marketplace. With their in-depth entrepreneurial and management skills, IT management postgraduates have excellent prospects in a wide range of careers, such as technology management, IT consulting, change or project management and business analysis.



“With its focus on leadership and current business affairs, the IUBH master's programme provides me with the right tools to design my personal career strategy so that I can leverage my position on the global job market and enhance my chances for success. I feel confident about my skills and my ability to find a promising job after graduation, either in Germany or abroad. The Career Service Department have been of great help, in this respect.”

AINUR ZHETPISSOVA | KAZAKHSTAN  
MASTER'S STUDENT BAD HONNEF

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/ma-itmanagement](http://www.iubh.de/ma-itmanagement)

## CURRICULUM 120 ECTS (FULL-TIME)

1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER
<ul style="list-style-type: none"> <li>• Service Operations Management</li> <li>• Performance Measurement &amp; Management</li> <li>• International Business Ethics</li> <li>• International Corporate Governance</li> <li>• International Economic Policy</li> <li>• Advanced Research Methods</li> <li>• Applied Statistics</li> <li>• Language Course I</li> </ul>	<ul style="list-style-type: none"> <li>• International Negotiation Skills</li> <li>• Leadership</li> <li>• Language Course II</li> </ul> <p><b>Elective Courses: (4 out of 6)</b></p> <ul style="list-style-type: none"> <li>• International Organisational Behaviour</li> <li>• Advanced International Human Resources</li> <li>• International Management Accounting &amp; Control</li> <li>• International Financial Accounting</li> <li>• International Marketing</li> <li>• International Financial Management</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> </ul> <p><b>Compulsory courses:</b></p> <ul style="list-style-type: none"> <li>• IT Project Management</li> <li>• IT Service Management</li> <li>• IT Governance &amp; Compliance</li> <li>• IT Architecture Management</li> <li>• Software Engineering</li> </ul>	<p><b>Master Thesis &amp; Colloquium</b></p>

This illustration is only for orientation purposes. For more detailed information please refer to the study- and examination regulations of the individual study programme. Subject to change. As of May 2015.



# TRANSPORT & LOGISTICS MANAGEMENT (M.A.)

## TAKE THE DRIVING SEAT

With an international focus, this post-graduate programme explores current trends and gives insights into new approaches for passenger and freight transport. You will learn how to manage practical challenges and be equipped for a professional life planning and driving the future of the transport and logistics industry.

## PROFESSIONAL PROSPECTS

The rapid growth of globalisation has been accompanied by an increasing demand for well-established and sustainable transport systems. As experts in logistics planning and management, successful IUBH post graduates are highly sought after as logistics managers, supply chain analysts, transport planners and operations managers, in a range of sectors, such as logistics service provision, central and local government and public transport.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/ma-transport](http://www.iubh.de/ma-transport)

## FACTS AND FIGURES

### TRANSPORT & LOGISTICS MANAGEMENT

Degree	Master of Arts (M.A.)
ECTS-Credits	90 (starting Autumn 2018) or 120
Duration	90 ECTS: 3 semesters 120 ECTS: 4 semesters
Studies	full-time
Language	English
Campus	Bad Honnef
Intake	Spring & Autumn



**“First and foremost, I decided to attend the IUBH because of its international environment and its outstanding reputation. In the course of my studies I learned that the university has even more than that to offer:**

**I particularly appreciated the interactive quality of the lectures, through which I profited from the interface of theoretical knowledge and practical applications. The presentations, case studies, projects and the practical insights from professors served as a great preparation for my future career. In addition, the excellent academic infrastructure was a huge help during my studies.“**

GIUSEPPE D'IGNAZIO | ITALY  
MASTER'S GRADUATE IUBH BAD HONNEF

## ORDER OF STUDIES BY THE EXAMPLE OF 120 ECTS

1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER
<ul style="list-style-type: none"> <li>Advanced Research Methods</li> <li>Applied Statistics</li> <li>International Business Ethics</li> <li>Corp. Governance in an Intern. Context</li> <li>Performance Measurement and Management</li> <li>International Marketing</li> <li>Leadership</li> <li>Service Operations Management</li> <li>Negotiation Skills in an Intern.Context</li> </ul>	<ul style="list-style-type: none"> <li>Transport Business - Ground Transport</li> <li>Transport Business - Aviation and Sea</li> <li>Infrastructure Management</li> <li>Transport Policy</li> <li>Sustainable Transportation</li> <li>Strategic Transport &amp; Logistics Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Transportation Intelligence</li> <li>Transportation Project</li> <li>Transport &amp; Logistics Seminar</li> <li>Yield Management and Pricing</li> <li>Strategic Network Management</li> </ul> <p><b>Elective Courses :</b></p> <ul style="list-style-type: none"> <li>Transport Policy</li> <li>Sustainable Transportation</li> <li>Strategic Transport &amp; Logistics Marketing</li> </ul>	<p><b>Master Thesis</b></p>

This illustration is only for orientation purposes. For more detailed information, please refer to the study and examination regulations of the study programme. Subject to change, as of March 2018.

# INTERNATIONAL MANAGEMENT (M.A.) · LOGISTICS & TRANSPORT

## YOUR CAREER IN FOCUS

The master's degree programme International Management · Logistics & Transport prepares you to take on leadership and management functions in companies in the logistics and freight industry.

The study programme builds on the foundation of your first business related degree and deepens your previous knowledge so that you can competently assume positions of responsibility and leadership.

## PROFESSIONAL PROSPECTS

This study programme opens up many opportunities. The international orientation of your studies and the transport and logistics sector make you a global player.

Graduates of the programme can work as highly qualified specialists in the operational or strategic area, for example as project managers with first leadership roles in project teams in Germany and abroad. The degree programme provides them with all the necessary knowledge about the operational requirements of the international transport and logistics sector so that they can also take over management tasks in the medium term.

## FACTS AND FIGURES

### INTERNATIONAL MANAGEMENT · LOGISTICS & TRANSPORT

Degree	Master of Arts (M.A.)
ECTS-Credits	120
Duration	4 semesters
Studies	full-time
Language	English
Campus	Bad Honnef
Intake	Spring & Autumn

The transport and logistics industry plays a key role due to the ongoing globalization and the associated transfer of goods. As a result, there is a growing demand for academically trained staff for management tasks in the field of transport logistics worldwide.

More information on the study programmes and the tuition fees can be found here:

> [www.iubh.de/ma-logistics-transport](http://www.iubh.de/ma-logistics-transport)



"The goal of our Logistics & Transport programme is to prepare interested and motivated students for a career in this fascinating industry. In the four semester Master's programme, all the strategical, logistical and operative fundamentals needed to pursue a responsible position will

be taught in order to pursue a responsible position including personnel management in the transport and logistics industry."

