

# ISM Academic Programs

**Taught in English**

Dortmund · Frankfurt/Main · Munich · Hamburg · Cologne · Stuttgart · Berlin

**ISM**  
INTERNATIONAL  
SCHOOL OF MANAGEMENT  

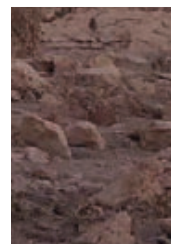
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University of Applied Sciences



**International.  
Individual.  
Inspiring.**

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More than **30** Years of  
Educational Competence





Prof. Dr. Ingo Böckenholt  
President

Research, teaching and administration can only form the foundation for an attractive university. The face and hallmark of ISM are its students.

## Dear prospective students,

We are pleased that you are interested in studying at the International School of Management (ISM) and would like to learn more about our range of courses. ISM has been **one of the leading business schools in Germany for over 30 years**. With our study programs at seven locations, we prepare young people for management tasks in national and international companies.

### After graduation, our students are equipped with

- excellent language skills,
- practical experience,
- soft skills such as team spirit, rhetoric or project management

and have gained experience abroad.

You are cordially invited to read on and find out more about how studying at the ISM prepares gifted young people for a successful professional future.

At any time, you can arrange a **personal consultation by phone, zoom or skype** with one of the ISM's student advisors, whose contact details can be found at [en.ism.de](https://en.ism.de) or within this brochure.

Best regards,

A handwritten signature in blue ink that reads "Böckenholt".

Ingo Böckenholt

**100 %**

FIBAA accreditation

**∞**

state-approval

**1:7**

faculty/student ratio

**7,300**

graduates



# Studying in Germany

Although the Federal Republic of Germany is a relatively small country, it holds a special position due to its history and its current role in the world community. Germany has a prominent position not only in Europe, but also internationally as an important trading partner and leader.

German universities and the degrees awarded are recognized worldwide and show the employer that a solid basic education and in-depth detailed knowledge has been imparted.

A German degree will definitely guarantee you a good start for the future and you will be able to work all over the world. In addition, studying in Germany not only offers interesting subjects but also numerous leisure activities and opportunities to travel.

In Germany itself you can find the beaches of the North and Baltic Seas, culturally and historically valuable cities or buildings as well as having winter sports in the south. It certainly won't be boring studying in the heart of Europe.



Frankfurt Skyline



Moselle Valley



Brandenburg Gate, Berlin



Römerberg Town Square, Frankfurt



Port of Hamburg



Enjoy our beautiful beaches (e.g. Spiekeroog) and the unique Wadden Sea National Park



Signal Iduna Park - Germany's largest soccer stadium



Dortmund U - cultural center



Cologne Cathedral and Hohenzollern Bridge



Carnival



Reichstag (seat of the German parliament), Berlin





Gingerbread



Beer Gardens



View from Zugspitze, Germany's highest peak



Neuschwanstein Castle



Octoberfest, Munich



German Doughnut, also called Berliner or Krapfen



Shopping in Stuttgart

### German Short Facts:

- EU's largest economy
- population of 83 million people
- adjacent to 9 other countries
- 44 UNESCO World Heritage Sites
- ca. 1,200 km of coastline
- moderately continental climate



Media Harbor, Dusseldorf



Christmas Market



Most competitive automotive industry worldwide



New Palace, Stuttgart

# Studying at ISM

The ISM has seven locations in Germany. In the immediate vicinity of attractive companies and economic regions, there are many opportunities for cooperation. Whether in the far north or the deep south of the country – students benefit from close contacts to local employers.

Our students are also well integrated into their home campus. Small learning groups guarantee a personal atmosphere and promote exchange between students and professors.

Beyond that all seven locations of the ISM offer:

- bright and modern study rooms
- several group workrooms
- a comfortable lounge
- a library
- computer rooms
- good accessibility



## Dortmund

Otto-Hahn-Straße 19  
44227 Dortmund

The campus in Dortmund was founded in 1990 and, with around 860 students, is ISM's largest location. It is surrounded by a thriving technology park and only 15 minutes from the city center. In recent years, Dortmund has developed from a former coal and steel center into a booming location for modern technologies. As the largest city in Westphalia and the Rhine-Ruhr metropolitan region, Dortmund is one of the most dynamic cities representing the new economy in Germany.

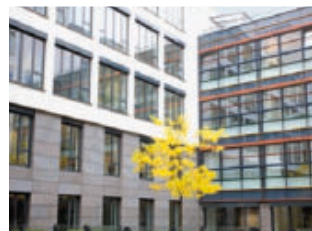


## Frankfurt/Main

Mörfelder Landstraße 55  
60598 Frankfurt/Main

The Campus Frankfurt/Main opened in 2007 and is located in Sachsenhausen, two underground stations away from the city center. 850 students are currently enrolled here.

Frankfurt is the city with the highest job density in Germany and an important European financial and service center. It also has other important industries such as creative businesses, IT and telecommunications, biotechnology or life sciences, logistics and industry.



## Munich

Karlstraße 35  
80333 Munich

The Munich campus has been located in the Karlsruhen since 2009. It is close to the Königsplatz and easy to reach from the main station. The 710 students in Munich particularly appreciate the contrasts that unite in the Bavarian capital – cosmopolitan young people and traditions, urban atmosphere and rural charm.

Important economic sectors in Munich are for example tourism, vehicle construction or electrical engineering. In addition, the city is of nationwide importance as a media location.





## Hamburg

**Brooktorkai 22  
20457 Hamburg**

The Hamburg campus was opened in September 2010. 550 students are currently studying in our two modern buildings at the HafenCity. The city center and the main railway station are only a ten-minute walk away. Whether you are looking for a cosmopolitan metropolis or the rough hanseatic charm, Hamburg combines many facets. As cultural and economic center of Northern Germany, Hamburg's structure is characterized by the service sector, in which around three quarters of all employees are working.

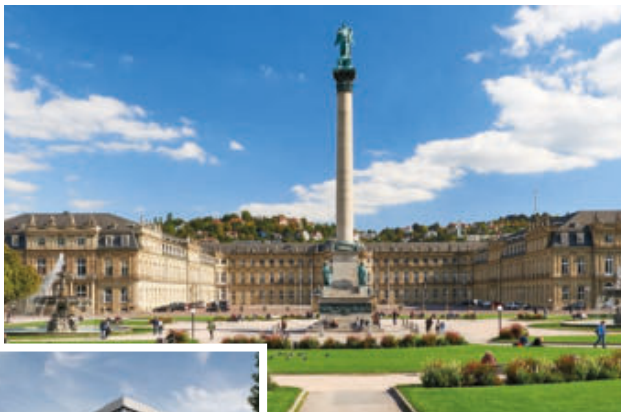


## Cologne

**Im MediaPark 5c  
50670 Cologne**

Since 2014, ISM has had a campus in Cologne. Currently, 430 students are studying at the ISM campus, not far from the Hansaring S-Bahn station.

Cologne is one of the most important business hubs in Germany and impresses with its convenient location. Its tradition as center for trade and industry goes back to the Roman Empire. In recent decades, the region has been able to expand its position as a service and logistics center and to build up a special reputation as an innovative media city.

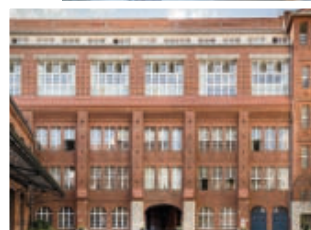


## Stuttgart

**Maybachstraße 20  
70469 Stuttgart**

Since 2016, the ISM has been based in the business metropolis of Stuttgart. The campus with currently 220 students lies between Killesberg and Pragsattel at Theaterplatz and can be easily reached by subway or S-Bahn.

Located in the heart of Europe, Stuttgart is the center of one of the strongest economic and most innovative high-tech regions. The city offers best perspectives – e.g. as the most export-oriented conurbation in Germany.



## Berlin

**Hauptstraße 27  
10827 Berlin**

Since September 2019 the ISM has also been represented with a campus in Berlin. Around 220 students are currently studying at the campus, which is located in the heart of Berlin Schöneberg and combines culture, cosmopolitanism and innovation.

As the capital of Germany, Berlin is an important international economic and political center. The city thus attracts companies from all industries.

# Studying Worldwide

Paris, London, New York or Shanghai – we will take you abroad. Around 190 partner universities worldwide are currently part of ISM's cooperation network – this is one of the largest networks of all universities in Germany.

At ISM, you develop language and intercultural skills through intensive language training, internships and integrated stays abroad. This international focus is reflected in all of the university's degree programs.

## 76

nationalities across all ISM programs

## 610

foreign students opt for a full-time program at ISM

## 5

popular countries among ISM students are:

1. UK
2. Spain
3. USA
4. France
5. Italy

It was a super exciting experience to study in a new and different country.

Michelle Plassmann, ISM Student, Semester Abroad in Kristiansand, Norway



Interview on Video



Scan QR CODE

## 30%

is the share of all international students at ISM

## 56

international lecturers and guest scientists

## ≈190

partner universities worldwide



## International Office

**The International Office of the ISM acts as an important service center when planning your stay abroad.**

The staff in the International Office

- present the various partner universities and study options each semester,
- hold individual counseling sessions with you to analyze which university exactly matches your requirements and expectations for your semester abroad,
- inform you about scholarship programs (e.g. Erasmus, Promos), organize them and

- help you with the application process. You will receive information about which documents you need to submit and important deadlines. The staff will send the documents to the partner university for you and take care of the crediting of your courses.

**For detailed information about the International Office, please also visit the ISM website.**

[international-office.en.ism.de](https://international-office.en.ism.de)

The concerns I might have had before the semester abroad disappeared right in the first few days because I was welcomed so nicely. I realized how easy it is to meet new people, especially in a student city like Bordeaux.

Hannah Polloczek, ISM Student, Semester Abroad in Bordeaux, France



The internship at Mercedes-Benz U.S. International, Inc. was a success for me all around. I have gained a lot of knowledge, but I have also learned what it means to work for a multinational company and to take on a lot of responsibility in this company.

I also really liked the fact that there were around 50 other interns, both international and American. The exchange and the cohesion among each other were great!

Mischa Heinemann, Vance, USA, ISM Student



# Practical Experience First Hand



Integrated practical phases, workshops, excursions or company lectures – studying at ISM will prepare you specifically for the demands of the job market.

## Lecturers from the Field

You benefit from the expertise of your lecturers – all of them experienced practitioners from the business world. Thus, ISM guarantees a practical knowledge transfer in teaching and research.

## Consulting Projects, Case Studies and Market Research Projects

Important components of all courses are consulting projects and case studies **in cooperation with real customers** such as Tchibo, Siemens, Motel One or other well-known companies. Among other things, you will develop solution concepts for various business areas.

In **market research**, for example, you will learn the practical application of methods, the implementation of surveys and the evaluation of the resulting data.

In this projects you can not only demonstrate your ability to work in a team, but also transfer the knowledge you have acquired during your studies into real work situations. **Selected specializations** give you the opportunity to deepen the knowledge you have gained.

## Career Center

The Career Center supports you in planning your professional career. This includes:

- Help with the professional design of your application documents and preparation for application procedures – in German and English
- Determination of your individual skills, abilities and ideas with regard to your future profession
- Information on external events, such as trade fairs, webinars and company career days
- Exclusive publication of job offers from our partner companies and our alumni on the ISM international career site with the option of making your CV available to our partners
- Organization of numerous ISM events in which you can build, expand and maintain your own network. These events include company presentations, career days, alumni events and application training.

For detailed information on the Career Center's services, please visit the ISM website.

[career-center.en.ism.de](https://career-center.en.ism.de)

# 1,329

internships/p.a.

# 62

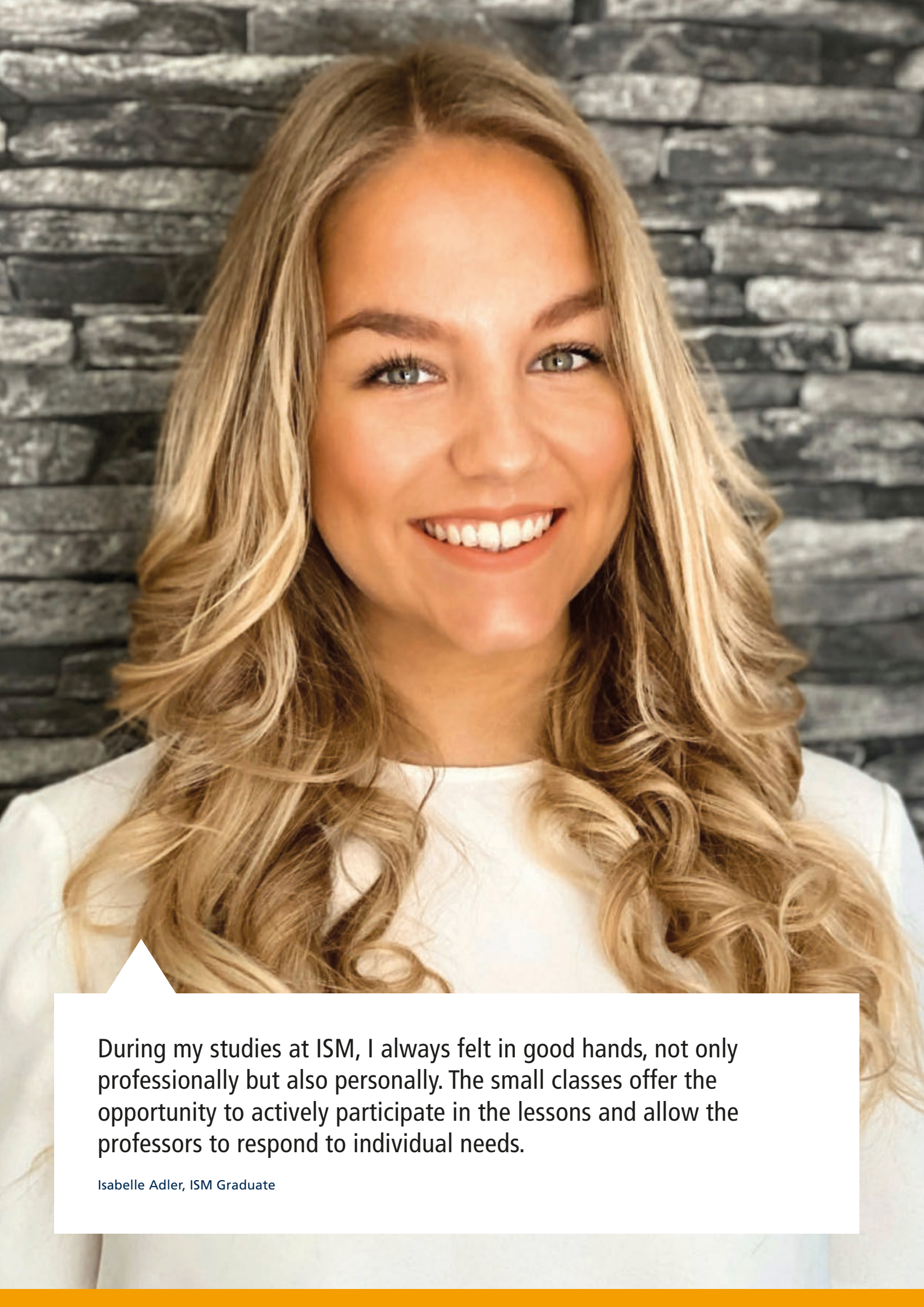
excursions/p.a.

