

ATTRACTIVE PROGRAMMES.
EXCELLENT PROSPECTS.

INTERNATIONAL BUSINESS &
INTERCULTURAL MANAGEMENT

Master of Arts (MA)

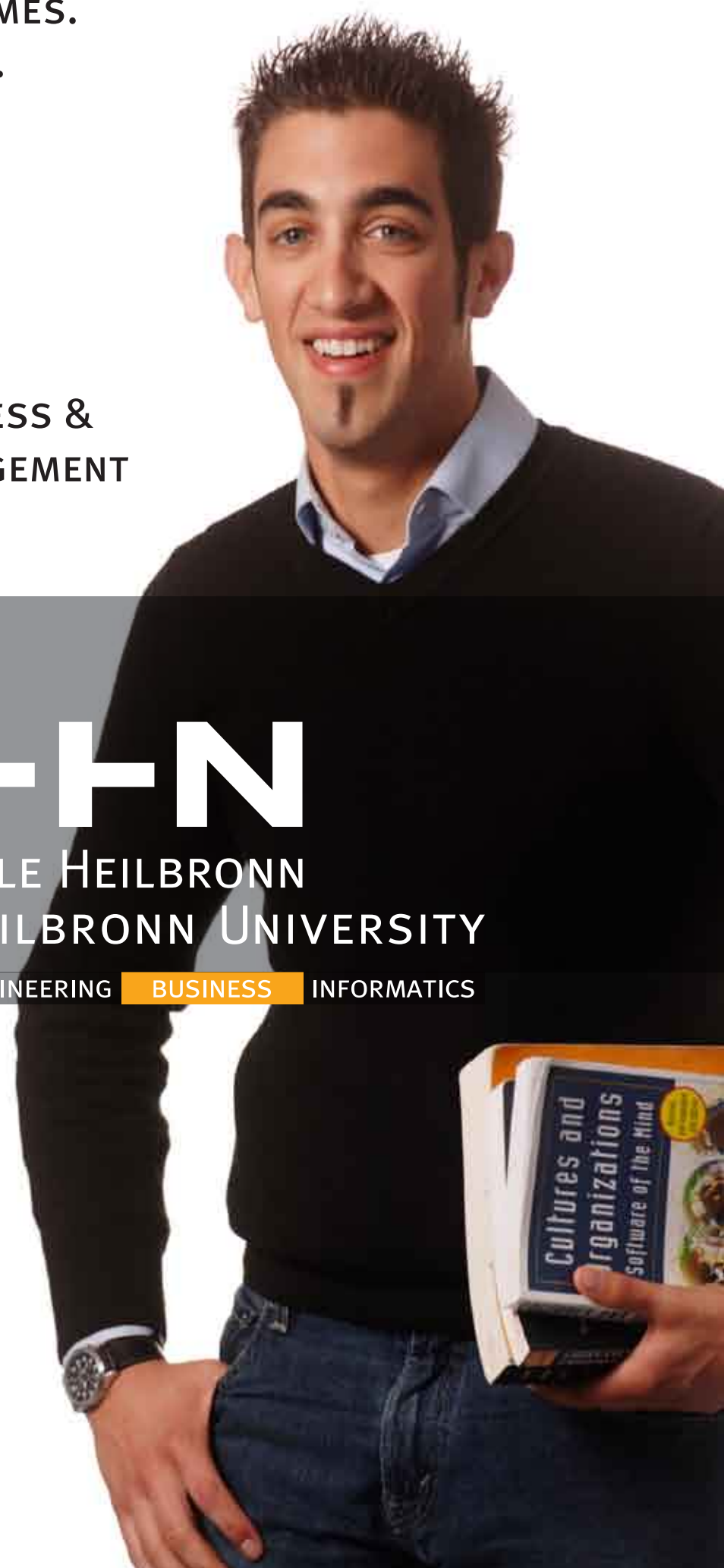
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HOCHSCHULE HEILBRONN
HEILBRONN UNIVERSITY

ENGINEERING BUSINESS INFORMATICS

Accredited by
ACQUIN

Campus Heilbronn





Innovative Learning at the Leading Edge of International Business and Intercultural Management

PROSPECTS

Globalisation is one of the key challenges in today's business environment. A growing number of companies are going global. As a result, it is becoming more and more important that managers possess **intercultural awareness and competencies**.