PROF. KARSTEN LEIBOLD  
LECTURER M.A. TRANSPORT & LOGISTICS MANAGEMENT

1st SEMESTER	2nd SEMESTER	3rd SEMESTER	4th SEMESTER
<ul style="list-style-type: none"> <li>Advanced Research Methods</li> <li>Applied Statistics</li> <li>Service Operations Management</li> <li>Performance Measurement and Management</li> <li>International Business Ethics</li> <li>International Corporate Governance</li> <li>International Economic Policy</li> <li>Language Course I</li> </ul>	<ul style="list-style-type: none"> <li>International Negotiation Skills</li> <li>Leadership</li> <li>Language Course II</li> </ul> <p><b>Elective Courses:</b></p> <ul style="list-style-type: none"> <li>International Organisational Behaviour</li> <li>Advanced International Human Resource Management</li> <li>International Management Accounting &amp; Controlling</li> <li>International Marketing</li> <li>International Financial Accounting</li> <li>International Financial Management</li> </ul>	<ul style="list-style-type: none"> <li>Strategic Service Management</li> </ul> <p><b>Compulsory Courses :</b></p> <ul style="list-style-type: none"> <li>Transport Business - Ground Transport</li> <li>Transport Business - Aviation and Sea</li> <li>Infrastructure Management</li> <li>Transport Policy</li> <li>Sustainable Transportation</li> </ul>	<p><b>Master Thesis &amp; Colloquium</b></p>

# TASC – GETTING READY FOR YOUR 1 YEAR-MASTER

You want to start one of our 1 year/60 ECTS-master's programmes but haven't got enough credits from your bachelor's degree? Don't worry! You can participate in the TASC exam and get access to the 1 year programmes by proving your superior academic qualification.

The TASC Exam for the master's programmes 60 ECTS consists of three parts:

- A written **research paper**
- A written **case study** analysis
- A **colloquium** (oral presentation)

## RESEARCH PAPER

The written research paper must fulfil the following criteria:

- Analysis of a specific research question independently chosen from the general list of topics provided
- Approx. 10 pages

## CASE STUDY

The case study analysis must fulfil the following criteria:

- Analysis according to the guidelines for case study analysis
- 5 pages (according to design template)

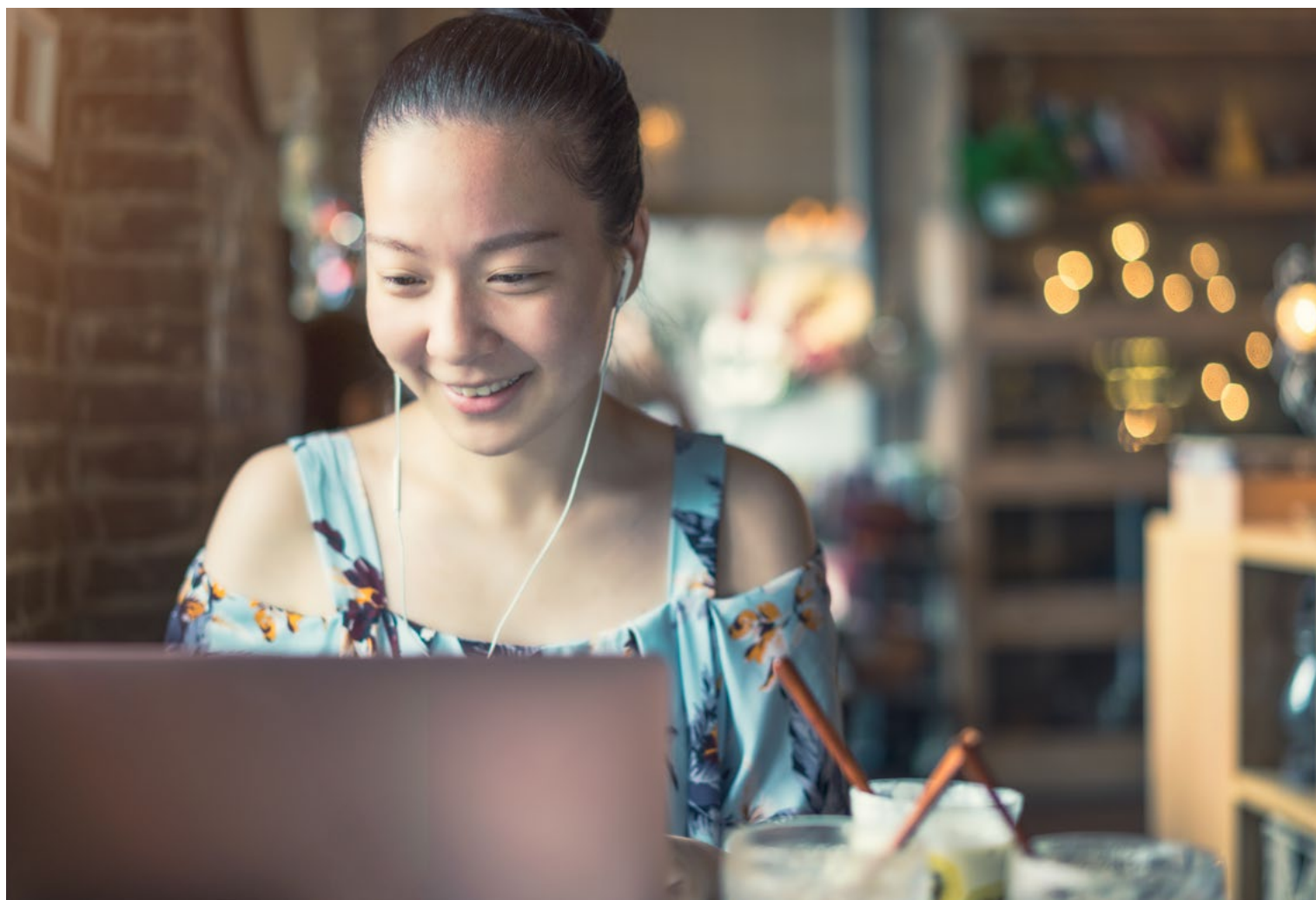
## COLLOQUIUM

The oral exam takes about 30 minutes and contains an online presentation (via Skype or Adobe Connect) with a subsequent discussion. The discussion should focus on:

- Presentation of the research paper and reflection of its main results (15 min)
- Question and answer session with the examiner (15 min)

More information on the exam and the tuition fees can be found here:

> [www.iubh.de/TASC](http://www.iubh.de/TASC)





# INTERNATIONAL AVIATION MANAGEMENT (M.A.) · 1 YEAR

## LIFT YOURSELF UP, WHERE YOU BELONG

More information on the study programme, admission requirements and the tuition fees can be found here:  
> [www.iubh.de/ma-aviation](http://www.iubh.de/ma-aviation)

## FACTS AND FIGURES

Degree	Master of Arts (M.A.)
ECTS-Credits	60
Duration	2 semesters, full-time
Language	English
Campus	Bad Honnef, Berlin
Intake	Spring & Autumn