# 21

campus events/p.a.

# 69

lecturers & workshops/p.a.



During my studies at ISM, I always felt in good hands, not only professionally but also personally. The small classes offer the opportunity to actively participate in the lessons and allow the professors to respond to individual needs.

Isabelle Adler, ISM Graduate



# Familiar Learning Environment

Overcrowded lecture halls and locked office doors are foreign words at ISM. Instead, you will find an optimal care ratio and a personal atmosphere with us.

## Personal Support

A familiar atmosphere and an ideal learning environment is provided at ISM by

- small study groups,
- interactive seminars,
- excursions and
- events.

In addition to **expert lectures** and **voluntary additional courses**, you can also get involved in **student working groups** where you gain valuable practical experience and profit from the knowledge of advanced students.

## Small Learning Groups

Our classes accommodate around 32 students in the bachelor's programs and around 25 students in the master's programs – all in a structure that promotes solidarity and team spirit. Especially in language classes we keep the groups small so that the language can be trained in an optimal way.

## Interactive Lessons

Your studies at ISM are very interactive. Your instructors not only give lectures, but also discuss specific problems with you. **Commitment and an open mind** are important qualities that you need as an ISM student. The dropout rate is significantly below the national average due to the **close support** you will receive from our lecturers and service departments.

## Support for Scientific Work

Whether it is a term paper or a thesis – **academic work is a central component** of your studies at ISM. In every library you will find a wide range of business oriented literature. You also have access to scientific journals and magazines, daily and weekly newspapers, a large online collection and catalogues from other libraries. The library team will support you in your research, creation and correction of scientific papers. You can arrange an **individual consultation appointment at any time**.



# More than Lectures



Sports events  
Summer festivals  
Alumni get-togethers  
Excursions  
Partys





## Our student life



**Through parties, summer festivals and excursions in the region, you will make contact with fellow students and lecturers and get an overview of your study location.**

Numerous events take place across the seven locations. An outstanding example: Every year the ISM sends a team of students to New York to take part at "Model United Nations". This is a business game created by the United Nations. Here the students can demonstrate their negotiating skills as "delegates" of a UN member state.

## Student Working Groups

As a student of ISM you can get involved in student working groups (AK = Arbeitskreis). These are open to ISM students from all courses and semesters and offer you the opportunity to maintain close contacts not only with your peers. The AKs vary from campus to campus and will be presented during the introductory week.

### Examples:

AK ConsultISM  
AK EventISM  
AK Finance  
AK Invest

AK ISM for Africa  
AK ISM goes Green  
AK Social Media  
AK Sports



en.ism.de



ISM.Hochschule



ISM Hochschule



ism\_hochschule



ISM\_Hochschule



I keep finding that it was the right decision for me to study at ISM. I have the practical relevance I wanted and benefit from the university's network – on the one hand from the partner universities and on the other hand from the companies that regularly present themselves on campus and sometimes also carry out practical projects with us.

Famke Lohmann, ISM Student



# Strong Network

**As part of the university, you belong to a strong network that will support you from day one.**

## Company Lectures

In addition to the courses, you have the opportunity to attend numerous company presentations at ISM each semester. In this way, you get to know new industries and make your first contacts with companies.

## Campus Symposium

The international business conference has been organized by students since 2005, and time and again they succeed in engaging renowned personalities such as Bill Clinton, Kofi Annan, Al Gore, Gerhard Schröder, Condoleezza Rice, Bob Geldof and many more for lectures. Since 2015, ISM has been the official university partner.

[campus-symposium.com](http://campus-symposium.com)

## Alumni lectures and mentoring program

At numerous events, former ISM students, our alumni, visit the university to introduce you to career opportunities, requirements and business fields of their current employers. During job application training sessions and as part of our alumni mentoring program, you can make contact with companies and former ISM students at an early stage and benefit from their professional experience in a personal atmosphere.

## Events on business and career topics

Renowned experts and company representatives from the business world regularly speak about current economic, political and social topics at the ISM locations. Subsequent panel discussions invite you to join in the discussion, giving you the opportunity to talk to renowned company representatives and speakers.

Be it the Forum Entrepreneurship or the ISM Summit – all events offer you the opportunity to discuss with experienced executives, to expand your own network and to shed light on the challenges of future management positions.

## Career Day

In addition to exciting company presentations, the Career Day takes place every year. On this day, companies from various industries come to ISM to provide information about entry-level opportunities, job profiles and career paths. Furthermore, the event offers the possibility to network with ISM alumni who are successful in their professional life today and would like to share their tips for a successful job entry.



# ISM's Board of Trustees

To intensify the dialogue between the university and the German industry, the ISM has been able to recruit **high-ranking representatives from international companies, associations and institutions as board members.**

As an ISM student, you benefit from the ISM Board of Trustees through numerous lectures and case studies by its members, as well as the offering of internships, graduate positions, and theses.

In **close cooperation with the trustees**, ISM is also working consistently on the further development of study content in order to ensure that the requirements of the business sector are taken into account when designing the courses. **Experienced practitioners from member companies** also advise the university management on the development and implementation of innovative study programs and university certificates.



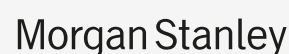
Michael Johnigk, Chairman of the ISM Board of Trustees, Former Member of the Board of Signal Iduna Group

At the ISM there is teaching and research on the one hand and interesting representatives of the business world on the other, working very closely together.

The top-class practitioners bring topical issues from their respective companies and industries to the university. This benefits the research, which always guarantees a high degree of practical relevance. This benefits the students, who work on interesting topics, and the companies that can rely on highly qualified graduates.

## Our cooperation partners

(extract)





# Our Alumni

**ISM continues to accompany its graduates on their professional and career paths even after they have successfully completed their studies. In this way, our former students benefit from the diverse opportunities offered by alumni management.**

As an interface between university and graduates, our alumni management offers a wide range of events and career development measures. It is also a great networking platform for the lively exchange between ISM, its former and current students.

**Our alumni benefit from the following exclusive services:**

- Career Coaching: Optimization of application documents and preparation for application procedures through our Career Service
- Cooperation with ISM, e.g. in recruiting, at events or in the scientific field
- ISM mentoring program between alumni and students
- Further education offers
- Conferences, summits and symposia on current economic topics
- Discounts for various retailers and service providers

Anniversary celebrations in various cities as well as other events and get-togethers form a vital part of our alumni management.

In addition to the alumni management, the AlumniISM e.V. maintains close contact with the university.



# Student Advisory Service

## Info Session

We regularly organize online information events where you can get detailed information about our study programs and much more.

You can find the next event on [en.ism.de](https://en.ism.de).

## Individual Consultation

You are interested in our degree programs, but are still unsure which program is right for you? Or you have unanswered questions about a particular program? Then you can arrange a personal consultation at any time via [study@ism.de](mailto:study@ism.de). We are happy to answer all your questions.

## Online Trial Lecture

Visit our online trial listening for bachelor and join a live lecture! This takes about an hour and can be attended from the comfort of your own home. Take this opportunity to get an inside look at a degree program.

For more information, please contact your student advisor.

## Bachelor's Programs



**Dortmund Campus**  
**Christopher Pereira**  
Tel.: +49 231.97 51 39-43  
[christopher.pereira@ism.de](mailto:christopher.pereira@ism.de)



**Hamburg Campus**  
**Alina Horn**  
Tel.: +49 40.3 19 93 39-43  
[alina.horn@ism.de](mailto:alina.horn@ism.de)



**Cologne Campus**  
**Angelina Hallmann**  
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**Stuttgart Campus**  
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[luigi.serafino@ism.de](mailto:luigi.serafino@ism.de)



**Munich Campus**  
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[amr.elbatrawy@ism.de](mailto:amr.elbatrawy@ism.de)



**Berlin Campus**  
**Marrit Koenig**  
Tel.: +49 30.3 15 19 35-22  
[marrit.koenig@ism.de](mailto:marrit.koenig@ism.de)





## MBA Programs



### Part-time Program Amanda Jelonek

Tel.: +49 231.97 51 39-42  
amanda.jelonek@ism.de

## Master's Programs



### Dortmund Campus Amanda Jelonek

Tel.: +49 231.97 51 39-42  
amanda.jelonek@ism.de



### Full-time Program Nina Weidemann

Tel.: +49 89.2 00 03 50-42  
nina.weidemann@ism.de



### Frankfurt & Cologne Campus Marie-Luise Wachowski

Tel.: +49 69.66 05 93 67-49  
marie-luise.wachowski@ism.de

## PhD & DBA Programs



### Vice President for Research Prof. Dr. Kai Rommel

Tel.: +49 231.97 51 39-76  
kai.rommel@ism.de



### Munich & Stuttgart Campus Nina Weidemann

Tel.: +49 89.2 00 03 50-42  
nina.weidemann@ism.de



### Berlin & Hamburg Campus Katharina Bohm

Tel.: +49 30.3 15 19 35-101  
katharina.bohm@ism.de



**Any questions?**  
**We are happy to help you.**





# Full-time Bachelor



**B.Sc. International Management**  
(page 28)



**B.Sc. Finance & Management**  
(page 32)



## With an international focus

At the ISM, you can study in **multicultural teams** and meet students from all over the world. The educational content of ISM courses has an international focus and will prepare you for global assignments.

Our **International Office** helps you to organize your foreign semesters and makes sure that all your study credits earned abroad are fully recognized in Germany.

You have **up to two integrated foreign semesters** – a compulsory one in the fourth semester and an optional one in the seventh semester (Global Track). The choice of university is up to you. ISM's university network comprises around **190 partner universities worldwide**.

## Integrated practical phases

All full-time degree programs include **20 weeks of mandatory internships**. When looking for an internship, you will benefit from the experiences of your fellow students, as you will find a report on every completed internship in the **ISM internship database**. Here you can get information about contact persons, fields of activity and specific projects. At the same time, you can pass on your internship experience to other ISM students.

# Start of Study

## Admission Requirements

To be able to start a bachelor's program at ISM, proof of **general university entrance qualification** is required. The degree programs are **not restricted by a numerus clausus** (NC). Instead, ISM has its own admission procedure in order to get to know the applicants personally and to be able to assess them individually. It is divided into different parts so that we can get a comprehensive picture of you.

Due to **limited study places**, we recommend that you take the test as early as possible – a maximum of one year before the start of your studies is possible. We offer monthly entrance tests at all locations – as well as special appointments in other countries.

You can find the current dates at: [admission-test.en.ism.de](https://admission-test.en.ism.de)

## Application Procedure



1

**Registration for the admission procedure and submission of application documents**



2

**Participation in the admission procedure**

- Computer-based tests
- Performance evaluation in mathematics, English and, if necessary, a second foreign language
- Personal interview



3

**Confirmation/Refusal**

- Possible intensive course in mathematics and/or foreign languages





## Study Schedule



Bachelor's programs:  
6 semesters: 180 ECTS  
7 semesters: 210 ECTS

## Tuition Fees

ISM is a private university and exclusively financed by tuition fees. As a non-profit organization, we use these fees to invest in the quality of teaching or equipment at our campuses.

### Tuition fees per semester:

€5,380 in Dortmund, Cologne, Stuttgart and Berlin  
€5,580 in Frankfurt/Main, Munich and Hamburg  
(fee for semester abroad can be different)

Please note:

Thesis fee included  
Enrollment fee not included

### Financing:

The ISM supports its international students with the allocation of scholarships – full or partial to enable suitable students to study at the university. You can find all financing options in our fact sheet at [financing.en.ism.de](https://financing.en.ism.de).

# B.Sc. International Management

📍 Dortmund · Frankfurt/Main · Munich · Hamburg · Cologne · Stuttgart · Berlin  
💬 English

## Studying at ISM – Pursuing an International Career

In close cooperation with renowned companies such as Siemens, Volkswagen, McKinsey or Procter & Gamble, the **contents of this course were developed and adapted to the requirements of the economy**. In the lectures, for example, you will learn how international marketing works, how to negotiate with business partners from different cultures, or how a company can become globally competitive.

### Setting your own agenda

The International Management Program offers you a great deal of **creative freedom**. Business studies, economics, global procurement, strategic management, corporate management and controlling – thanks to the **broad range of subjects**, the program gives you a comprehensive insight. Depending on your individual interests and strengths, you can specialize in a subject area such as marketing, e-commerce, finance or human resources management during your studies.