The MA International Business & Intercultural Management is a multi-disciplinary Master Programme that has been developed by the university's business faculties in close consultation with business and industry in response to a challenging and rapidly developing organisational environment. Aimed at preparing first-degree graduates for a career in today's global business environment, the study programme focuses on international management of companies and organisations and the intercultural competencies necessary in this area.

"This programme is characterised by three aspects, which are key to being well prepared for a professional career: students interact closely with experienced leaders from top global companies; the curriculum supports the development of a deeper understanding of companies and organisations; and learning takes place in small groups of students with a wide range of cultural and personal experiences."

Prof. Dr. Elias Jammal, Dean of the Programme
Uwe Zweig, External Lecturer, GE Money

OBJECTIVES

The MA International Business & Intercultural Management qualifies first-degree graduates for **management positions in globally operating organisations**. It is intended to equip future business leaders with the subject knowledge and the methodological, interpersonal and intercultural skills that will enable them to perform effectively and responsibly in a diverse environment.

CAREER PROSPECTS

The MA International Business & Intercultural Management offers its graduates **excellent career opportunities** in different areas. Appropriate managerial and analytical skills as well as multi-disciplinary knowledge equip graduates for strategic management positions in departments such as marketing, sales, finance or accounting, or for leadership functions in international projects. Potential employers include globally-operating companies and organisations. Additionally, the programme entitles graduates to pursue further academic studies such as a PhD programme.

PROFESSORS AND LECTURERS

The academic staff on the MA International Business & Intercultural Management is a multi-lingual and multi-disciplinary team who possesses unique individual competencies derived from their broad professional and educational backgrounds. **The lecturers are all respected researchers and practitioners with extensive international experience** who have spent considerable time working in industry and understand at first hand the challenges posed by the global business world. Many lecturers are involved in national and international research projects and publications.

In addition to the tenured faculty staff, the faculty regularly invites lecturers from its international partner institutions and external professionals from industry, trade and the service sector to contribute to the Master Programme.

“From my first day at Heilbronn University, I was impressed by the amazing internationality of this programme. This certainly gave me the opportunity to learn how to act in a culturally diverse environment and prepare myself to be a future global leader.”

Nadide Yilmaz , Student of the Programme

Why study MA International Business & Intercultural Management?

- ▶ Lectures delivered entirely in English
- ▶ A clearly structured, time-efficient schedule (3 semesters, full-time programme)
- ▶ Multidisciplinary content
- ▶ Innovative teaching and learning strategies
- ▶ A favourable student/lecturer ratio
- ▶ An international learning environment
- ▶ Aligned with the needs of the labour market





PROGRAMME STRUCTURE

The MA International Business & Intercultural Management comprises three major stages.

The programme starts with an **induction period**, during which the students assess their current level of subject knowledge by participating in a Business Simulation game. The **foundation stage** in semester 1 familiarizes them with the fundamental issues of Intercultural Management as well as Business Management and its international aspects.

Semester 2 offers **advanced studies**. Taking a cross-disciplinary approach, this phase provides an opportunity to deepen the participants' expertise in Business Management and Research Methodology. In addition, the students specialize in selected cultural areas, namely Asia Pacific, the Arab World and Europe.