Required Qualifications	1st SEMESTER	2nd SEMESTER
<ul style="list-style-type: none"> <li>• 240 ECTS from economic undergraduate studies</li> <li>or</li> <li>• 210 ECTS from economic undergraduate studies + practical work experience (30 ECTS)</li> <li>or</li> <li>• 210 ECTS from non economic undergraduate studies + Path2Master (30 ECTS)</li> <li>or</li> <li>• 210 ECTS from non economic undergraduate studies + TASC exam (p. 41)</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> </ul> <b>Specialisations:</b> <ul style="list-style-type: none"> <li>• Strategic Product Planning</li> <li>• Aviation Policy</li> <li>• Aviation Simulation Game</li> <li>• Aviation Seminar</li> <li>• Controlling Airlines &amp; Airports</li> </ul>	<b>Master Thesis &amp; Colloquium</b>

This illustration is only for orientation purposes. For more detailed information please refer to the study- and examination regulations of the individual study programme. Subject to change. As of July 2015.

# INTERNATIONAL FINANCE & ACCOUNTING MANAGEMENT (M.A.) · 1 YEAR

## INVEST IN YOUR FUTURE

More information on the study programme, admission requirements and the tuition fees can be found here:  
> [www.iubh.de/ma-accounting](http://www.iubh.de/ma-accounting)

## FACTS AND FIGURES

Degree	Master of Arts (M.A.)
ECTS-Credits	60
Duration	2 semesters, full-time
Language	English
Campus	Bad Honnef, Berlin
Intake	Spring & Autumn

Required Qualifications	1st SEMESTER	2nd SEMESTER
<ul style="list-style-type: none"> <li>• 240 ECTS from economic undergraduate studies</li> <li>or</li> <li>• 210 ECTS from economic undergraduate studies + practical work experience (30 ECTS)</li> <li>or</li> <li>• 210 ECTS from non economic undergraduate studies + Path2Master (30 ECTS)</li> <li>or</li> <li>• 210 ECTS from non economic undergraduate studies + TASC exam (p. 41)</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> </ul> <b>Specialisations:</b> <ul style="list-style-type: none"> <li>• Advanced Corporate Finance</li> <li>• Investment Analysis &amp; Portfolio Management</li> <li>• Advanced Management Accounting &amp; Control</li> <li>• Current Issues in Finance</li> <li>• Current Issues in Accounting</li> </ul>	<b>Master Thesis &amp; Colloquium</b>

This illustration is only for orientation purposes. For more detailed information please refer to the study- and examination regulations of the individual study programme. Subject to change. As of July 2015.

# INTERNATIONAL HEALTH CARE MANAGEMENT (M.A.) · 1 YEAR

## MAKE A DIFFERENCE

More information on the study programme, admission requirements and the tuition fees can be found here:  
 > [www.iubh.de/ma-healthcare](http://www.iubh.de/ma-healthcare)

## FACTS AND FIGURES

Degree	Master of Arts (M.A.)
ECTS-Credits	60
Duration	2 semesters, full-time
Language	English
Campus	Bad Honnef, Berlin
Intake	Spring & Autumn

Required Qualifications	1st SEMESTER	2nd SEMESTER
<ul style="list-style-type: none"> <li>• 240 ECTS from economic undergraduate studies or</li> <li>• 210 ECTS from economic undergraduate studies + practical work experience (30 ECTS)</li> <li>or</li> <li>• 210 ECTS from non economic undergraduate studies + Path2Master (30 ECTS)</li> <li>or</li> <li>• 210 ECTS from non economic undergraduate studies + TASC exam (p. 41)</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> </ul> <b>Specialisations:</b> <ul style="list-style-type: none"> <li>• International Health Care Systems</li> <li>• Clinical Supply Chain Management</li> <li>• Clinical Governance &amp; Risk</li> <li>• Evidence Based Medicine</li> <li>• Strategic Hospital Management</li> </ul>	<b>Master Thesis &amp; Colloquium</b>

This illustration is only for orientation purposes. For more detailed information please refer to the study- and examination regulations of the individual study programme. Subject to change. As of July 2015.

# INTERNATIONAL HOSPITALITY MANAGEMENT (M.A.) · 1 YEAR

## ENTER THE GLOBAL HOSPITALITY ARENA

More information on the study programme, admission requirements and the tuition fees can be found here:  
 > [www.iubh.de/ma-hospitality](http://www.iubh.de/ma-hospitality)

## FACTS AND FIGURES

Degree	Master of Arts (M.A.)
ECTS-Credits	60
Duration	2 semesters, full-time
Language	English
Campus	Bad Honnef, Berlin
Intake	Spring & Autumn

Required Qualifications	1st SEMESTER	2nd SEMESTER
<ul style="list-style-type: none"> <li>• 240 ECTS from economic undergraduate studies or</li> <li>• 210 ECTS from economic undergraduate studies + practical work experience (30 ECTS)</li> <li>or</li> <li>• 210 ECTS from non economic undergraduate studies + Path2Master (30 ECTS)</li> <li>or</li> <li>• 210 ECTS from non economic undergraduate studies + TASC exam (p. 41)</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> </ul> <b>Specialisations:</b> <ul style="list-style-type: none"> <li>• Hospitality Seminar</li> <li>• Hospitality Project Planning &amp; Development</li> <li>• Pricing &amp; Distribution Management</li> <li>• Food &amp; Beverage Management</li> <li>• Strategic Hospitality &amp; Tourism Marketing</li> </ul>	<b>Master Thesis &amp; Colloquium</b>

This illustration is only for orientation purposes. For more detailed information please refer to the study- and examination regulations of the individual study programme. Subject to change. As of July 2015.

# INTERNATIONAL HUMAN RESOURCE MANAGEMENT (M.A.) · 1 YEAR

## LEVERAGE YOUR PEOPLE SKILLS

More information on the study programme, admission requirements and the tuition fees can be found here:  
 > [www.iubh.de/ma-hr](http://www.iubh.de/ma-hr)

## FACTS AND FIGURES

Degree	Master of Arts (M.A.)
ECTS-Credits	60
Duration	2 semesters, full-time
Language	English
Campus	Bad Honnef, Berlin
Intake	Spring & Autumn

Required Qualifications	1st SEMESTER	2nd SEMESTER
<ul style="list-style-type: none"> <li>• 240 ECTS from economic undergraduate studies or</li> <li>• 210 ECTS from economic undergraduate studies + practical work experience (30 ECTS) or</li> <li>• 210 ECTS from non economic undergraduate studies + Path2Master (30 ECTS) or</li> <li>• 210 ECTS from non economic undergraduate studies + TASC exam (p. 41)</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> </ul> <p><b>Specialisations:</b></p> <ul style="list-style-type: none"> <li>• Comparative Human Resource Management</li> <li>• International Assessment Centers in Selection &amp; Training</li> <li>• Current Issues in International Human Resource Management</li> <li>• International Human Resource Strategy</li> <li>• Research Methods for International &amp; Comparative Human Resource Management</li> </ul>	<p><b>Master Thesis &amp; Colloquium</b></p>

This illustration is only for orientation purposes. For more detailed information please refer to the study- and examination regulations of the individual study programme. Subject to change. As of July 2015.