### One course of study – so many options

Management consulting, the communications industry, the financial sector or the automotive industry? Thanks to its broad range, **the degree program opens numerous doors for you in the middle or higher management of companies**. ISM graduates work, for example, in marketing, human resources management or controlling in global business enterprises.

 [bachelor-international-management.en.ism.de](https://bachelor-international-management.en.ism.de)



#### Program Director

**Prof. Dr. Sc. Dr. Qeis Kamran (Ph.D.)**

Background (in parts):

- Sales Director, Atlantic Richfield Co.
- Chief Operations Officer, Afghan Petroleum Company
- Chief Operations Officer, Globe Business College Munich

### After Graduation

- **Professional Fields:** Controlling, Marketing, Sales, Purchasing, HR, Logistics, ...
- **Entry Options:** Product Manager, Sales Manager, Marketing Manager, HR Manager, ...





## PRACTICAL EXAMPLE

### Meeting Market Leader Danfoss

**The Danish company is a market and technology leader in the fields of heating and cooling technology. Together with Prof. Dr. Ulrike Weber, ISM students gained insights into the corporate culture and career opportunities.**

"The numerous vocational options at Danfoss really impressed me," says ISM student Paul Schunke from the B.Sc. International Management. "I really

like their postgrad programs, in which qualified graduates can work all around the world and be an essential part in four special projects." One participant of these projects and a student trainee joined the group and were happy to share their personal experiences, give useful advice and answer questions. After a typical danish lunch the students met Recruiter and Employer Branding Manager Lone Wrang for a talk about careers at Danfoss.



Across industries, suppliers or purchasing are responsible for nearly 50% of a company's value creation. I am happy to discuss my experience in this area and other topics with the students. I would like to arouse the enthusiasm of the ISM students and prepare them in particular for upcoming tasks in the practice.



Elisabeth Fleischhauer,  
ISM Student

Studying at ISM has opened up many opportunities for me so far, which I am very grateful for. Through the annual Career Day, I was able to make contacts that have taken me to Dubai, among other places, and through the great excursions, I have gained unforgettable insights into companies.

I wouldn't trade the learning atmosphere and the people here on campus for any other university.



Prof. Dr. Alex Michel,  
ISM Lecturer, CEO, Inventeon GbR

# B.Sc. International Management

## 1<sup>st</sup> Semester

### Business Administration 1: Principles of Business Economics

- Introduction to Business Administration, Procurement & Production
- Marketing

### Business Administration 2: Financial Reporting

- Financial Accounting 1
- Financial Reporting & Business Taxation 1

### Mathematical Basics

- Business Mathematics
- Statistics 1

### Law

- Introduction to Law
- Business Law

### Business English 1

- Business Correspondence

### Specialization module

#### Core Competencies

- Introduction to International Management
- Scientific Methods
- Calculation Software
- Rhetoric
- Project Management

### International Trail

#### International Trail

- 2nd Language: German 1/French 1/Spanish 1

## 2<sup>nd</sup> Semester

### Business Administration 3: Managerial Accounting

- Investment & Financing
- Cost Accounting

### Economics 1: Principles of Economics

- Microeconomics
- Macroeconomics

### Applied Statistics

- Statistics 2
- Market Research

### Business English 2

- Moderation & Presentation

### Specialization modules

#### International Business

- Internationalization: Business Environment & Strategies
- Global Capital Markets & Finance

#### Financial Reporting

- Financial Reporting 2
- Financial Accounting 2

### International Trail

#### International Trail

- 2nd Language: German 2/French 2/Spanish 2

## 3<sup>rd</sup> Semester

### Business Administration 4: Human Resources & Organization Management

- Human Resource Management
- Organization

### Business Administration 5: Business Management

- Principles of Corporate Management
- Service Management

### Economics 2: Basics of Political Economy

- Economic Policy
- Corporate Social Responsibility

### Business English 3

- Negotiation

### Specialization modules

#### Global Interaction

- International Marketing
- Intercultural Management

#### Global Value Creation

- Global Sourcing
- Global Value Chain Management

### International Trail

#### International Trail

- 2nd Language: German 3/French 3/Spanish 3

## 4<sup>th</sup> Semester

### Study Abroad



Laura Rehfeldt, Santiago de Chile, Chile, ISM Graduate

I used the time to experience a culture that was completely new to me. The Chileans are incredibly hospitable and open. I was offered support from all sides at all times, which increased the feel-good factor immensely.

In addition to the professional aspects, I also learned that working together across different cultures may not seem easy at first glance, but it can be enormously enriching for everyone involved.



## 5<sup>th</sup> Semester

### General Management

- Strategic Management
- Leadership & Motivation
- Crisis Management & Recapitalization

### Workshop/Practical Seminar

## 6<sup>th</sup> Semester

### Controlling

- Strategic Controlling
- Operational Controlling
- Controlling of Multinational Enterprises

### Bachelor's thesis

### Elective modules (2 of 5)

#### Business Analysis

- Auditing
- Corporate Valuation
- Corporate Rating

#### Supply Chain Management

- Supply Chain Management Concepts
- Sourcing Management
- International Transport Logistics

#### Financial Management

- Derivatives
- International Financial Management
- Portfolio & Asset Management

#### E-Business

- E-Procurement
- Digital Process Management
- E-Commerce

#### Business Communication

- Internal Communication
- Investor Relations
- Global Communications

### Elective modules (2 of 5)

#### International Financial Reporting

- IRFS 1
- IRFS 2
- Group Consolidation

#### Consulting

- Consulting Instruments
- Management of Consulting Projects
- Consulting Project/Tender Pitch

#### Corporate Structuring

- Investment Management
- Corporate Finance
- Mergers & Acquisitions

#### Marketing

- Consumer Behavior & Applied Market Research
- Communication & Brand Management
- Marketing Controlling

#### Human Resources Management

- Strategic Human Resources Management
- Human Resources I: Attraction, Selection, Performance
- Human Resources II: Development, Retention, Transition

### International Trail

#### International Trail

- 2nd Language:  
German 4/French 4/Spanish 4

#### Please note:

German language courses are integrated into your studies if you do not have a B2 level. Otherwise you can choose between French and Spanish.

# B.Sc. Finance & Management

📍 Frankfurt/Main · Cologne · Berlin  
💬 English

## Understanding Opportunities of Global Capital Markets

The B.Sc. Finance & Management gives you a **deep understanding of the complexities of the financial markets** and comprehensively prepares you for a career in international finance – at corporations or financial institutions.

### The core of finance

Investing, hedging and controlling – In the course of your studies, you will acquire **targeted expertise from the global financial sector** in addition to **intensive business administration fundamentals**. You will learn how to analyze complex business models and processes on the basis of figures, making you a sought-after specialist in national and international companies. You will get to know financial products and how companies operate on the global capital markets today. In the fifth and sixth semester you will **gain in-depth know-how in key areas**, e.g. mergers & acquisitions and corporate valuation. Depending on your interests you may add modules like consulting and controlling.

### A wide range of career options

As a graduate of the B.Sc. Finance & Management you have **promising career prospects**. International and national companies, management consultancies and financial institutions need well-trained finance professionals more than ever. After your studies, **a career with challenging tasks**, for example in controlling, investment management, investment banking or auditing, awaits you.

 [bachelor-finance.en.ism.de](https://bachelor-finance.en.ism.de)



#### Program Director

**Prof. Dr. Michael G. Schmitt**

Background (in parts):

- Chartered Financial Analyst (CFA)
- Valuation expert at Big4 corporations
- Project manager at Sal. Oppenheim, private bank

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### After Graduation

- **Professional Fields:** Banking, Asset Management, Auditing, Controlling, Securities Trading, Management Consulting, ...
  - **Entry Options:** Financial Analyst, Controlling Manager, Investment Manager, Financial Consultant, ...
-





**PRACTICAL**

**EXAMPLE**

## ISM Financial Symposium

**How are innovative ideas promoted in Germany? What does financing for startups look like? Why is there no “Silicon Valley” in Germany? These were only some of the questions being discussed at the ISM Financial Symposium.**

“I have the privilege of working with brilliant minds every day,” said Christian Stein, citing one of the best parts of his job. The expert in venture capital, i.e.

risk capital, is managing director at Coparion – a fund that finances early- and growth-stage startups.

The ISM Financial Symposium was organized by the head of campus and students of ISM Invest. This association offers regularly company lectures, workshops and excursions related to finance, capital markets and investments.

Find more information at [ism-invest.de](http://ism-invest.de).



My mission as a lecturer at ISM is to provide students with an important bridge between science and practice. Only the comprehensive illustration of complex scientific models of bank management enables a holistic view of their essence. This is an exciting and challenging task which, thanks to the interested and committed students, often leads to a lively discourse with unexpected new ideas and impulses.



Tim Prüsener,  
ISM Graduate, Founder,  
iCatch Marketing, San Diego

I have met quite a few employees coming straight from the campus. From my experience, at “conventional” universities you get the tools you need to survive in the corporate world. At ISM you don’t just get these tools, you learn how to use them properly, not only to survive in the corporate world, but to be more successful than average.



Prof. Dr. Sascha Ahnert,  
ISM Honorary Professor, Chairman of  
the Board, Sparkasse Darmstadt

# B.Sc. Finance & Management

## 1<sup>st</sup> Semester

### Business Administration 1: Principles of Business Economics

- Introduction to Business Administration, Procurement & Production
- Marketing

### Business Administration 2: Financial Reporting

- Financial Accounting 1
- Financial Reporting & Business Taxation 1

### Mathematical Basics

- Business Mathematics
- Statistics 1

### Law

- Introduction to Law
- Business Law

### Business English 1

- Business Correspondence

### Specialization module

#### Core Competencies

- Introduction to Finance & Management
- Scientific Methods
- Calculation Software
- Rhetoric
- Project Management

### International Trail

#### International Trail

- 2nd Language:  
German 1/French 1/Spanish 1

## 2<sup>nd</sup> Semester

### Business Administration 3: Managerial Accounting

- Investment & Financing
- Cost Accounting

### Economics 1: Principles of Economics

- Microeconomics
- Macroeconomics

### Applied Statistics

- Statistics 2
- Market Research

### Business English 2

- Moderation & Presentation

### Specialization modules

#### Fundamentals of Finance

- Introduction to Corporate Finance
- Introduction to Capital Markets

#### Financial Reporting

- Financial Reporting 2
- Financial Accounting 2

### International Trail

#### International Trail

- 2nd Language:  
German 2/French 2/Spanish 2

## 3<sup>rd</sup> Semester

### Business Administration 4: Human Resources & Organization Management

- Human Resource Management
- Organization

### Business Administration 5: Business Management

- Principles of Corporate Management
- Service Management

### Economics 2: Basics of Political Economy

- Economic Policy
- Corporate Social Responsibility

### Business English 3

- Negotiation

### Specialization modules

#### Legal Framework

- Business Law Advanced
- International Taxation

#### Financial Framework

- Capital Market Law & Investor Relations
- Financial Markets & Institutions

### International Trail

#### International Trail

- 2nd Language:  
German 3/French 3/Spanish 3

## Study Abroad



Nadine Thiele, Beijing, China,  
ISM Graduate

The experiences I made during my semesters abroad were very formative. My stays in China, France and the Netherlands showed me the importance of being open to look beyond my familiar horizon and reach a cosmopolitan mindset.



## 5<sup>th</sup> Semester

### Business Analysis

- Auditing
- Corporate Valuation
- Corporate Rating

### Financial Management

- Derivatives
- International Financial Management
- Portfolio & Asset Management

### Workshop/Practical Seminar

## 6<sup>th</sup> Semester

### International Financial Reporting

- IRFS 1
- IRFS 2
- Group Consolidation

### Corporate Structuring

- Investment Management
- Corporate Finance
- Mergers & Acquisitions

### Bachelor's thesis

## Elective modules (1 of 2)

### Business Communication

- Internal Communication
- Investor Relations
- Global Communications

### General Management

- Strategic Management
- Leadership & Motivation
- Crisis Management & Recapitalization

## Elective modules (1 of 2)

### Controlling

- Strategic Controlling
- Operational Controlling
- Controlling of Multinational Enterprises

### Consulting

- Consulting Instruments
- Management of Consulting Projects
- Consulting Project/Tender Pitch

## International Trail

### International Trail

- 2nd Language:  
German 4/French 4/Spanish 4

### Please note:

German language courses are integrated into your studies if you do not have a B2 level. Otherwise you can choose between French and Spanish.





# ISM Qualifier Semester

📍 Dortmund

🗨 English

For students who intend to study B.Sc. International Management and want – or have – to improve their English language skills, ISM has designed a qualifier semester. So you are well prepared to start our academic program and have a smooth entry into your study.

After successfully attending the Qualifier Semester, you can study the program B.Sc. International Management, offered at all seven ISM campuses.

 [qualifier-program-bachelor.en.ism.de](https://qualifier-program-bachelor.en.ism.de)

## 1<sup>st</sup> Semester

### Principles of Business Economics

- Introduction to Business Administration, Procurement & Production
- Marketing

### Preparation Course

- Business Mathematics

### Languages

- Business English (4 courses to bring you from a B1 level to B2)
- German 1

### Core Competencies

- Scientific Methods
- Introduction to German Culture

## Key Facts

- One semester as preparation for an economic bachelor
- Starts in spring and fall
- 22 ECTS
- Tuition Fee: €5,280

10 ECTS of your first semester in the International Management program are already part of the Qualifier Semester and will be credited.

## Application Procedure

Take advantage of this unique opportunity to get acquainted well with ISM's offer. To qualify for this program you need ...

- to have successfully completed your school,
- a school leaving certificate, which entitles you to study at a university directly in your home country,
- an English level of B1 according to the Common European Framework of Reference for Languages, and
- to take part in a multi-level admissions test (written and oral).