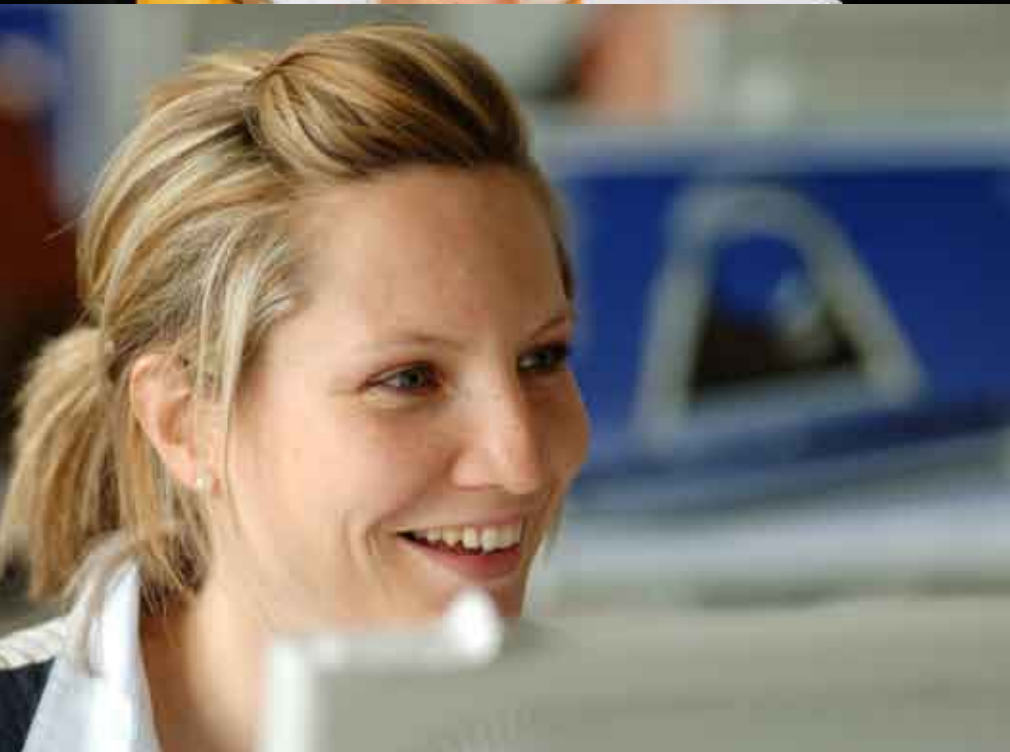
Semester 3 is the **Master thesis stage** which requires in-depth empirical research in the student's chosen area. Ideally, the thesis is based on real situations in international companies or organisations.



3RD SEMESTER

2ND SEMESTER

1ST SEMESTER



Teaching and learning on the Master Programme are based on three key components:

Students experience a period of **intensive independent studies**. This allows them to progress at a speed suited to their individual needs and to work on their own initiative in areas which are of interest and value to them. Some more specific objectives of this approach are:

- ▶ to introduce the students to the techniques of researching, organising and presenting the results of their work,
- ▶ to stimulate critical thinking and logical analysis,
- ▶ and to develop a sense of responsibility for attaining their goals.

The course content is founded on a sound theoretical basis and includes **experience-based and hands-on forms of learning** such as guided business simulations, case studies, project work and role plays.

A **tutorial support service** is offered for students on both an individual and a group basis.

APPLIED RESEARCH

Research projects in the field of intercultural management are a permanent feature of the programme. The following projects are in progress, with a special focus on the Arab world: “Trust in the Intercultural Context” and “Intercultural Training Evaluation”.

TUITION FEE

A 500 Euro tuition fee is applied each semester at all public institutions of higher education in Baden-Württemberg. Additionally, 40 Euro will have to be paid for administration plus about 40 to 70 Euro are due for student social services each academic term.

ENTRY REQUIREMENTS

- ▶ A **first degree in Business Studies** or in a business-related discipline.
- ▶ An **excellent** (awarded with distinction) or **good** (awarded with merit) European **degree** or an equivalent international qualification.
- ▶ **210 ECTS* credits** or international equivalents. Applicants with 180 ECTS credits may obtain the missing 30 ECTS credits by attending additional courses in the Bachelor Programme.
- ▶ A **TOEFL or IELTS test** (score requirements: IELTS min. 6.0 in all categories, TOEFL ibt min. 79, cbt min. 213, pbt min. 550). Native speakers of English are exempt from this requirement.

Applicants who have been trained in course-related jobs or have successfully studied or worked abroad may receive bonus points that will facilitate their admission to the Master Programme.

* European Credit Transfer System



WHY STUDY AT HEILBRONN UNIVERSITY?



Heilbronn, a location of choice

Heilbronn University is located in the heart of a bustling economic region at a convenient distance from the commercial and cultural hubs of Stuttgart, Mannheim and Heidelberg. Its three campuses in Heilbronn, Künzelsau und Schwäbisch Hall span the central Neckar region in which they embody the spirit of teaching, learning and research.

Formerly a School of Engineering, Heilbronn University has prospered and developed into one of the major Institutes of Higher Education in Baden-Württemberg, providing not only innovative research but also attractive academic study programmes which are aligned to the economic heartbeat of the country.

The university offers over 40 vocationally-oriented as well as knowledge-based Bachelor and Master courses to more than 6,000 students in the fields of Engineering, Business Studies and Information Technology.