# IT MANAGEMENT (M.A.) · 1 YEAR

## BE A DRIVING FORCE IN THE GLOBAL ARENA

More information on the study programme, admission requirements and the tuition fees can be found here:  
 > [www.iubh.de/ma-itmanagement](http://www.iubh.de/ma-itmanagement)

## FACTS AND FIGURES

Degree	Master of Arts (M.A.)
ECTS-Credits	60
Duration	2 semesters, full-time
Language	English
Campus	Bad Honnef
Intake	Spring & Autumn

Required Qualifications	1st SEMESTER	2nd SEMESTER
<ul style="list-style-type: none"> <li>• 240 ECTS from economic undergraduate studies or</li> <li>• 210 ECTS from economic undergraduate studies + practical work experience (30 ECTS) or</li> <li>• 210 ECTS from non economic undergraduate studies + Path2Master (30 ECTS) or</li> <li>• 210 ECTS from non economic undergraduate studies + TASC exam (p. 41)</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> </ul> <p><b>Specialisations:</b></p> <ul style="list-style-type: none"> <li>• IT Project Management</li> <li>• IT Service Management</li> <li>• IT Governance &amp; Compliance</li> <li>• IT Architecture Management</li> <li>• Software Engineering</li> </ul>	<p><b>Master Thesis &amp; Colloquium</b></p>

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# INTERNATIONAL MARKETING MANAGEMENT (M.A.) · 1 YEAR

## BE A KEY PLAYER

More information on the study programme, admission requirements and the tuition fees can be found here:  
 > [www.iubh.de/ma-marketing](http://www.iubh.de/ma-marketing)

## FACTS AND FIGURES

Degree	Master of Arts (M.A.)
ECTS-Credits	60
Studies	full-time, part-time* or Study&Work*
Duration	2 semesters full-time, 3 or 4 semesters part-time*
Language	English
Campus	Bad Honnef, Berlin, Dublin (starting Autumn 2019)
Intake	Spring & Autumn

\* only in Dublin

Required Qualifications	1st SEMESTER	2nd SEMESTER
<ul style="list-style-type: none"> <li>• 240 ECTS from economic undergraduate studies or</li> <li>• 210 ECTS from economic undergraduate studies + practical work experience (30 ECTS) or</li> <li>• 210 ECTS from non economic undergraduate studies + Path2Master (30 ECTS) or</li> <li>• 210 ECTS from non economic undergraduate studies + TASC exam (p. 41)</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> </ul> <b>Specialisations:</b> <ul style="list-style-type: none"> <li>• Global Brand Management</li> <li>• International Consumer Behaviour</li> <li>• Applied Marketing Research</li> <li>• Current Issues in International Marketing</li> <li>• Sales &amp; Pricing</li> </ul>	<b>Master Thesis &amp; Colloquium</b>

This illustration is only for orientation purposes. For more detailed information please refer to the study- and examination regulations of the individual study programme. Subject to change. As of July 2018.

# ENGINEERING MANAGEMENT (M.A.) · 1 YEAR

## ENGINEERING "MADE IN GERMANY"

More information on the study programme, admission requirements and the tuition fees can be found here:  
 > [www.iubh.de/master-engineering-management](http://www.iubh.de/master-engineering-management)

## FACTS AND FIGURES

Degree	Master of Arts (M.A.)
ECTS-Credits	60
Duration	2 semesters, full-time
Language	English
Campus	Bad Honnef
Intake	Spring & Autumn

Required Qualifications	1st SEMESTER	2nd SEMESTER
<ul style="list-style-type: none"> <li>• 240 ECTS from economic undergraduate studies or</li> <li>• 210 ECTS from economic undergraduate studies + practical work experience (30 ECTS) or</li> <li>• 210 ECTS from non economic undergraduate studies + Path2Master (30 ECTS) or</li> <li>• 210 ECTS from non economic undergraduate studies + TASC exam</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Service Management</li> <li>• Internet of Things</li> <li>• Product Development</li> <li>• Project Management for Engineers</li> <li>• Quality Management and Process Optimization</li> <li>• Current Issues in Engineering Management</li> </ul>	<b>Master Thesis &amp; Colloquium</b>

This illustration is only for orientation purposes. For more detailed information please refer to the study- and examination regulations of the individual study programme. Subject to change. As of Jan 2018.

# MBA INTERNATIONAL BUSINESS (MBA) · FULL- OR PART-TIME

Study smart:  
Our MBA offers  
you the choice  
between 3 attractive  
study models!

## YOUR CAREER FIRMLY IN FOCUS

This programme offers business and non-business graduates, such as engineers, natural sciences and humanities graduates, the opportunity to extend their managerial skills. It focuses on updating and increasing your general managerial knowledge. It equips you with transferable skills that can be applied in other markets and cultures and will considerably boost your career prospects in the global marketplace.

Parallel to your studies you will strengthen your professional profile through leadership courses.

## PROFESSIONAL PROSPECTS

According to experts, MBA postgraduates increase their salary expectations by 30% through documented leadership skills, general knowledge of modern business management and a personal global network. Successful MBA postgraduates will be presented with countless career opportunities and can expect to enjoy a senior position in a

## FACTS AND FIGURES

### MBA INTERNATIONAL BUSINESS · 90 OR 60 ECTS

Degree	Master of Business Administration (MBA)
ECTS-Credits	90 or 60
Duration	90 ECTS: 3 sem (full-time) or 4-6 sem (part-time) 60 ECTS: 2 sem (full-time) or 3-4 sem (part-time)
Study model	on campus or smart entry or online* full-time, part-time or Study&Work**
Language	English
Campus	on campus: Bad Honnef, Berlin, Dublin*** smart entry: Bad Honnef, Berlin, Dublin*** online*: anywhere
Intake	on campus: Spring & Autumn smart entry: anytime online*: anytime

\* The online study model of the MBA is currently accredited under the programme name 'Master of Business Administration'.