**For further questions and requests please contact:**



**Dortmund Campus**  
**Student Advisor**  
**Yue Liu**

Tel.: +49 231.97 51 39-356  
[yue.liu@ism.de](mailto:yue.liu@ism.de)



# Full-time Master



**M.Sc. International Management**  
(page 44)



**M.A. Strategic Marketing Management**  
(page 46)



**M.Sc. Finance**  
(page 48)



**M.Sc. International Logistics & Supply Chain Management**  
(page 50)



**M.A. Luxury, Fashion & Sales Management**  
(page 52)



**M.A. Entrepreneurship**  
(page 54)



**M.Sc. Business Intelligence & Data Science**  
(page 56)



**M.A. International Business**  
(page 58)

**More Programs  
taught in German  
ISM.DE**

## International Focus

A **semester abroad\*** is integrated in the master's programs at ISM, so that you spend your third semester at one of our partner universities. Through optimal cooperation and courses tailored to your studies, your performance abroad will be **100% credited**. You can thus complete your studies within the standard period of study and convince with subject-specific competences from an international context.

The **teaching content** is of course also **internationally oriented** and prepares you for global tasks. **Language training** or events in English are part of your studies. You can learn another foreign language on a voluntary basis.

## Integrated Practical Phases

**12 weeks of compulsory internships\*** are also integrated in the full-time study courses. When looking for an internship, you benefit from the experience of your fellow students, because you will find a report on each internship already completed in the ISM internship database. Here you can also gain information about contacts, remits and specific projects and share your own internship experiences with other ISM students.

\*If the **Fast Track** is chosen, the semester abroad and the mandatory internships are omitted. You will therefore graduate after three semesters instead of four. The M.A. International Business can only be graduated in 4 semesters without integrated study abroad and internships.



# Start of Study

## Admission Requirements

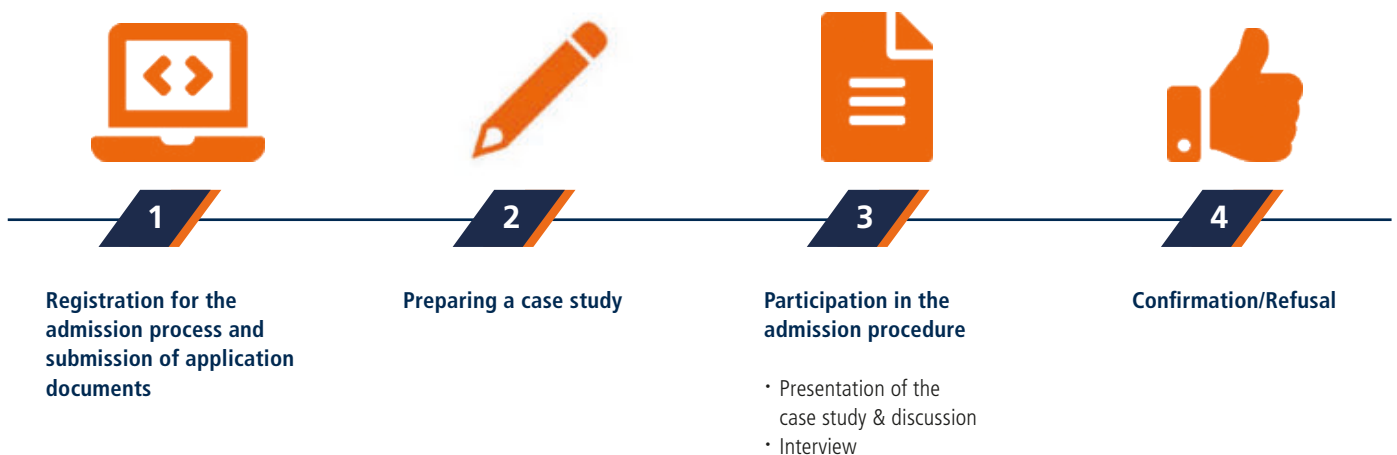
To begin a master's program at ISM, proof of a **first degree with a corresponding subject-related background** is required. Depending on the course of study, other prior knowledge may also be credited.

Alternatively, **ISM offers qualification programs for many masters**. You will receive **sound business knowledge and the missing ECTS** in the field of economics. The exception is the M.A. International Business, which can also be studied without prior knowledge of business administration.

You will also be required to take our **admission test**, which consists of a case study and a personal interview with the program director. Admission tests are held regularly at all locations and digital for all degree programs. You can register for the admission test at any time on our website. This is possible a maximum of one year before the start of the program.

You can find the current dates at:  
[admission-test.en.ism.de](https://admission-test.en.ism.de)

## Application Procedure



## Tuition Fees

ISM is a private university and exclusively financed by tuition fees. As a non-profit organization, we use these fees to invest in the quality of teaching and equipment at our campuses.

### Tuition fees per semester:

€6,280 in Dortmund, Cologne, Stuttgart and Berlin  
€6,480 in Frankfurt/Main, Munich and Hamburg  
(fee for semester abroad can be different)

Please note: Enrollment fee not included

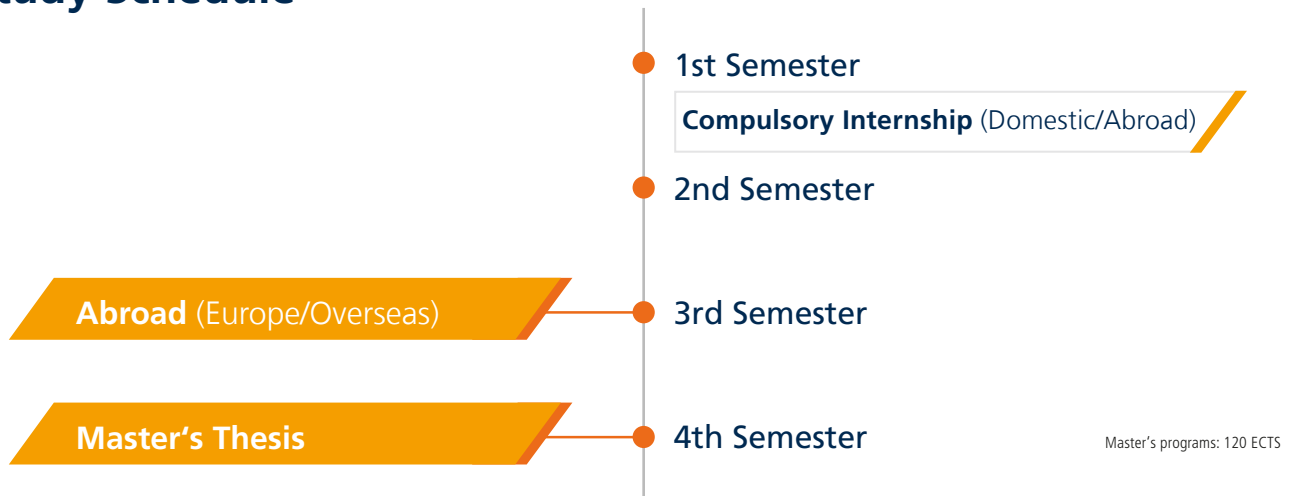
### Thesis fee:

€1,200

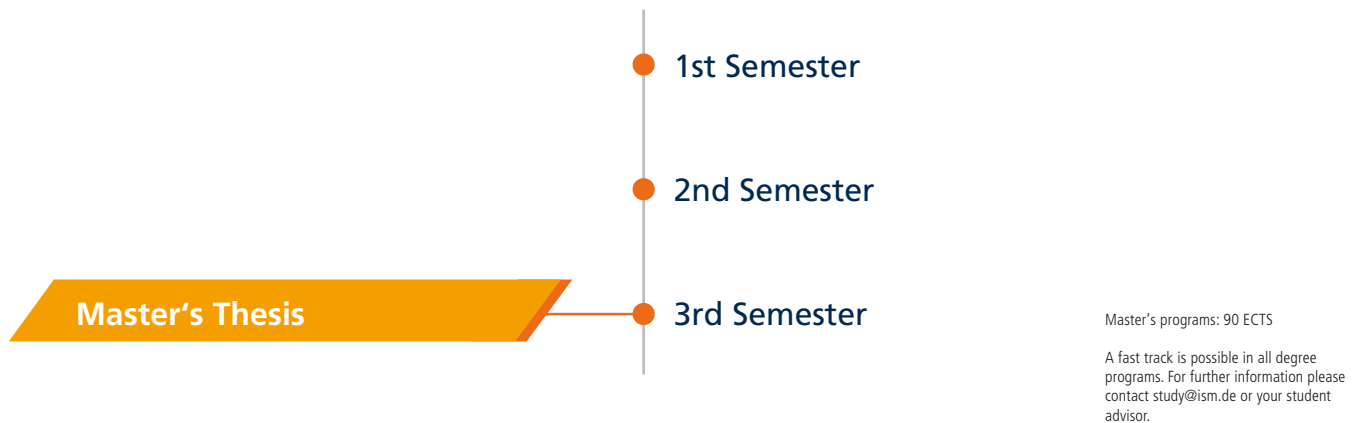
### Financing:

The ISM supports its international students with the allocation of scholarships – full or partial to enable suitable students to study at the university. You can find all financing opportunities in our fact sheet at [financing.en.ism.de](https://financing.en.ism.de).

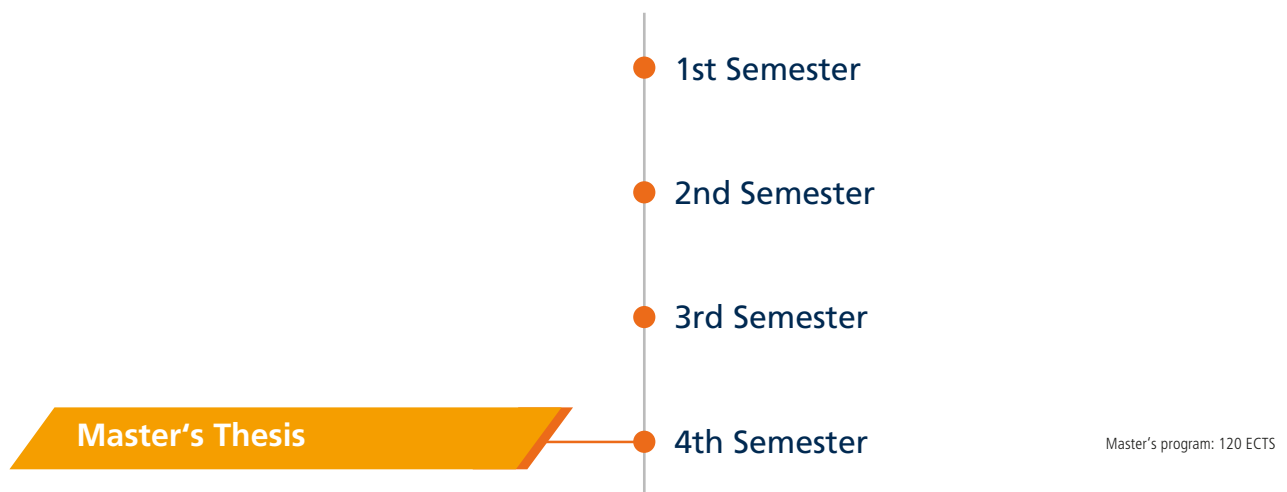
## Study Schedule



## Fast Track



## Exception: M.A. International Business



# International Double Degree



One Program –  
Two Degrees:  
Double Degree





In addition to your German degree at ISM, you can earn an **extra Master's degree at an international partner university at the same time**, which will improve your career opportunities, especially with global companies.

The only **exception is the M.A. International Business**. Since this program does not include a stay abroad, a double degree is not possible.

You do not need to decide whether you want to earn an international double degree before you begin your studies. You can still decide on this option during your studies at ISM.

[double-degree.en.ism.de](https://double-degree.en.ism.de)

**Depending on the course of study, a double degree is possible at the following renowned universities:**

- Bond University (Australia)
- Boston University (USA)
- East China University of Science and Technology (China)
- Edinburgh Napier University (UK)
- EM Normandie (France)
- Griffith College (Ireland)
- INSEEC (France)
- Lancaster University (UK)
- Pôle Universitaire Léonard de Vinci (France)
- Universitat Ramon Llull (Spain)
- University of the Sunshine Coast (Australia)



# M.Sc. International Management

📍 Dortmund · Frankfurt/Main · Munich · Hamburg · Cologne · Stuttgart · Berlin  
💬 English

With the M.Sc. International Management you can deepen your existing business administration skills for a **leading management position in international companies**.

During your studies you will keep an eye on the global economic environment with its trends and drivers. Whether accounting, marketing, HR or purchasing – **all the skills you need as a future manager will be taught in this program**. In addition to the classic business management content, you will deal with innovative topics such as design thinking, agility and new work.

In **consulting projects** you will learn how to convince a client with your specialist's knowledge and your competences of strategy proposals. Content from the areas of leadership and business development will prepare you specifically for managerial tasks and challenges in globally active companies.

 [master-international-management.en.ism.de](https://master-international-management.en.ism.de)

## Admission Requirements

**For the admission to the program, the following proof is required:**

- a successfully completed first study program with at least 180 ECTS points from a university or an equivalent foreign higher education institution, and
- sufficient English language skills, e.g. TOEFL (at least 80 points internet-based) or IELTS (6.0 or better)

**Please note:** When choosing the fast track, a minimum of 210 ECTS points has to be proven. Under certain circumstances, applicants whose bachelor's degree only comprises 180 ECTS points may also be admitted. For more information, please contact our student advisory service.

