CAREER PERSPECTIVES

The Master of Arts International Business and Intercultural Management (MIBIM) qualifies first-degree graduates for management positions in globally operating organisations. It is intended to equip future business leaders with the subject knowledge and skills – methodological, interpersonal and intercultural – that will enable them to excel and standout as leaders in our rapidly changing business world.

COURSE CONTENT

The course content is founded on a sound theoretical basis and includes experience-based and hands-on forms of learning such as case studies and project work. In the MIBIM master's programme you will

- increase and foster consciousness on sustainability, intercultural management and global leadership issues
- develop up-to-date competencies
- learn the techniques to research, organise and present the results of your work
- stimulate critical thinking and logical analysis
- develop a sense of responsibility for attaining one's goal

COURSE FOCUS

The MIBIM programme focuses on advanced studies in intercultural management and sustainability that will broaden participants' expertise in regard to leadership, strategic management, and marketing. Students will deepen their knowledge on company processes, specifically in human resource management, international management and financial analysis, allowing them to analyse the dynamic relationship between internal organisational structures and external environments.

“Besides the sound business knowledge that is delivered, great emphasis is put on the intercultural aspect.”

Alessandro Gravina, Alumnus International Business and Intercultural Management (M.A.)
START OF PROGRAMME

Winter term – September
Closing date for applications: July 15th

Please note: Non-German first-degree applicants have to apply to “Studienkolleg Konstanz” first (application deadline: June 1st).

APPLICATION

You will find all information you need for your application at www.hs-heilbronn.de/master-application

ADVICE

Academic advice
Prof. Dr. Michael Ruf, Programme Director
B.A. Nina Kleiber, Programme Coordinator
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ADMISSION REQUIREMENTS

 › An excellent or good first degree in Business Studies or in a business-related discipline (210 ECTS credits and a German average grade of 2.5 or better or an equivalent international qualification)
 › At least 50% of the Bachelor courses need to be related to business (Management, Economics, Finance, Controlling, Marketing)
 › High proficiency in English

SELECTION PROCEDURE

The following criteria will be taken into account:
 › Work experience, preferably in course-related areas
 › International experience – working, studying or living abroad
 › Proved interest in international business, intercultural studies and sustainability

INTERNATIONAL BUSINESS 
AND INTERCULTURAL MANAGEMENT

COURSE OF STUDY (FULL TIME)

| 1ST SEMESTER | 2ND SEMESTER | 3RD SEMESTER |
| 1 | 2 | 3 |
| Diploma Bachelor 210 Credits | 210 Credits | 300 Credits |
| 1ST SEMESTER | 2ND SEMESTER | 3RD SEMESTER |
| › Quantitative/Qualitative Methods | › Global Marketing – Multinational Cases | › Master Thesis |
| › International Economics | › Intercultural Management – Cases and Regions |
| › Corporate Governance & CSR | › Global Leadership |
| › Specific Issues of International Management | › Sustainable Economic Development |
| › Global Talent Management | › Sustainable Financial Systems |
| › Financial Analysis | › Sustainable Management |
| › Intercultural Communication: Theories and Methods | › Quantitative Methods/Econometrics |

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