\*\*only in Dublin

\*\*\*starting Autumn 2019

wide range of roles, such as regional marketing manager, international business developer, marketing strategy manager or project manager. More information on the study programmes and the tuition fees can be found here:  
> [www.iubh.de/m-b-a](http://www.iubh.de/m-b-a)

## SPECIALIZATIONS (90 ECTS)

- Aviation <sup>1, 4</sup>
- Finance & Accounting <sup>1,3,4,5</sup>
- Health Care Management <sup>1,4</sup>
- Hospitality <sup>1,3,4</sup>
- Intern. HR Management <sup>1,3,4</sup>
- Intern. Marketing <sup>1,3,4,5</sup>
- IT Management <sup>1,3,4</sup>
- Engineering Management <sup>1,4</sup>
- Logistics & Transport <sup>1,4</sup>

## ORDER OF STUDIES 90 ECTS OR 60 ECTS (FULL-TIME)

Required Qualifications	1st SEMESTER	2nd SEMESTER	3rd SEMESTER
<ul style="list-style-type: none"> <li>• Generally, the 2 semester programme requires <b>4 years of higher education</b>, the 3 semester programme requires 3 years (subject to verification by IUBH)</li> <li>• At least <b>2 years full-time work experience</b> in management relevant field</li> <li>• Proof of <b>English Language proficiency</b> (TOEFL or IELTS)</li> <li>• If the above criteria are not met, applicants need to pass an <b>entrance exam</b> (TASC)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Managerial Economics</b></li> <li>• <b>Corporate Finance</b></li> <li>• <b>Performance Measurement &amp; Management</b></li> <li>• <b>International Marketing</b></li> <li>• <b>Leadership</b></li> <li>• <b>Innovation &amp; Entrepreneurship</b></li> </ul>	<div>90 ECTS</div> <ul style="list-style-type: none"> <li>• Strategic Management</li> <li>• Change Management</li> <li>• Specializations</li> </ul>	<ul style="list-style-type: none"> <li>• Managing in a Global Economy</li> <li>• <b>Capstone Project</b></li> </ul>
		<div>60 ECTS</div> <ul style="list-style-type: none"> <li>• Strategic Management</li> <li>• Change Management</li> <li>• Managing in a Global Economy</li> <li>• <b>Capstone Project</b></li> </ul>	

This illustration is only for orientation purposes. For more detailed information, please refer to the study and examination regulations of the study programme. Subject to change, as of October 2017.

# LEADERSHIP & MANAGEMENT (M.A.) · FULL- OR PART-TIME

## GAIN YOUR LEADERSHIP ROLE

An IUBH MA in Leadership and Management is the ideal launchpad for a career in international management.

As an IUBH master graduate, you are set for a successful career in a continually changing global business environment. You will have the ability to initiate and lead change in a corporate environment and apply acquired entrepreneurial and leadership skills.

## PROFESSIONAL PROSPECTS

The huge corporate demand for globally-oriented executives and IUBH's excellent reputation in academia and industry gives IUBH graduates huge leverage for a successful career, whether in their country of origin or in Germany. More information can be found here:

> [www.iubh.de/blended-mlm](http://www.iubh.de/blended-mlm)

## FACTS AND FIGURES

### LEADERSHIP AND MANAGEMENT · 60 ECTS

Degree	Master of Arts (M.A.)
ECTS-Credits	60
Duration	2 semesters (full-time) or 3-4 semesters (part-time)
Study model	on campus or smart entry or online full-time, part-time or Study&Work*
Language	English
Campus	on campus/smart entry: Berlin, Dublin (starting Autumn 2019) online: anywhere
Intake	on campus: Spring & Autumn smart entry: anytime online: anytime

Study smart:  
Our Leadership Master  
offers you the choice  
between 3 attractive  
study models!



"There are many positive aspects to the German management style – such as constant innovation, efficiency and the ability to interact with and integrate other cultures – all skills that are systematically developed in our master's programme Leadership and Management."

PROF. DR. HOLGER SOMMERFELDT  
STUDY PROGRAMME MANAGER

## ORDER OF STUDIES 60 ECTS (FULL-TIME)

Required Qualifications	1st SEMESTER	2nd SEMESTER
<ul style="list-style-type: none"> <li>• Bachelor's degree with at least 210 ECTS from any background</li> <li>• At least 1 year of relevant <b>work experience</b> (equivalent 30 ECTS)</li> <li>• Proof of <b>English Language proficiency</b> (TOEFL or IELTS)</li> <li>• If the above criteria are not met, applicants need to pass an <b>entrance exam</b> (TASC)</li> </ul>	<ul style="list-style-type: none"> <li>• Leadership</li> <li>• Strategic Management</li> <li>• Performance Measurement</li> <li>• Change Management</li> <li>• Innovation &amp; Entrepreneurship</li> <li>• Managing in a Global Economy</li> </ul>	<p><b>Elective Courses (one to be chosen):</b></p> <ul style="list-style-type: none"> <li>• Negotiation<sup>1)</sup></li> <li>• Managerial Economics<sup>2)</sup></li> <li>• Business German<sup>3)</sup></li> </ul> <p><b>Seminar:</b></p> <ul style="list-style-type: none"> <li>• Current Issues in Leadership &amp; Management</li> </ul> <p><b>Capstone Project</b></p>

This illustration is only for orientation purposes. For more detailed information, please refer to the study and examination regulations of the study programme. Subject to change, as of October 2016.

<sup>1)</sup> Distance learning only  
<sup>2)</sup> Distance learning & On Campus  
<sup>3)</sup> Distance learning only





# SERVICES **BEFORE AND AFTER** YOUR STUDIES

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## PERFECT PREPARATION FOR YOUR CAREER

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IUBH is there for you, not only during your studies, but also before and after you complete your degree: We give you the support you need for a successful start in student life and a professional career.

Our **Preparatory Programmes** are the perfect preparation for your

bachelor's or master's programme: it provides face-to-face contact with tutors plus supervised assignments that help you develop the competencies you need for your degree programme at IUBH. You'll take part in fully interactive sessions, often involving group work, which maximize understanding, testing and peer

support. After successfully completing one of our preparatory programmes you have guaranteed progression into one of the IUBH study programmes.

The **IUBH Career Package** helps you start a successful career in Germany after your degree. It provides you with detailed information about exactly what German employers are looking for.

# PATHWAY PROGRAMME . PREPARATION SEMESTERS BACHELOR

Before your studies

## HAVE A SMOOTH START INTO YOUR DEGREE PROGRAMME

The IUBH Pathway Programme provides face-to-face contact with tutors plus supervised assignments that help you develop the competencies you need for your degree programme at IUBH. You'll take part in fully interactive sessions, often involving group work, which maximize understanding, testing and peer support.

## BACKGROUND

The latest IUBH research shows:

- Graduates of preparatory programmes score 20% higher on their final assessments than the comparison group
- > 50% of career relevant networks are generated by written communication and papers, such as bachelor theses, corporate surveys or projects

In response, IUBH has created a pathway programme to equip students with these skills. All programmes are taught by experienced IUBH lecturers, offering students direct access to all campus facilities and resources, such as a library, student networking structures, leisure facilities and much more.