**In addition to the general admission requirements, the following examination results must have been achieved in the first degree program:**

- first degree in economics
- or at least 30 ECTS points in the field of business sciences

**If you do not have a bachelor's degree in economics or if your ECTS points are not sufficient, we offer a Pre-Master program (see page 60).**



**Program Director**  
**Prof. Dr. Anna Quitt**

Background (in parts):

- Head of Corporate Development, CHIRON Group SE
- Senior Manager, Energy Sector (Advisory), PricewaterhouseCoopers GmbH

## International Double Degree

**With the double degree you acquire a master's degree at an international partner university in addition to the ISM master's degree. At some partner universities this is even possible within the framework of an integrated semester abroad. You will receive two master's degrees in two or two and a half years.**

**Partner universities for the double degree:**

- Bond University (Australia)
- Boston University (USA)
- East China University of Science & Technology (China)
- Edinburgh Napier University (UK)
- Griffith College (Ireland)
- INSEEC (France)
- Lancaster University (UK)
- Universitat Ramon Llull (Spain)
- University of the Sunshine Coast (Australia)

[double-degree.en.ism.de](https://double-degree.en.ism.de)

**Please note:** If you choose the Fast Track, the semester abroad is omitted. Instead, you will already write your master's thesis in the 3rd semester. An international double degree is not possible.



Andrés Ruiz,  
ISM Student

Once I heard about the lecturers' quality and the content of the MIM program, I knew that ISM would be a perfect fit for me. I have always wanted to continue my studies abroad. It is a great way to dive into a new culture and learning system. In a university like ISM, you get the chance to exchange life experiences with students from all around the world and the lecturers have opened my mind to new ways of thinking and solving problems.

1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	3 <sup>rd</sup> Semester	4 <sup>th</sup> Semester
<b>International Business Environment</b> <ul style="list-style-type: none"> <li>• International Business Law</li> <li>• International Financial Management</li> <li>• International Financial Reporting</li> </ul> <b>International Strategic Management</b> <ul style="list-style-type: none"> <li>• Advanced Strategic Management</li> <li>• Business Development</li> <li>• International Business Game</li> </ul> <b>Innovation Competence</b> <ul style="list-style-type: none"> <li>• Innovation Management</li> <li>• Project Management</li> <li>• New Business Models &amp; Design Thinking</li> </ul> <b>Organizational Development</b> <ul style="list-style-type: none"> <li>• Global HR Management</li> <li>• New Work in International Organizations</li> <li>• Transformation in the Global Environment</li> </ul> <b>Leadership Skills</b> <ul style="list-style-type: none"> <li>• Corporate Governance &amp; Business Ethics</li> <li>• Negotiation, Communication &amp; Executive Presentations</li> <li>• Cross Cultural Leadership</li> </ul>	<b>International Controlling &amp; Corporate Finance</b> <ul style="list-style-type: none"> <li>• Corporate Controlling</li> <li>• Business Planning &amp; Venture Capital</li> <li>• Financial Risk Management</li> </ul> <b>Marketing in a Globalized World</b> <ul style="list-style-type: none"> <li>• Digital Marketing</li> <li>• Customer Relationship Marketing</li> <li>• Advanced Market Research</li> </ul> <b>International Operations Management</b> <ul style="list-style-type: none"> <li>• Global Sourcing</li> <li>• Production &amp; Supply Chain Management</li> <li>• Logistics Management</li> </ul> <b>Consulting Project</b> <ul style="list-style-type: none"> <li>• Managing Consulting Projects</li> <li>• Consulting Project</li> </ul>	<b>Study abroad</b>	<b>Master's thesis</b>



# M.A. Strategic Marketing Mgmt.

📍 Munich · Berlin

🗨 English

The master's program Strategic Marketing Management prepares you optimally for a career in international marketing. You will learn to stringently derive marketing strategies from the findings of market research and the specifications of the company management, to plan, implement and control them. The use of statistical methods is just as important as the ability to interpret data in a target-oriented manner. During your studies, you will **benefit from intensive exchange with experts from the business world** and realize your own projects.

As a graduate of this degree program, **many doors are open to you in a wide variety of industries**, for example as a brand manager, marketing manager, product manager or management consultant. The fields of corporate communications or event management are also great opportunities for you to start your career.

 [master-strategic-marketing.en.ism.de](https://master-strategic-marketing.en.ism.de)

## Admission Requirements

**For the admission to the program, the following proof is required:**

- a successfully completed first study program with at least 180 ECTS points from a university or an equivalent foreign higher education institution, and
- sufficient English language skills, e.g. TOEFL (at least 80 points internet-based) or IELTS (6.0 or better)

**Please note:** When choosing the fast track, a minimum of 210 ECTS points has to be proven. Under certain circumstances, applicants whose bachelor's degree only comprises 180 ECTS points may also be admitted. For more information, please contact our student advisory service.

**In addition to the general admission requirements, the following examination results must have been achieved in the first degree program:**

- first degree in economics
- or at least 30 ECTS points in the field of business sciences, or in business-related areas of communication or media sciences, social sciences or psychology

**If you do not have a bachelor's degree in economics or if your ECTS points are not sufficient, we offer a Pre-Master program (see page 60).**



**Program Director**

**Prof. Dr. Klaus Mühlbäck**

Background (in parts):

- Strategic Director, Gummiwerk Kraiburg Austria
- Head of international Sales & Marketing, Rösler-Gruppe Verwaltungs GmbH
- Project Manager, Goodway Rubber Industries SDN BHD

## International Double Degree

**With the double degree you acquire a master's degree at an international partner university in addition to the ISM master's degree. At some partner universities this is even possible within the framework of an integrated foreign semester. You will receive two master's degrees in two or two and a half years.**

**Partner universities for the double degree:**

- Bond University (Australia)
- Boston University (USA)
- Edinburgh Napier University (UK)
- INSEEC (France)
- Lancaster University (UK)
- Pôle Universitaire Léonard de Vinci (France)
- Universitat Ramon Llull (Spain)
- University of the Sunshine Coast (Australia)

[double-degree.en.ism.de](https://double-degree.en.ism.de)

**Please note:** If you choose the Fast Track, the semester abroad is omitted. Instead, you will already write your master's thesis in the 3rd semester. An international double degree is not possible.



Anja Dobler,  
Brand Manager Austria, The Coca-Cola Company Austria, ISM Graduate

I particularly liked the mix of business know-how, marketing knowledge and high practical relevance. A deep understanding of marketing was conveyed, which was always based on the current economy.

In general, practice is very important at ISM. I worked on projects for companies from different industries, so I got a realistic insight into the working world.

1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	3 <sup>rd</sup> Semester	4 <sup>th</sup> Semester
<b>Market Research</b> <ul style="list-style-type: none"> <li>• Advanced Market Research</li> <li>• Applied Statistics</li> <li>• Consumer Behavior</li> </ul> <b>Strategic Marketing</b> <ul style="list-style-type: none"> <li>• Marketing Strategies &amp; Planning</li> <li>• Brand Management</li> <li>• Trademark &amp; Unfair Competition Law</li> </ul> <b>Classic Communications</b> <ul style="list-style-type: none"> <li>• Above-the-Line Communication</li> <li>• Media Planning</li> <li>• Integrated Communication</li> </ul> <b>Leadership Skills</b> <ul style="list-style-type: none"> <li>• Corporate Governance &amp; Business Ethics</li> <li>• Negotiation, Communication &amp; Executive Presentations</li> <li>• Cross Cultural Leadership</li> </ul>	<b>Relationship Marketing</b> <ul style="list-style-type: none"> <li>• Services Marketing &amp; Service Quality</li> <li>• Internal Marketing &amp; Behavioral Branding</li> <li>• Customer Relationship Marketing</li> </ul> <b>Digital Marketing</b> <ul style="list-style-type: none"> <li>• Online Marketing, Online Advertising &amp; Social Media</li> <li>• E-Marketing &amp; E-Commerce</li> <li>• Mobile Marketing</li> </ul> <b>Sales Marketing &amp; Communications</b> <ul style="list-style-type: none"> <li>• Price Management</li> <li>• Direct Marketing</li> <li>• Sales Promotion</li> </ul> <b>Public &amp; Publicity Communications</b> <ul style="list-style-type: none"> <li>• Event Marketing &amp; Sponsoring</li> <li>• Product Placement &amp; Branded Entertainment</li> <li>• Public Relations</li> </ul> <b>Market Research/Consulting Project</b>	<b>Study abroad</b>	<b>Master's thesis</b>

# M.Sc. Finance

📍 Dortmund · Frankfurt/Main · Munich · Berlin  
💬 English

**Your heart beats for numbers**, stocks, bonds and foreign exchange. The world of finance and the financial markets fascinate you – perfect requisites for the master's program in finance.

The Master in Finance expands your knowledge in the areas of accounting, taxation, financial law, controlling and rating. It trains you to be an **expert in financial management**. The program will draw your attention to **current financial and economic topics**, enabling you to develop a comprehensive understanding of the correlations between financial markets. This is complemented by courses in investment banking and bank management. You will apply your theoretical knowledge in **numerous projects related to real business cases** and present your results in teamwork.

After graduation, **attractive career options in the financial sector** are waiting for you. International and national companies, management consultancies, financial institutions and asset managers need – more than ever – well-trained financial professionals.



## Admission Requirements

**For the admission to the program, the following proof is required:**

- a successfully completed first study program with at least 180 ECTS points from a university or an equivalent foreign higher education institution, and
- sufficient English language skills, e.g. TOEFL (at least 80 points internet-based) or IELTS (6.0 or better)

**Please note:** When choosing the fast track, a minimum of 210 ECTS points has to be proven. Under certain circumstances, applicants whose bachelor's degree only comprises 180 ECTS points may also be admitted. For more information, please contact our student advisory service.

**In addition to the general admission requirements, the following examination results must have been achieved in the first degree program:**

- first degree in economics
- or at least 30 ECTS points in the field of business sciences

**If you do not have a bachelor's degree in economics or if your ECTS points are not sufficient, we offer a Pre-Master program (see page 60).**



**Program Director**  
**Prof. Dr. Ernst Fahling**

Background (in parts):

- General Representative, private bank
- Director of Group Treasury, Daimler AG
- Assistant Treasurer, Ford Corporation

## International Double Degree

**With the double degree you acquire a master's degree at an international partner university in addition to the ISM master's degree. At some partner universities this is even possible within the framework of an integrated foreign semester. You will receive two master's degrees in two or two and a half years.**

**Partner universities for the double degree:**

- Bond University (Australia)
- Boston University (USA)
- East China University of Science and Technology (China)
- Edinburgh Napier University (UK)
- INSEEC (France)
- Lancaster University (UK)
- Universitat Ramon Llull (Spain)

[double-degree.en.ism.de](https://double-degree.en.ism.de)

**Please note:** If you choose the Fast Track, the semester abroad is omitted. Instead, you will already write your master's thesis in the 3rd semester. An international double degree is not possible.





Mayur Bhagwan Anandani,  
ISM Student, DAAD scholarship holder



Don't be afraid to ask questions – no matter how silly they seem to you. It will make your life easier. The International Office, for example, has always been very helpful to me and has supported me with all my questions even before and during my studies.

1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	3 <sup>rd</sup> Semester	4 <sup>th</sup> Semester
<b>Finance Management</b> <ul style="list-style-type: none"> <li>• Asset Management</li> <li>• Corporate Finance</li> </ul> <b>Financial Theory</b> <ul style="list-style-type: none"> <li>• Capital Market Theory</li> <li>• Option Pricing Theory</li> <li>• Derivatives</li> </ul> <b>Accounting, Taxation &amp; Law</b> <ul style="list-style-type: none"> <li>• International Business Law</li> <li>• International Accounting</li> <li>• International Taxation</li> </ul> <b>Quantitative Finance</b> <ul style="list-style-type: none"> <li>• Financial Mathematics</li> <li>• Investment &amp; Financing</li> <li>• Statistics &amp; Financial Modelling</li> </ul> <b>Leadership Skills</b> <ul style="list-style-type: none"> <li>• Corporate Governance &amp; Business Ethics</li> <li>• Negotiation, Communication &amp; Executive Presentations</li> <li>• Cross Cultural Leadership</li> </ul>	<b>Financial Engineering</b> <ul style="list-style-type: none"> <li>• Alternative Investments</li> <li>• Financial Market Products</li> <li>• Financial Risk Management</li> </ul> <b>Financial Planning &amp; Rating</b> <ul style="list-style-type: none"> <li>• Business Planning &amp; Modelling</li> <li>• Rating</li> <li>• Bank Management</li> </ul> <b>Operational Management</b> <ul style="list-style-type: none"> <li>• Investment Banking</li> <li>• Commodity Portfolio Management</li> <li>• Real Estate Management</li> </ul> <b>Elective modules (1 of 2)</b> <b>Accounting</b> <ul style="list-style-type: none"> <li>• IFRS 1</li> <li>• IFRS 2</li> <li>• Auditing</li> </ul> <b>Controlling</b> <ul style="list-style-type: none"> <li>• Value-based Business Management</li> <li>• Business Planning &amp; Venture Capital</li> <li>• Corporate Valuation</li> </ul>	<b>Study abroad</b>	<b>Master's thesis</b>

# M.Sc. International Logistics & Supply Chain Management

📍 Dortmund · Frankfurt/Main · Hamburg

🗨 English

Logistics and supply chain management are **important pillars of globalization**. Only through proactive and integrated planning and management of the global value network sustainable and efficient procurement, production and logistics can be realized.

In this degree program, you will **discuss with your lecturers future topics** such as digitalization of the supply chain, smart mobility and green logistics, **as well as classic fields** such as operations research, transport models and quality management. Likewise, you will dive deeper into **general management subjects** such as controlling, leadership skills and business transformation. **Various excursions and project work** with practice partners round off this study program in terms of its practical relevance.

The program qualifies you for the management of logistics and transport companies, for consulting service providers and for management tasks along the supply chain of manufacturing companies.

 [master-logistics.en.ism.de](https://master-logistics.en.ism.de)

## Admission Requirements

**For the admission to the program, the following proof is required:**

- a successfully completed first study program with at least 180 ECTS points from a university or an equivalent foreign higher education institution, and
- sufficient English language skills, e.g. TOEFL (at least 80 points internet-based) or IELTS (6.0 or better)

**Please note:** When choosing the fast track, a minimum of 210 ECTS points has to be proven. Under certain circumstances, applicants whose bachelor's degree only comprises 180 ECTS points may also be admitted. For more information, please contact our student advisory service.