A partner of commerce and industry

The greater Heilbronn area is renowned for its successful companies, many of which support Heilbronn University.

In the past two decades, the close collaboration has engendered a series of future-focused, interdisciplinary study programmes which have been added to the traditionally region-specific courses of Heilbronn University so that it now qualifies its students for regional, national and international organisations.

International networks

Heilbronn University has forged sustainable links with more than 100 reputable international universities enabling students to gain interpersonal and intercultural experience while improving their linguistic proficiency in a foreign language. Student mobility is further assisted by the university's International Office and by the academic coordinators of each faculty who advise students on the study programmes pursued abroad.

An excellent learning environment

Heilbronn University has placed research and instruction at the heart of its activities while committing to creating optimal conditions for knowledge transfer and learning. More than 300 lecturers and members of staff ensure a learning environment in which the students can thrive and prove their academic mettle. This is enhanced by a favourable teacher-learner ratio which results, inter alia, in efficient teamwork and highly satisfactory learning outcomes. The modern language programme on offer comprises mandatory modules in Arabic, English and Russian as well as optional classes in Spanish, French, Italian and German as a foreign language.

A family-friendly place of study

In order to support students with small children, Heilbronn University runs a day-care and crèche service which is available five days a week throughout the year.

For this reason, the university has repeatedly received the prestigious German award of "Family-focused institution of higher education".

HEILBRONN: A CITY FOR STUDENTS



Heilbronn is a vibrant regional centre which enjoys a diverse cultural scene including concerts, theatre, cinema, literature readings, art exhibitions, and other cultural events.

Heilbronn city centre, with its newly designed pedestrian precinct, offers a great opportunity to enjoy leisurely walks and shopping expeditions. A large number of cafés, beer gardens, pubs and excellent restaurants invites visitors and locals to relax and enjoy their culinary delights.

Active students find a large number of clubs where they can pursue their favourite sports. Public parks and promenades along the river Neckar are ideally suited for walking, cycling and inline skating. Students can also keep fit in public swimming pools, on ice rinks and in climbing halls.

In other words, the name of Heilbronn stands for quality of life. Forests, vineyards and parks are characteristic of the town and its surroundings. Heilbronn is famous for its outstanding wines which can be sampled by visitors and locals alike in cosy rural wine taverns and at the annual local wine festivals.

Heilbronn has excellent rail and motorway connections providing swift access to the major cities of the area. Students also benefit from a low-cost regional travel card which covers the university's three campuses and the greater Heilbronn area.

Heilbronn forms part of Franconia, a German region which is steeped in history and cultural traditions.

The economic significance of Heilbronn-Franconia is impressive too. Local enterprises have produced many global brand leaders and export their innovative products to over 80 countries. Companies such as Audi, Bausparkasse Schwäbisch Hall, Berner, Bechtle, Bosch, Bürkert, ebm-pabst, Lidl & Schwarz, Mustang, Optima Stahl, Würth and Ziehl-Abegg, which have conquered the world's markets, have their roots in this region.

This inspiring entrepreneurial network, maintained and fostered by Heilbronn University, provides students and graduates with exciting international employment opportunities and career paths.

International Student Services

Whenever possible, students are allocated a room in the university's student halls. All students have access to a constantly up-dated database listing furnished and reasonably-priced apartments which they can rent. Heilbronn University welcomes students who have special needs. They are given individual advice tailored to their needs on contacting the International Office.

In addition the following support is offered to students:

- ▶ free membership in faculty-based student organisations,
- ▶ detailed advice on handling residence permits and opening a personal bank account,
- ▶ guided tours to sites of particular interest,
- ▶ on-campus German classes,
- ▶ assistance in finding work placements and temporary jobs,
- ▶ preferential access to cultural events,
- ▶ access to university library services and the internet,
- ▶ information on the scholarships available to international students.

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APPLICATION DOCUMENTS AND DEADLINES

The application form including a checklist specifying the required application documents is available as a download at www.hs-heilbronn.de/mibim or by contacting the Master Programme Office. The programme starts each spring in mid-March. The **application deadline** is January 15th.

CONTACT

We would be glad to answer any questions you might have concerning the Master Programme or the application procedure by email, phone or during a personal consultation. Please do not hesitate to contact us.

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