## FACTS AND FIGURES

	IUBH Pathway Certificate
Duration	2 semesters
Studies	full-time
Language	English
Campus	Bad Honnef, Killarney
Intake	Spring & Autumn

## FOCUS ON YOUR SUCCESS

Regular tutorials and progress reviews include the chance to have personal discussions with your personal or programme tutor. These meetings enable you to monitor your personal and academic progress and to receive support if you have difficulties. Furthermore, you are fully integrated into IUBH campus life and can participate in student societies and activities, including many kinds of sports such as football, rugby, cultural activities and student organised events such as Gala Dinners or Business Talks.

As well as attending classes each day you are expected to study on your own. This gives you the opportunity to reflect on what you have learnt, and to apply your newly acquired skills. To help you achieve this, you will have access to a virtual learning environment where you can find all study materials. **Fast track for strong performers is available:**

Complete the programme in one

semester and save 50% of the tuition fee. In this case, half of the fees will be credited to the subsequent bachelor's programme. More information can be found here:

> [www.iubh.de/pathway](http://www.iubh.de/pathway)

## OVERVIEW

Alongside important basics for business, the IUBH Pathway Programme focuses on language skills:

- German language skills are the basis for a future career in Germany plus an invaluable tool for communicating with German students and people in the off-campus environment.
- Our diverse English courses provide you with essential skills for undertaking undergraduate business studies in the English language. They develop your study skills, including effective use of computers for research and presentation of your work.

## ORDER OF STUDIES PATHWAY PROGRAMME

1st semester	2nd semester
<ul style="list-style-type: none"> <li>• Strategies for Success 1</li> <li>• Mathematics 1</li> <li>• German 1 resp. Irish History &amp; Culture 1</li> <li>• English Grammar and Vocabulary 1</li> <li>• English Writing 1</li> </ul>	<ul style="list-style-type: none"> <li>• Business English 1</li> <li>• Economics 1</li> <li>• Past-Present-Future 1</li> <li>• Mathematics Remedial 1</li> </ul>
<ul style="list-style-type: none"> <li>• Strategies for Success 2</li> <li>• Mathematics 2</li> <li>• German 2 resp. Irish History &amp; Culture 2</li> <li>• English Grammar and Vocabulary 2</li> <li>• English Writing 2</li> </ul>	<ul style="list-style-type: none"> <li>• Business English 2</li> <li>• IELTS Preparation</li> <li>• Economics 2</li> <li>• Past-Present-Future 2</li> <li>• Mathematics Remedial 2</li> </ul>

# PRE-STUDIES . PREPARATION COURSE BACHELOR

Before your studies

## LEVERAGE YOUR SUCCESS AND START YOUR STUDIES

You already applied for one of our bachelor's programmes. Now you want to ensure that you get the best possible start at IUBH - so start your studies in Germany with our pre-studies programme!

Our 3 months-programme builds skills in order to leverage your success and to give you a smooth start in Germany. You live on campus and get acquainted with all the facilities, such as IUBH's world class library, the globally oriented campus, your fellow students from over 85 nations as well as the surroundings of Bad Honnef.

More information can be found here:  
[> www.iubh.de/pre-master](http://www.iubh.de/pre-master)



"The IUBH Preparatory Programmes deliver a holistic and thorough preparation for our international students. We have developed a tailor-made programme to ensure their

success at IUBH and their full integration into student life, campus activities and local networks. I personally endorse the quality of our Preparatory Programmes!"

ANKE JATZEN  
LECTURER AT IUBH

## FACTS AND FIGURES

### IUBH PRE-STUDIES PROGRAMME

	IUBH Certificate
Duration	3 months
Studies	full-time
Language	English
Campus	Bad Honnef
Intake	November (late arrival possible upon request)

## OVERVIEW

Our research has shown, that success at IUBH and in the German economy depends highly on communication skills, effective study habits and personal networks. All these are the focus of intensive training in the Pre-Studies Programme - which is designed to give you the best possible start into your global career.

- Academic Writing Skills
- Introduction to German Language
- Academic Standards and Procedures
- Professional Development
- Cultural programme

## YOUR BENEFITS

Once your bachelor's programme starts, you can entirely focus on your studies and your personal success. All other time consuming and distracting tasks have already been done and your success story can start: Upon completion, your progression into all our high-class bachelor's programmes is guaranteed!

### Advantages in a nutshell:

- Networking on campus
- Diving into German culture
- Getting to know your study surroundings
- Guaranteed progression into bachelor's programme

## ORDER OF STUDIES PRE-STUDIES

### STUDY COURSES

#### Pre-Studies

#### Academic skills

- Orientation
- Study Skills
- IELTS Preparation

#### Soft skills

- German Culture  
(field trips and lectures)
- German A1.1



# PRE-MASTER . PREPARATION COURSE MASTER

Before your studies

## STEP-BY-STEP TO YOUR MASTER'S PROGRAMME

You already applied for one of our master's programmes? And want to ensure that you get the best possible start at IUBH?

Our Pre-Master Programme builds skills in order to leverage your success and to give you a smooth start in Germany. You live on campus and get acquainted with all the facilities – such as IUBH's world class library, the globally oriented campus, your fellow students from over 85 nations as well as the surroundings of Bad Honnef.

More information can be found here:  
> [www.iubh.de/pre-master](http://www.iubh.de/pre-master)



**"The Pre-Master provided me with a soft start into my two year master's programme. It**

**made it easy for me to network with fellow students and helped me succeed in my exams. The Pre-Master program gave me the best possible start."**

ROHAIL KHALEEQ KAYANI | PAKISTAN  
GRADUATE PRE-MASTER PROGRAMME

## FACTS AND FIGURES

### IUBH PRE-MASTER PROGRAMME

	IUBH Certificate
Duration	3 months
Studies	full-time
Language	English
Requirements	master requirements
Campus	Bad Honnef, Berlin
Intake	Bad Honnef: May & November, Berlin: June & December

## OVERVIEW

IUBH research has shown, that success at IUBH and in the German economy depends highly upon communication skills, successful study habits and personal networks. All these are the focus of intensive training in the Pre-Studies Programme - which is designed to give you the best possible start into your global career.

## YOUR BENEFITS

Once your master's programme starts, you can entirely focus on your studies and your personal success. All other time consuming and distracting tasks have already been done and your success story can start: Upon graduation, your progression into all our high-class master's programmes is guaranteed!

### Advantages in a nutshell:

- Networking on campus
- Diving into German culture
- Getting to know your study surroundings
- Guaranteed progression into master's programme

## ORDER OF STUDIES PRE-MASTER

### STUDY COURSES

#### Pre-Master

#### Academic skills

- Orientation
- Academic Standards and Procedures
- Professional Development

#### Business Basics

- Business Research Methods
- Business Research Methods (Project)
- Business Research & Academic Writing

#### Soft skills

- Intro German Business Culture and Job Market
- German A1.1

# PATH2MASTER · PREPARATION SEMESTER MASTER

Before your studies

## GET READY FOR YOUR BUSINESS MASTER

Do you have a university degree in a non-business subject, and would like to pursue a career in management? Or do you want to complete a 60 ECTS-master's programme, but don't fulfill all of the requirements?