**In addition to the general admission requirements, the following examination results must have been achieved in the first degree program:**

- first degree in business administration, economics, logistics/transport/SCM, (business) informatics or (industrial) engineering (with business studies)

**If you do not have a bachelor's degree in economics or if your ECTS points are not sufficient, we offer a Pre-Master program (see page 60).**



**Program Director**  
**Prof. Dr. Anna Quitt**

Background (in parts):

- Head of Corporate Development, CHIRON Group SE
- Senior Manager, Energy Sector (Advisory), PricewaterhouseCoopers GmbH

## International Double Degree

**With the double degree you acquire a master's degree at an international partner university in addition to the ISM master's degree. At some partner universities this is even possible within the framework of an integrated foreign semester. You will receive two master's degrees in two or two and a half years.**

**Partner universities for the double degree:**

- Boston University (USA)
- Edinburgh Napier University (UK)
- EM Normandie (France)
- Lancaster University (UK)
- Universitat Ramon Llull (Spain)
- University of the Sunshine Coast (Australia)

[double-degree.en.ism.de](https://double-degree.en.ism.de)

**Please note:** If you choose the Fast Track, the semester abroad is omitted. Instead, you will already write your master's thesis in the 3rd semester. An international double degree is not possible.



Darshan Hunusghatta,  
ISM Student

Studying International Logistics & Supply Chain Management at ISM is a career-changing experience for me. The course is well designed in order that the best knowledge and valuable input from the professors help the students achieve success with their respective field of study. Lectures are excellent. Professors are internationally renowned experts in their field and always open for solving student related issues.

1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	3 <sup>rd</sup> Semester	4 <sup>th</sup> Semester
<b>Transportation Modes &amp; Business Models</b> <ul style="list-style-type: none"> <li>• Land &amp; Sea Transport</li> <li>• Aviation Transport</li> <li>• Field Studies: Infrastructure Management</li> </ul> <b>International Operations Management</b> <ul style="list-style-type: none"> <li>• Integrated Supply Chain Design</li> <li>• Sourcing &amp; Procurement</li> <li>• Logistics &amp; Production Management</li> </ul> <b>Global Environment of Logistics &amp; SCM</b> <ul style="list-style-type: none"> <li>• Digital &amp; Sustainable Supply Chains</li> <li>• Ecology &amp; Economics</li> <li>• International Transport &amp; Logistics Law</li> </ul> <b>Organizational Development in Logistics &amp; SCM</b> <ul style="list-style-type: none"> <li>• Resilient Strategy Development</li> <li>• HR &amp; Talent Management</li> <li>• Innovation &amp; Business Transformation</li> </ul> <b>Leadership Skills</b> <ul style="list-style-type: none"> <li>• Corporate Governance &amp; Business Ethics</li> <li>• Negotiation, Communication &amp; Executive Presentations</li> <li>• Cross Cultural Leadership</li> </ul>	<b>Advanced Operations Management</b> <ul style="list-style-type: none"> <li>• Process Optimization</li> <li>• Quality Management</li> <li>• Global E-Commerce Supply Chains</li> </ul> <b>Monitoring &amp; Risk Management in Logistics &amp; SCM</b> <ul style="list-style-type: none"> <li>• Cost Management &amp; Control</li> <li>• Performance Drivers &amp; Measurement</li> <li>• Operations Risk Management</li> </ul> <b>Business Analytics in Logistics &amp; SCM</b> <ul style="list-style-type: none"> <li>• Quantitative Methods &amp; Operations Research</li> <li>• Data Science &amp; Business Intelligence</li> <li>• Process Mining</li> </ul> <b>Project Work in Logistics &amp; SCM</b> <ul style="list-style-type: none"> <li>• Research Methods &amp; Scientific Working</li> <li>• Project Management &amp; Consulting Instruments</li> <li>• Consulting Project</li> </ul>	<b>Study abroad</b>	<b>Master's thesis</b>

Subject to change



# M.A. Luxury, Fashion & Sales Management

📍 Munich · Berlin

💬 English

This master's program combines **business knowledge with specific emphasis** on marketing, retailing, purchasing, and sales in the luxury and consumer goods industry. **Regular projects with brands such as PUMA, LVMH, Benefit, Prada and Carolina Herrera** provide the necessary practical relevance.

The focus of the program is on the fashion industry, but due to the luxury goods sector, the program covers a much broader range of products, from the furniture to the automotive industry. Through your expertise you will be able to **take on higher management tasks** in many segments. You will get to know the **complex value chains** as well as different **sales and action concepts**. **E-commerce** plays just as important a role as **classic retail structures**. The program is rounded off with content in marketing and brand management.

Thanks to your **lecturers from top companies** such as Cartier, Zalando, Beiersdorf, Montblanc, Hugo Boss & Co. and your own experience during your semester abroad and internship, your degree will enable you to successfully enter the luxury and consumer goods industry.



## Admission Requirements

**For the admission to the program, the following proof is required:**

- a successfully completed first study program with at least 180 ECTS points from a university or an equivalent foreign higher education institution, and
- sufficient English language skills, e.g. TOEFL (at least 80 points internet-based) or IELTS (6.0 or better)

**Please note:** When choosing the fast track, a minimum of 210 ECTS points has to be proven. Under certain circumstances, applicants whose bachelor's degree only comprises 180 ECTS points may also be admitted. For more information, please contact our student advisory service.

**In addition to the general admission requirements, the following examination results must have been achieved in the first degree program:**

- first degree in economics
- or at least 30 ECTS points in the fields of business sciences, business psychology, or media and communication studies
- compensation of missing subject-specific ECTS points by qualified work experience or internships in the fields of marketing, sales, retail, purchasing or logistics

**If you do not have a bachelor's degree in economics or your ECTS points are not sufficient, we offer a Pre-Master program (see p. 60).**



### Program Director

**Prof. Dr. Christiane Beyerhaus**

Background (in parts):

- Head of Purchasing (Central Division Manager), Douglas AG
- Head of Purchasing Department, Peek & Cloppenburg GmbH & Co. KG
- Advisory function to the Board of Management and the Executive Board, KaDeWe Group

## International Double Degree

**With the double degree you acquire a master's degree at an international partner university in addition to the ISM master's degree. At some partner universities this is even possible within the framework of an integrated foreign semester. You will receive two master's degrees in two or two and a half years.**

**Partner universities for the double degree:**

- Bond University (Australia)
- Boston University (USA)
- Edinburgh Napier University (UK)
- INSEEC (France)
- Lancaster University (UK)
- Pôle Universitaire Léonard de Vinci (France)
- Universitat Ramon Llull (Spain)

[double-degree.en.ism.de](https://double-degree.en.ism.de)

**Please note:** If you choose the Fast Track, the semester abroad is omitted. Instead, you will already write your master's thesis in the 3rd semester. An international double degree is not possible.



Amira Drira,  
ISM Student

After completing my biology bachelor, I decided on my passion – a Master in Luxury and Fashion – at ISM. Not only the new knowledge ensures continuous interest and motivation, but above all the good organization and the framework program. The study is an enrichment, both for my professional career and for my life. I have made friendships that will last a lifetime! Due to the small groups, the very good professors and the entire organization, the content is conveyed excellently. Thank you for the great time!

1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	3 <sup>rd</sup> Semester	4 <sup>th</sup> Semester
<b>Fundamentals of Luxury &amp; Fashion Management</b> <ul style="list-style-type: none"> <li>• Strategies, Markets &amp; Players</li> <li>• Consumer Behavior</li> <li>• Trademark Law &amp; Copyright</li> </ul> <b>Brand Management</b> <ul style="list-style-type: none"> <li>• Brand Identity, Value &amp; Pricing</li> <li>• Brand Architecture</li> <li>• Luxury Brand Communication, Media Planning &amp; Controlling</li> </ul> <b>Design &amp; Operations Management</b> <ul style="list-style-type: none"> <li>• Industrial &amp; Product Design</li> <li>• Luxury &amp; Fashion Buying</li> <li>• Supply Chain &amp; Operations Management</li> </ul> <b>Marketing Research</b> <ul style="list-style-type: none"> <li>• Qualitative Market Research</li> <li>• Advanced (Quantitative) Market Research</li> <li>• Marketing Analytics &amp; Data-driven Marketing</li> </ul> <b>Sales Management</b> <ul style="list-style-type: none"> <li>• Sales Performance Management</li> <li>• E-Tailing</li> <li>• Recruitment &amp; Training Strategies</li> </ul>	<b>Customer Experience Management</b> <ul style="list-style-type: none"> <li>• CRM &amp; Clienteling</li> <li>• Architecture, Interior Design &amp; Merchandising</li> <li>• Creativity, Art &amp; Luxury Event Management</li> </ul> <b>Leadership Skills</b> <ul style="list-style-type: none"> <li>• Corporate Governance &amp; Business Ethics</li> <li>• Cross Cultural Leadership</li> <li>• Negotiation, Communication &amp; Executive Presentations</li> </ul> <b>New Luxury Management</b> <ul style="list-style-type: none"> <li>• Developing New Luxury Models: Design Thinking Method</li> <li>• Digital Luxury</li> <li>• Sustainable Luxury</li> </ul> <b>Market Research Project/Case</b>	<b>Study abroad</b>	<b>Master's thesis</b>

# M.A. Entrepreneurship

📍 Cologne · Berlin

🗨 English

The M.A. Entrepreneurship qualifies you for a **career as an self-employed**. You will learn in theory and practice how to develop and implement business models. The content of the program is broadly diversified to prepare you for all challenges as an entrepreneur.

The program is especially aimed at **founders and future managers in leading positions**. Innovation management, leadership skills, financial management and legal content are taught by lecturers with practical experience. In **hands-on projects**, you will work on innovative business models and develop them from the initial business idea to the fully developed business plan.

During your studies you will also be trained in business management. Whether founding, developing or establishing a company – you will be **familiar with national and international markets** and will be able to put your company on the road to success.

💡 [master-entrepreneurship.en.ism.de](https://master-entrepreneurship.en.ism.de)

## Admission Requirements

**For the admission to the program, the following proof is required:**

- a successfully completed first study program with at least 180 ECTS points from a university or an equivalent foreign higher education institution, and
- sufficient English language skills, e.g. TOEFL (at least 80 points internet-based) or IELTS (6.0 or better)

**Please note:** When choosing the fast track, a minimum of 210 ECTS points has to be proven. Under certain circumstances, applicants whose bachelor's degree only comprises 180 ECTS points may also be admitted. For more information, please contact our student advisory service.

**In addition to the general admission requirements, the following examination results must have been achieved in the first degree program:**

- first degree in economics
- or at least 30 ECTS points in the field of business sciences

**If you do not have a bachelor's degree in economics or if your ECTS points are not sufficient, we offer a Pre-Master program (see page 60).**



**Program Director**  
**Prof. Dr. Horst Kutsch**

Background (in parts):

- Institute Director, Entrepreneurship Institute@ISM
- Head of Research Services, SABIDU
- Managing Director, KUTSCH-CONSULTING

## International Double Degree

**With the double degree you acquire a master's degree at an international partner university in addition to the ISM master's degree. At some partner universities this is even possible within the framework of an integrated foreign semester. You will receive two master's degrees in two or two and a half years.**

**Partner universities for the double degree:**

- Bond University (Australia)
- Boston University (USA)
- Edinburgh Napier University (UK)
- Lancaster University (UK)
- Universitat Ramon Llull (Spain)

[double-degree.en.ism.de](https://double-degree.en.ism.de)

**Please note:** If you choose the Fast Track, the semester abroad is omitted. Instead, you will already write your master's thesis in the 3rd semester. An international double degree is not possible.





Dominik Sechser,  
Advisory Board & Co-Founder, DrinkForFood, ISM Graduate

I realized how much fun it is to design things myself. In a large corporation, a lot of things are predefined and can't be changed. It may seem unprofessional when we sit down in the 20m² student apartment and brainstorm. But it's great that we create something out of nothing.

The content of the program is extremely valuable for me. At DrinkForFood, for example, competition law is a big topic. It was great that I could get input from my professor and ask questions instead of acquiring dangerous half-knowledge.

1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	3 <sup>rd</sup> Semester	4 <sup>th</sup> Semester
<b>Startup Project 1</b> <ul style="list-style-type: none"> <li>• From Entrepreneurial Opportunity to Business Idea</li> </ul>	<b>Startup Project 2</b> <ul style="list-style-type: none"> <li>• Developing Business Model &amp; Business Plan</li> </ul>	<b>Study abroad</b>	<b>Master's thesis</b>
<b>Innovation Competence</b> <ul style="list-style-type: none"> <li>• Innovation Management</li> <li>• Project Management</li> <li>• New Business Models &amp; Design Thinking</li> </ul>	<b>Entrepreneurship 2</b> <ul style="list-style-type: none"> <li>• Core Elements of a Business Plan</li> <li>• Corporate Entrepreneurship</li> <li>• Sustainability Entrepreneurship</li> </ul>		
<b>Law</b> <ul style="list-style-type: none"> <li>• International Business Law</li> <li>• Commercial &amp; Corporate Law</li> <li>• Trademark &amp; Competition Law</li> </ul>	<b>Growth Management</b> <ul style="list-style-type: none"> <li>• Company Growth &amp; Exit Strategy</li> <li>• Entrepreneurial Marketing &amp; Sales</li> <li>• Startups on Global Markets</li> </ul>		
<b>Entrepreneurship 1</b> <ul style="list-style-type: none"> <li>• Basics, Process &amp; Forms of Entrepreneurship</li> <li>• Digital Business Entrepreneurship</li> <li>• Business Development with Lean Startup</li> </ul>			
<b>Leadership Skills</b> <ul style="list-style-type: none"> <li>• Corporate Governance &amp; Business Ethics</li> <li>• Negotiation, Communication &amp; Executive Presentations</li> <li>• Cross Cultural Leadership</li> </ul>			
<b>Finance</b> <ul style="list-style-type: none"> <li>• Accounting</li> <li>• Controlling &amp; Integrated Business Planning</li> <li>• Startup Financing</li> </ul>			

Subject to change

# M.Sc. Business Intelligence & Data Science

📍 Dortmund · Munich · Hamburg

🗨 English

With nearly every industry undergoing digital transformation today, companies are specifically looking for experts who can **efficiently analyze large amounts of data** (Big Data) to determine patterns and trends and develop predictions.