Then start your master's career with our Path2Master programme! It prepares non-business graduates for a business master and provides you with an extra 30 ECTS. After one semester of intensive training in classical business administration, your progression into all our high-class master programmes is guaranteed!

All programmes are taught by experienced IUBH lecturers, offering students direct access to all campus facilities and resources, such as a library, student networking structures, leisure facilities and much more.

## FACTS AND FIGURES

### IUBH PATH2MASTER

	IUBH Certificate, extra 30 ECTS
Duration	1 semester
Studies	full-time
Language	English
Requirements	master requirements
Campus	Bad Honnef, Berlin, Dublin*
Intake	Spring & Autumn

\*starting Autumn 2019

## OVERVIEW

In our Path2Master programme, you focus on classical business administration content. This semester provides you with ideal preparation for the business content in the subsequent semesters of your Master programme. You can also become acquainted with your later specialisations.

More information can be found here:  
> [www.iubh.de/path2master](http://www.iubh.de/path2master)

## YOUR BENEFITS

- You will gain knowledge in the important fundamentals of business administration
- You will train your soft skills, such as communication or intercultural competence
- Your trainings will be as practice-oriented as possible

## ORDER OF STUDIES PATH2MASTER

### STUDY COURSES

#### Path2Master

#### Academic skills

- Academic Standards and Procedures
- Professional Development

#### Business Basics

- Marketing Strategy and Planning
- Service Operations & Organisation
- Financial Accounting
- Financial Management
- Principles of Human Resource Management
- Methods of Statistics

#### Soft skills

- German\*
- Irish Culture\*\*
- Intercultural Communication

# CAREER PREPARATION PROGRAMME . 6 MONTHS

During your studies

## KICK-START YOUR CAREER AFTER YOUR DEGREE

At IUBH we want to set new standards for the next generation of managers. Our programmes are characterised by an effective transfer of subject-specific knowledge and soft skills in order to prepare our graduates for challenging management tasks. In addition to the academic programme we offer a unique Career Preparation programme for students who want to get a step ahead on their career pathway and have the ability to take on an extra workload to prepare more intensively for the German job market.

This professional and practice-oriented



programme organised by the Career Office, supports our students in entering the German job market and finding their dream job. The programme has four parts and combines group workshops (1st part = including training

## FACTS AND FIGURES

### CAREER PREPARATION PROGRAMME

Languages of instruction	English and German
Duration	6 months
Modes of instruction	on campus only workshops, networking, consultations, language
Studies	in addition to your regular degree programme
Campus	Bad Honnef & Berlin
Start	Spring & Autumn

sessions on business culture, career planning, interview training and many more), individual consultations with our Career Office (part 2), intensive German language training (part 3) and many networking opportunities with employers on and off campus (part 4).



**“TUBH has entrepreneurial DNA - thanks to its experienced professors, huge corporate network, market-oriented strategy and exceptional students.”**

GABY SEUTHE | MEMBER OF THE EXECUTIVE BOARD  
PROAKTIV® MANAGEMENT AG

The second part consists of two personal consultations. It encompasses the consolidation of the insights acquired according to principles and tools of management. Each student presents his/her professional goals, creates mind maps for his intended development trajectory, followed and underscored by a plan of action. Additionally, a SWOT analysis is undertaken and supervised by IUBH experts.

## CURRICULUM CAREER PREPARATION PROGRAMME

1st PART WORKSHOPS	2nd PART PERSONAL CONSULTATIONS	3rd PART LANGUAGE	4th PART NETWORKING
<ul style="list-style-type: none"> <li>• Career Planning Workshop</li> <li>• Business Culture</li> <li>• IT Session (Word, Excel, Outlook)</li> <li>• Finding Suitable Placements</li> <li>• Application Documents</li> <li>• Interview Training, Salary Negotiation</li> <li>• Successful Job Start</li> </ul>	<ul style="list-style-type: none"> <li>• Personal consultation I</li> <li>• Personal consultation II</li> </ul>	<ul style="list-style-type: none"> <li>• Reached C1 (self-study - certified)</li> </ul>	<ul style="list-style-type: none"> <li>• Participation in company events</li> </ul>





For students  
from the  
European Union

# FINANCIAL ASSISTANCE OPPORTUNITIES

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The question about how to finance your studies is important and should be clarified before you start the degree programme. Your parents also

probably have some questions about this. Taking this into account, our study advisors have put together an extensive range of information about

financial assistance for students. Perhaps you are not yet familiar with some of the options and you will find the right solution for you.

## MY ADVANTAGE: SCHOLARSHIP PROGRAMME

Together with corporate partners, our university has established a scholarship programme for highly promising applicants. Up to 50% of our EU students can be awarded a scholarship. When you apply for a scholarship importance is placed on your previous school performance, as well as on your financial need, your community involvement and your potential to excel during your studies. Successful candidates are awarded a partial reduction in tuition fees from 25-50% depending on the scholarship granted.

## THE REVERSE GENERATION CONTRACT: IUBH EDUCATION FUND

With the IUBH Education Fund you pay no tuition or only part of the tuition fees while you are studying. Repayment of tuition fees begins after you start working: payments are made on an income dependent basis, are tax deductible and payments are only due if you earn more than a minimum income. The IUBH Education Fund model is structured like a reverse generation contract: Repayments to the fund are used to enable subsequent students to finance their studies. This makes studying assessable to all students who are eligible, regardless of financial need. You can apply for the IUBH Education Fund if you had a score of at least 60% on our Assessment Day entrance exam and if your school leaving certificate meets other criteria.

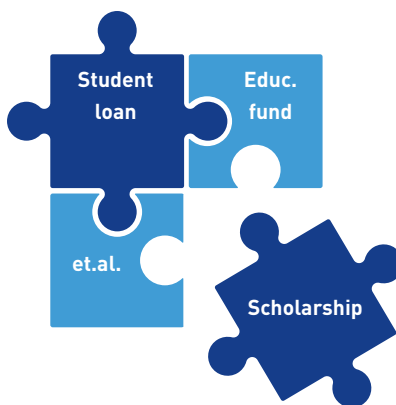
For more detailed information, see:  
> [www.iubh-bildungsfonds.de/en](http://www.iubh-bildungsfonds.de/en)

## NEED DEPENDENT AND FLEXIBLE: STUDENT LOANS

Student loans are a good option for financing your studies on a need dependent and flexible basis. The loans are only granted for educational purposes, and are designed to meet the specific needs and circumstances of students. Our university cooperates with different banks, for example the Sparkasse Bad Honnef and the Deutschen Bank, which give IUBH students additional benefits for student loans.

## CREATE AN INDIVIDUALISED FINANCIAL SOLUTION

You can combine, like a puzzle, the financial aid options described. For example, you could receive a 50% scholarship and finance the other half of tuition fees with the IUBH Education Fund and, to cover living expenses, apply for a student loan.



## CONTACT INFORMATION

Please contact us if you would like to set up a personal consultation to discuss financial aid options. We are more than happy to talk with you in more detail about financial aid options in a personal consultation or by phone.

Bad Honnef: +49 2224 9605-102  
Berlin: +49 30 2089 868-10  
Dublin: +353 1 9630-088  
Killarney: +353 6466 861-23

Please note, certain financial aid opportunities might only be available at certain campus locations





# YOUR FIRST CONTACT: IUBH **STUDY ADVISORY** SERVICES

Which degree programme is the right one for me? How is the degree programme structured at IUBH? In what kinds of companies and positions can I work in later? Questions you probably ask...and we have the answers! IUBH Study Advisory Services is there to answer all your questions about the degree programmes, application process and career perspectives and can also support you throughout the application process.

## ONLINE INFO SESSIONS

One of our international study advisors will guide you through an interactive presentation. You will get to know key facts about IUBH and its programmes. Use your chance to get all the details about IUBH – even if you live far away. With our online info sessions, we come to you! Make use of this great opportunity and ask specific questions related to your career development and your application process.

### General online info session:

Every Wednesday at 04:00 p.m.

German time/03:00 p.m. Irish time - register online:

> [www.iubh.de/en/guidance-application/meet-us/online-info-sessions/](http://www.iubh.de/en/guidance-application/meet-us/online-info-sessions/)

## PERSONAL CONTACT

...is often the best way to get information – make an appointment for a personal consultation on the campus in Bad Honnef or Berlin. We also offer other opportunities to visit us on campus:

### Open Campus Day in Bad Honnef

Get information about IUBH and its degree programmes, take a look behind the scenes and meet us in person. You can attend mock lectures, talk to professors and alumni, get information about financial aid and the structure of our degree programmes. You are also invited to sample a culinary specialty prepared by our hospitality students!

> [www.iubh.de/opencampusday](http://www.iubh.de/opencampusday)

### Info Day in Berlin

Get information about IUBH in Berlin and the degree programmes they offer. Take a look behind the scenes of our campus in the capital city and meet us in person.

> [www.iubh.de/info-day](http://www.iubh.de/info-day)

### Trial Studies in Bad Honnef

If you would like to find out what it feels like to study at IUBH you should join us

for trial studies! We have two variations:

1. Are you still unsure about which degree programme is the right one for you and do you need more detailed information to help you in the decision-making process? Are you wondering what it is like to study in English? If so, our Trial Studies programme which is held twice a year is a good option. Over the course of two days you get first-hand experience of student life, you attend lectures, eat in the cafeteria and meet with other students.

2. Have you already chosen the degree programme you want to pursue at IUBH, answered your questions about curriculum content and financing your studies and yet still miss having a personal impression of student life at the university? If so, make arrangements for an individualised trial study day.

If you are unable to visit us on campus, you can always reach us by telephone or email. Or you can meet us at an education fair or school presentation in your area.

GET IN CONTACT WITH US! WE LOOK FORWARD TO YOUR QUESTIONS!

## CONTACT US

### Campus Bad Honnef

+49 2224-9605-101 · [admission@iubh.de](mailto:admission@iubh.de)

### Campus Berlin

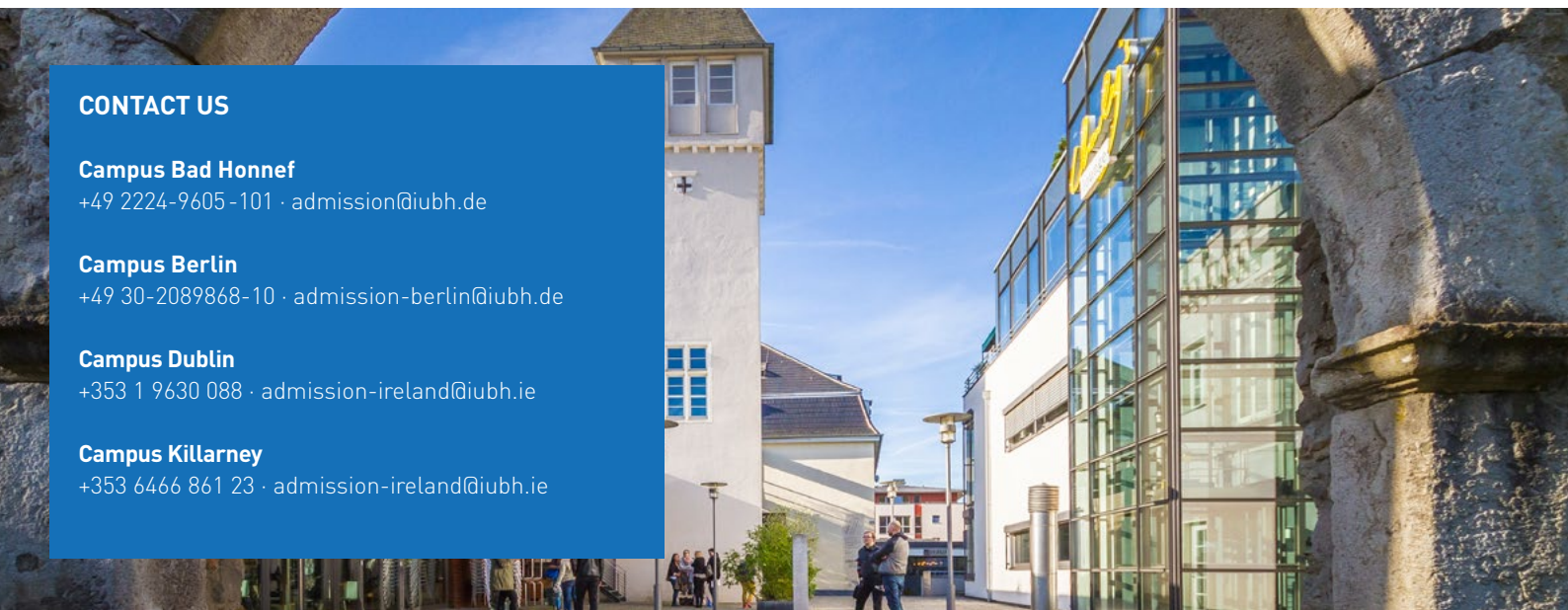
+49 30-2089868-10 · [admission-berlin@iubh.de](mailto:admission-berlin@iubh.de)

### Campus Dublin

+353 1 9630 088 · [admission-ireland@iubh.ie](mailto:admission-ireland@iubh.ie)

### Campus Killarney

+353 6466 861 23 · [admission-ireland@iubh.ie](mailto:admission-ireland@iubh.ie)







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