The M.Sc. Business Intelligence & Data Science provides **comprehensive methodological skills** for sound data analysis as well as intelligent and automatic data evaluation and use. In addition to IT topics, the curriculum includes teaching units on **business analysis** as well as **practical consulting projects**.

Data scientists, system architects and business engineers are **in high demand** on the market. As a graduate, you will find creative, data-based solutions to optimize processes in the company. You can make important predictions and play a key role in achieving business goals more effectively. In this way, you will have a **major influence on the digital business models of the future**.

 [master-business-intelligence.en.ism.de](https://master-business-intelligence.en.ism.de)

## Admission Requirements

**For the admission to the program, the following proof is required:**

- a successfully completed first study program with at least 180 ECTS points from a university or an equivalent foreign higher education institution, and
- sufficient English language skills, e.g. TOEFL (at least 80 points internet-based) or IELTS (6.0 or better)

**Please note:** When choosing the fast track, a minimum of 210 ECTS points has to be proven. Under certain circumstances, applicants whose bachelor's degree only comprises 180 ECTS points may also be admitted. For more information, please contact our student advisory service.

**In addition to the general admission requirements, the following examination results must have been achieved in the first degree program:**

- at least 15 ECTS credits in the field of business (e.g. business administration, economics, business information systems, or related)
- of which or in addition at least 10 ECTS credits are in quantitative courses (e.g. mathematics, statistics, computer science, technology, market research, econometrics, or related)
- compensation of missing subject-specific ECTS points by qualified professional experience

**If you do not have a bachelor's degree in economics or if your ECTS points are not sufficient, we offer a Pre-Master program (see page 60).**



**Program Director**

**Prof. Dr. Marcus Becker**

Background (in parts):

- Senior Consultant Risk Advisory – Financial Risk, Deloitte GmbH
- Manager Traded Credit and Wholesale Analytics, HSBC Trinkaus & Burkhardt AG

## International Double Degree

**With the double degree you acquire a master's degree at an international partner university in addition to the ISM master's degree. At some partner universities this is even possible within the framework of an integrated foreign semester. You will receive two master's degrees in two or two and a half years.**

**Partner universities for the double degree:**

- Boston University (USA)
- Edinburgh Napier University (UK)
- Lancaster University (UK)

[double-degree.en.ism.de](https://double-degree.en.ism.de)

**Please note:** If you choose the Fast Track, the semester abroad is omitted. Instead, you will already write your master's thesis in the 3rd semester. An international double degree is not possible.



Erika Prokop Dayrell de Lima,  
ISM Student

I chose ISM because of its reputation in the market, which allows me to add value to my resume and prepare me in the best possible way to compete in global markets.

What I like most about the BIDS Master's program is the relevance of the topics covered in the curriculum, which are extremely current. The lecturers are experts from the business world and therefore bring an experience that corresponds to reality. In addition, the multicultural environment and excellent infrastructure allow for a high level of quality.

1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	3 <sup>rd</sup> Semester	4 <sup>th</sup> Semester
<b>Data Management</b> <ul style="list-style-type: none"> <li>• Introduction to Data Science &amp; Business Intelligence</li> <li>• Database Systems &amp; Information Integration</li> <li>• ERP Systems</li> </ul> <b>Computational Engineering</b> <ul style="list-style-type: none"> <li>• IT Management</li> <li>• Software Engineering</li> <li>• Programming</li> </ul> <b>Quantitative Methods</b> <ul style="list-style-type: none"> <li>• Linear Algebra &amp; Numerical Mathematics</li> <li>• Structure-detecting Methods</li> <li>• Structure-validating Procedures</li> </ul> <b>Leadership Skills</b> <ul style="list-style-type: none"> <li>• Corporate Governance &amp; Business Ethics</li> <li>• Cross Cultural Leadership</li> <li>• Negotiation, Communication &amp; Executive Presentations</li> </ul> <b>Digital Business Structures &amp; Processes</b> <ul style="list-style-type: none"> <li>• Theory of the Firm</li> <li>• Digital Process Management</li> <li>• Digital Value Networks &amp; Business Models</li> </ul>	<b>Business Analytics</b> <ul style="list-style-type: none"> <li>• Optimization Techniques</li> <li>• Simulation &amp; Forecasting Techniques</li> <li>• Machine Learning &amp; Artificial Intelligence Techniques</li> </ul> <b>Business Control</b> <ul style="list-style-type: none"> <li>• IT-enabled Information Systems</li> <li>• Decision Support Systems</li> <li>• Management Information Systems</li> </ul> <b>Consulting</b> <ul style="list-style-type: none"> <li>• Strategy &amp; Market</li> <li>• Innovation &amp; Design Thinking</li> <li>• Consulting Instruments</li> </ul> <b>Big Data Project</b> <ul style="list-style-type: none"> <li>• Agile Project Management</li> <li>• Scientific Methods</li> <li>• Field Project</li> </ul>	<b>Study abroad</b>	<b>Master's thesis</b>



# M.A. International Business

📍 Dortmund · Frankfurt/Main · Munich · Berlin

🗨 English

Sound business knowledge is nowadays a prerequisite for almost all professions that involve a management or leadership component. However, many bachelor's graduates still lack this business knowledge for their dream job. Whether you are an engineer, a communication scientist, or a biologist, if you have completed your **bachelor's degree in a field other than business administration**, but still want to earn a business degree, the **M.A. International Business is for you.**

The non-concurrent Master in International Business **covers the important areas of business education** such as business law, marketing, production, procurement or financial management. Combined with your first degree, you will have an **exceptional range of specific expertise** that will make you particularly attractive to employers – thus broadening your career prospects.

 [master-international-business.en.ism.de](https://master-international-business.en.ism.de)



**Program Director**

**Prof. Dr. Eyden Samunderu**

Background (in parts):

- Senior Consultant, Oliver Wyman
- Board Advisor, Aviation Partners Africa, London
- Managing Partner, AMENA Africa Ltd

## Admission Requirements

**For the admission to the program, the following proof is required:**

- a successfully completed first study program with at least 180 ECTS points from a university or an equivalent foreign higher education institution, and
- sufficient English language skills, e.g. TOEFL (at least 80 points internet-based) or IELTS (6.0 or better)

**No prior knowledge of economics is required.**



Sivani Gollapudi,  
ISM Student

As an engineer and data analyst, this program has not only made me broaden my performance horizons, but it has also helped me channel my energies and develop sustainable solutions within the given time frame.

The program has been a tremendously fulfilling experience both professionally and personally, allowing me to absorb and apply the various topics in my everyday business life and bring my experiences to the classroom.

1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	3 <sup>rd</sup> Semester	4 <sup>th</sup> Semester
<b>Principles of Business Administration</b> <ul style="list-style-type: none"> <li>• Principles of Procurement &amp; Production</li> <li>• Principles of Marketing</li> </ul> <b>Financial Reporting &amp; Taxation</b> <ul style="list-style-type: none"> <li>• Financial Reporting</li> <li>• Taxation</li> </ul> <b>Management Theory &amp; Practice</b> <ul style="list-style-type: none"> <li>• Corporate Management</li> <li>• Strategic Management</li> </ul> <b>Organizational Behavior &amp; Human Resources Management</b> <ul style="list-style-type: none"> <li>• Human Resource Management</li> <li>• Organization</li> </ul> <b>Quantitative Methods for Business</b> <ul style="list-style-type: none"> <li>• Business Mathematics</li> <li>• Statistics</li> </ul> <b>International Business</b> <ul style="list-style-type: none"> <li>• International Management</li> <li>• Intercultural Management</li> </ul>	<b>Principles of Finance</b> <ul style="list-style-type: none"> <li>• Investment Theory &amp; Finance</li> <li>• Cost Accounting</li> </ul> <b>Analysis &amp; Decision Making</b> <ul style="list-style-type: none"> <li>• Advanced Strategic Management</li> <li>• Business Development</li> <li>• International Business Game</li> </ul> <b>International Marketing</b> <ul style="list-style-type: none"> <li>• Global Marketing Management</li> <li>• Customer Relationship Marketing</li> <li>• Advanced Market Research</li> </ul> <b>The Environment of the International Enterprise</b> <ul style="list-style-type: none"> <li>• Corporate Controlling</li> <li>• International Financial Management</li> <li>• International Business Law</li> </ul> <b>Managing the International Enterprise</b> <ul style="list-style-type: none"> <li>• Innovation Management</li> <li>• Supply &amp; Process Management</li> <li>• Project Management</li> </ul>	<b>Financial Planning &amp; Rating</b> <ul style="list-style-type: none"> <li>• Business Planning &amp; Modelling</li> <li>• Rating</li> </ul> <b>Leadership Skills</b> <ul style="list-style-type: none"> <li>• Corporate Governance &amp; Business Ethics</li> <li>• Negotiation, Communication &amp; Executive Presentations</li> <li>• Leadership &amp; Change Management</li> </ul> <b>Applied Knowledge</b> <ul style="list-style-type: none"> <li>• Management &amp; Planning of Consulting Projects</li> <li>• Consulting Project</li> </ul> <b>Elective modules (2 of 3)</b> <b>International Controlling</b> <ul style="list-style-type: none"> <li>• Financial Risk Management</li> <li>• Business Planning &amp; Venture Capital</li> <li>• International Financial Reporting</li> </ul> <b>International Operations</b> <ul style="list-style-type: none"> <li>• International Operations Management</li> <li>• Global Sourcing &amp; Logistics</li> <li>• Business Modelling</li> </ul> <b>Digital Marketing</b> <ul style="list-style-type: none"> <li>• Online Marketing, Online Advertising &amp; Social Media</li> <li>• E-Marketing &amp; E-Commerce</li> <li>• Mobile Marketing</li> </ul>	<b>Master's thesis</b>





# Pre-Master

📍 Dortmund · Frankfurt/Main · Munich · Berlin  
🗨️ English

Profound business knowledge is often the prerequisite for a master's degree program in management. Yet not every interested student fulfills the admission requirements with his or her bachelor's degree.

The **compact preparatory semester** enables you to qualify for the diverse master's program at ISM. It doesn't matter in which field you have completed your bachelor's degree: **We make you fit for our management masters!**

In the **one-semester full-time** program, students with non-economics bachelor's degrees receive a sound business education at university level. The program has been **specifically tailored to the needs of prospective managers**, so that they are optimally prepared for a master's degree in business administration. In addition to the basic principles of business administration, accounting and quantitative methods, students also learn about human resource management as well as international marketing.

 [pre-master.en.ism.de](https://pre-master.en.ism.de)

## 1<sup>st</sup> Semester

### Principles of Business Administration

- Principles of Procurement & Production
- Principles of Marketing

### Financial Reporting & Taxation

- Financial Reporting
- Taxation

### Management Theory & Practice

- Corporate Management
- Strategic Management

### Organizational Behavior & HRM

- Human Resource Management
- Organization

### Quantitative Methods for Business

- Business Mathematics
- Statistics

### International Business

- International Management
- Intercultural Management

## The Pre-Master qualifies you for the following programs:

- M.Sc. International Management
- M.A. Strategic Marketing Management
- M.A. Digital Marketing
- M.Sc. Finance
- M.Sc. Psychology & Management
- M.A. Human Resources Management & Digital Transformation
- M.Sc. Business Intelligence & Data Science (case-by-case examination)
- M.A. Luxury, Fashion & Sales Management
- M.A. Entrepreneurship
- M.A. Sustainability & Business Transformation
- M.A. Management (part-time)



# MBA

📍 Full-time in Munich · Part-time in Dortmund  
🗨️ English

With the MBA General Management you can qualify for a **management position in the business world**. You will specifically expand your business and management knowledge and transfer it to professional practice.

**Theory and practice are closely intertwined** in the MBA program. Experienced lecturers from management practice and a constant exchange with numerous companies enable you to gain further practical experience and **expand your personal network**.

The MBA program is taught entirely in English and can be studied either full-time or part-time. Both programs differ only slightly.

If you choose the **part-time MBA**, your block seminars will take place once a month from Friday to Sunday in Dortmund. In addition, you will spend three one-week study modules at renowned universities in the USA, India and Hong Kong. As a **full-time MBA** student, you can apply your knowledge and skills in an international context during a stay abroad in Spain.

In addition, the MBA program offers you the advantage of being supervised by a **professional coach** during the course of your studies. You will work on your soft skills and optimize your leadership qualities.

## Coaching

The individual coaching is one of the programs greatest strengths. Each MBA student is accompanied by a professional coach who helps to enhance necessary leadership and management qualifications. The MBA coaching is divided into four phases, the results of which are recorded in a personal development log.

### Phase 1

First the coach and the student get to know each other and define their professional status through a standardized interview. This phase includes two sessions focused on identifying strengths and weaknesses plus defining development goals.

### Phase 2

The emphasis in phase 2 is on communication behavior. It is geared towards improving your communication skills and behavior – also in an intercultural context.

### Phase 3

The third phase aims to improve your team spirit and leadership skills. It includes an individual session and a full-day team seminar. In addition, you will receive career counselling.

### Phase 4

Phase 4 is mainly devoted to conflict behavior. However, the importance of a work-life balance is also discussed. In addition, a further standardized interview is used to update the professional assessment.



# MBA General Management Full-time

📍 Munich  
🗣️ English



**Program Director**  
**Prof. Dr. Silke Finken**

Background (in parts):  
• Senior Vice President Operations, DZ BANK  
• Case Team Leader, Bain & Company

## At a Glance

Standard period of study:	3 trimesters (1 year) plus thesis
Semester start:	September (Fall term)
ECTS:	90 ECTS
Visit abroad:	Spain
Tuition fees:	€23,400 incl. enrollment and thesis fees
Early Bird Discount:	€1,000 on the regular tuition fees if the contract is signed by June 15 <sup>th</sup> of the year
MBA Support Scheme:	Up to 50% reduction in tuition fees possible
Admission procedure:	Preparation and presentation of a case study, interview

 [mba-gm-full-time.en.ism.de](https://mba-gm-full-time.en.ism.de)

## Admission Requirements

**For the admission to the course of study, the following proof is required:**

- a first successful degree with 210 ECTS points from a university or an equivalent foreign higher education institution
- at least two years' professional experience after the first degree
- sufficient English language skills, e.g. TOEFL (at least 80 points internet-based) or IELTS (6.0 or better)

1 <sup>st</sup> Trimester	2 <sup>nd</sup> Trimester	3 <sup>rd</sup> Trimester	4 <sup>th</sup> Trimester
<b>Managing the Business in the International Environment</b> <ul style="list-style-type: none"><li>• Strategic Management</li><li>• Management in the Global Environment</li><li>• Managerial Economics</li></ul> <b>Internal Management</b> <ul style="list-style-type: none"><li>• Risk Management</li><li>• Crisis Management</li><li>• Change Management</li></ul> <b>Leadership Skills</b> <ul style="list-style-type: none"><li>• Cross Cultural Leadership</li><li>• Corporate Governance &amp; Business Ethics</li><li>• Negotiation, Communication &amp; Executive Presentations</li></ul>	<b>Marketing</b> <ul style="list-style-type: none"><li>• Strategic Marketing (Spain)</li><li>• Digital Marketing</li><li>• Advanced Market Research</li></ul> <b>Finance &amp; Accounting</b> <ul style="list-style-type: none"><li>• Corporate Finance</li><li>• Managerial Accounting</li><li>• Strategic Cost Management</li></ul> <b>Operations &amp; Supply Chain</b> <ul style="list-style-type: none"><li>• Global Sourcing</li><li>• Supply Chain Management</li><li>• Project Management</li></ul>	<b>Innovation</b> <ul style="list-style-type: none"><li>• Innovation Management</li><li>• New Business Models</li><li>• Design Thinking</li></ul> <b>IT-enabled Transformation</b> <ul style="list-style-type: none"><li>• Data Science &amp; Business Intelligence</li><li>• IT-enabled Information Systems</li><li>• IT Management</li></ul> <b>Entrepreneurship</b> <ul style="list-style-type: none"><li>• Entrepreneurship</li><li>• Business Planning &amp; Modelling</li><li>• Capstone Exercise</li></ul>	<b>Master's thesis</b>

# MBA General Management Part-time

📍 Dortmund  
🗣️ English

## At a Glance

Standard period of study:	4 semesters
Semester start:	March (Spring term)
ECTS:	90 ECTS
Visit abroad:	Hong Kong, India, USA
Required holidays:	31 holidays in 2 years (assumed working days are Monday to Friday)
Required attendance:	66 days in 2 years 1x monthly block seminars in Dortmund from Friday to Sunday 3 block seminars abroad from Monday to Saturday
Tuition fees:	€25,800 incl. enrollment and thesis fees
Early Bird Discount:	€1,000 on the regular tuition fees if the contract is signed by January 31 <sup>st</sup> of the year
MBA Support Scheme:	Up to 50% reduction in tuition fees possible
Admission procedure:	Preparation and presentation of a case study, interview

 [mba-gm-part-time.en.ism.de](http://mba-gm-part-time.en.ism.de)



### Program Director

**Prof. Dr. Sc. Dr. Qeis Kamran (Ph.D.)**

Background (in parts):

- Sales Director, Atlantic Richfield Co.
- Chief Operations Officer, Afghan Petroleum Company
- Chief Operations Officer, Globe Business College Munich

## Admission Requirements

**For the admission to the course of study, the following proof is required:**

- a first successful degree with 210 ECTS points from a university or an equivalent foreign higher education institution
- at least two years' professional experience after the first degree
- sufficient English language skills, e.g. TOEFL (at least 80 points internet-based) or IELTS (6.0 or better)

### 1<sup>st</sup> Semester

#### Managing the Business in the International Environment

- Strategic Management
- Managing in the Global Environment
- Managerial Economics

#### Internal Management

- Risk Management
- Crisis Management
- Change Management

#### Leadership Skills

- Cross Cultural Leadership
- Corporate Governance & Business Ethics
- Negotiation, Communication & Executive Presentations

### 2<sup>nd</sup> Semester

#### Marketing

- Strategic Marketing
- Digital Marketing
- Advanced Market Research

#### Operations & Supply Chain

- Global Sourcing
- Supply Chain Management
- Project Management

#### Current Management Trends

- Managing in Emerging Markets (India)
- Information Management & Data Science (India)
- Doing Business in China (Hong Kong)
- Strategic Sourcing (Hong Kong)

### 3<sup>rd</sup> Semester

#### Finance & Accounting

- Corporate Finance
- Managerial Accounting
- Strategic Cost Management

#### Innovation

- Innovation Management
- New Business Models
- Design Thinking

#### Entrepreneurship & Holistic Management

- Entrepreneurship
- Business Planning & Modelling

### 4<sup>th</sup> Semester

#### Entrepreneurship & Holistic Management

- Multinational Finance & Trade (USA)
- Innovative Marketing Techniques (USA)

#### Master's thesis





# PhD/DBA

The doctoral programs at ISM offer you advantages such as **individual assistance from the application to the completion of your doctorate**. The personal support from an ISM professor, our professionals and the administrative team will give you the opportunity to do a doctorate in a very practical way. You can continue your academic career at ISM and also work with one of our internationally renowned and accredited partner universities.

**ISM cooperates with the following renowned universities:**

- Bond University (Australia)
- Northumbria University (UK)
- Strathclyde Business School (UK)
- Universitat Ramon Llull (Spain)



Sascha Mull,  
PhD Student, Management  
Consultant, Next Digital Group

ISM offers me the advantage of very intensive support by my PhD supervisor, a network of academics and specialists to discuss methodologies and topics individually and of course the access to Strathclyde Business School, one of the top universities in the UK, which has the so-called „Triple Crown“ accreditation (AACSB, AMBA & EQUIS) and was recently awarded again as the leading Scottish university.

I chose ISM because the „classic“ work as scientific assistant at a university did not fit me. As I already got my bachelor's degree at ISM, I still feel very related to my Alma Mater. Beside my doctorate I now have the opportunity to represent the B.A. Tourism & Event Management at ISM Munich and gather a lot of experience as lecturer. This model – combined with my professional knowledge – is preparing me perfectly for a future position as professor.



Kim Hartmann,  
PhD Student, ISM Lecturer

# Partner Universities for Doctoral Programs



## Northumbria University, Newcastle, UK

Newcastle Business School (NBS) has an **excellent reputation for business management education** and has international **AACSB accreditation**. Research focuses primarily on interdisciplinary themes with a strong emphasis on practical application.

ISM and Northumbria University have a cooperation which allows graduates to **apply for a PhD or a DBA** program in the Faculty of Business and Law:

### Doctor of Philosophy

Duration: 3 years full-time, 5 years part-time

### Doctor of Business Administration

Duration: 2 years full-time, 3 years part-time

## Admission Requirements

**For the admission to the program, the following proof is required:**

- Excellence in academic qualifications (e.g.: minimum GPA 2.0)
- An official undergraduate degree or the equivalent
- An official master's degree in a relevant discipline
- A total of 300 ECTS (min. 60 ECTS at master's level)
- Proof of English language proficiency at min. C1 level (IELTS 6.5 or TOEFL 89 (ibt) or above)
- A research proposal at an appropriate level for doctoral study

**Applicants for the DBA program additionally should have:**

- A master's qualification in a business and management related area (or equivalent qualification with substantial work experience in a business and management discipline), which includes a substantive study of the field, personal and professional development and research training resulting in a research dissertation (equivalent to a minimum of 30 ECTS)
- A minimum of 3 years' experience of business and management practice in line with the university professional doctorate framework and/or evidence of appropriate continuous professional development

## Application Deadline

- May 15th (start in fall) or Nov 15th (start in spring)
- DBA program starts in October, PhD program can be started in October or March



## University of Strathclyde, Glasgow, UK

The University of Strathclyde Business School (SBS) is one of the few business schools in the world to be **triple accredited** (AMBA, AACSB and EQUIS). Postgraduate research is focused on the following subject areas: Accounting & Finance, Economics, Entrepreneurship, Human Resource Management, Management, Management Science and Marketing.

The cooperation between ISM and the University of Strathclyde allows graduates to **apply for a PhD or a DBA** program.

### Doctor of Philosophy

Duration: 3 years full-time, 4 to 6 years part-time

### Doctor of Business Administration

Duration: 4 years part-time

## Admission Requirements

**For the admission to the program, the following proof is required:**

- Excellence in academic qualifications (e.g.: minimum GPA 2.0)
- An official master's degree in a relevant discipline
- Proof of English language proficiency at min. C1 level (IELTS 6.5 or above)
- A research proposal at an appropriate level for doctoral study

**Applicants for the DBA program additionally should have:**

- At least 3 years of managerial experience

## Application Deadline

- At least 3 months before the preferred starting date
- Program can start anytime during the year – there are no fixed intakes



## Bond University, Gold Coast, Australia

The Bond Business School (BBS) of the Bond University is located in Queensland and has been **awarded a five-star rating for student experience**. BBS is AACSB and EQUIS accredited and **one of only four universities in Australia who are members of GMAC**. The PhD program places a major emphasis on independent inquiry, competence in research methodologies and to communicate research results.

ISM and BBS have a cooperation which allows ISM graduates to **apply for a PhD program**.

### Doctor of Philosophy

Duration: 4 years full-time

## Admission Requirements

**For the admission to the program, the following proof is required:**

- Excellence in academic qualifications (e.g.: minimum GPA 2.0)
- An official undergraduate degree or the equivalent and an official master's degree
- A total of 300 ECTS (min. 60 ECTS at master's level)
- Proof of English language proficiency at min. C1 level (IELTS 7.0 or TOEFL 600 (pbt) / 90-95 (ibt) or above)
- A research proposal at an appropriate level for doctoral study

## Application Deadline

- At least 3 months before the preferred starting date
- Program can be started in January, May and September



## Universitat Ramon Llull, Barcelona, Spain

The Universitat Ramon Llull (IQS) is prestigious for Management and Business Administration (accredited by AACSB) and **more than 110 years of teaching experience**. The university supports innovative research culture and is **listed in the "QS World University Ranking"**. Postgraduate research is focused on Corporate Finance and Consumer Behaviour.

The cooperation between ISM and the IQS (Institut Quimic de Sarria) allows graduates to **complete an international PhD program**.

### Doctor of Philosophy

Duration: 3 or 4 years full-time, 5 years part-time

## Admission Requirements

**For the admission to the program, the following proof is required:**

- Excellence in academic qualifications (e.g.: minimum GPA 2.0)
- An official undergraduate degree or the equivalent
- An official master's degree in a relevant discipline
- A total of 300 ECTS (min. 60 ECTS at master's level)
- Proof of English language proficiency at min. C1 level (IELTS 6.5 or TOEFL 90-95 (ibt) or above)
- A research proposal at an appropriate level for doctoral study

## Application Deadline

- At least 3 months before the preferred starting date
- Program can start anytime during the year – there are no fixed intakes



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# Notes

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# ISM Academic Program

## Face-to-Face Learning

### Full-time Programs

- B.Sc. International Management
- B.A. Marketing & Communications Management
- B.Sc. Finance & Management
- B.Sc. Psychology & Management
- B.A. Tourism & Event Management
- B.A. Global Brand & Fashion Management
- B.A. International Sports Management
- LL.B. Business Law
- M.Sc. International Management
- M.A. Strategic Marketing Management
- M.A. Digital Marketing
- M.Sc. Finance
- M.Sc. Psychology & Management
- M.Sc. Organizational Psychology & Human Resources Management
- M.A. Human Resources Management & Digital Transformation
- M.Sc. Business Intelligence & Data Science
- M.Sc. International Logistics & Supply Chain Management
- M.A. Luxury, Fashion & Sales Management
- M.Sc. Real Estate Management
- M.A. Entrepreneurship
- M.A. Sustainability & Business Transformation
- M.A. International Business
- Pre-Master
- MBA General Management

## Distance Learning

### Full-time Programs

- B.Sc. Betriebswirtschaft
- B.Sc. Finanzmanagement
- B.A. Marken- & Modemanagement
- B.A. Marketing & Kommunikation
- B.Sc. Wirtschaftspsychologie

### Dual Programs

- B.Sc. Betriebswirtschaft International Management
- B.A. Betriebswirtschaft Marketing & Communications
- B.Sc. Betriebswirtschaft Logistik Management
- B.A. Betriebswirtschaft Tourism & Event Management
- B.Sc. Betriebswirtschaft Retail & Commerce

### Part-time Programs

- B.A. Business Administration International Management
- B.A. Business Administration Finance
- B.A. Business Administration Sales & Brand Management
- B.A. Business Administration Logistik Management
- M.A. Management International Management
- M.A. Management Marketing, CRM & Vertrieb
- M.A. Management Finance
- M.A. Management Psychology & Management
- M.A. Management HRM & Digital Transformation
- M.A. Management Business Intelligence & Data Science
- M.A. Management Supply Chain Management & Logistics
- M.A. Management Real Estate Management
- MBA General Management

### Academic certificates at university level

- Individual courses for career development

