MBA
General Management
Full-time · Part-time
Dortmund · Munich

Dear prospective students,

We are pleased that you are interested in studying at the International School of Management (ISM). ISM is a private, state-recognized University of Applied Sciences and one of the leading business schools in Germany for more than two decades. At six locations we prepare students for management roles in both national and international companies. With the MBA program, you can specifically expand your business administration and management knowledge and create the ideal prerequisites for a leading position in business.

We cordially invite you to read more about studying at the ISM on the following pages. If there are any further questions, please feel free to contact our student advisors who will be happy to help you.

Best regards,

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.
As a computer scientist, I enjoyed excellent technical training, which I now supplement with the ISM’s MBA program. An outstanding combination of personal coaching, cultural, economic and strategic courses in small groups with overseas events have broadened my horizons and shown me as a computer scientist that leadership is more than just making binary decisions.
Cetin Akbulut, ISM MBA Student
Individual Coaching

The MBA course offers individual coaching for every student. Participants benefit from skilled and certified coaches experienced with issues facing the management world.

The individual coaching sessions are designed to help students identify their current strengths and weaknesses and to help them achieve their goals. This is supported by potential assessments and personality development in order to ensure practical relevance for students’ current professional and personal environment.

Often the coaching process is started by setting up the coachee’s own position and developing strategies how to reach own targets and objectives. The coaches frame potential career paths and help to evaluate those options. Generally, the coaches themselves or themselves decide on what particular situation to work on, for instance whether on handling of stress and time pressure or the role as leader, which some of the coachees just start to prepare for or within which they strive for more professionalism and sovereignty.

The coaches take on the role of sparring partners, and based on their long-standing HR- and coaching experience, art impulses, question critically, provide honest feedback and, if needed, help to navigate the cultural dimensions of the work sphere.

Ideally at the end, students have created their own target picture and have identified next steps towards a fulfilling professional life with a healthy work-life balance.

Procedure

The MBA coaching is divided into four phases, the results of which are recorded in a personal development log.

Phase 1
The first phase focuses on achieving a clear understanding of the student’s current professional position. This phase includes two sessions focused on identifying strengths and weaknesses and defining development goals.

Phase 2
The second phase is geared towards improving the student’s communication skills and behavior.

Phase 3
The third phase aims to improve the student’s team spirit and leadership skills and includes one individual session and a full-day team seminar. In addition, the participant receives career counseling.

Phase 4
Conflict behavior is the focus of the last phase. In addition, students participate in a new potential assessment during this phase.
To be admitted to this study program, you need a first degree of at least six semesters with 180 or 210 ECTS and a minimum of two or three years of professional experience – depending on the number of ECTS credits already gained. Furthermore, you need to prove an adequate command of the English language (TOEFL/IELTS).

Application Procedure

1. Submitting application documents
2. Interview
3. Positive or negative reply

Registrations are welcome at any time and will be considered for an intake in the next academic year, provided that sufficient places are available.

Student Advice Service

If you need further information, you can arrange a personal appointment on campus or by Skype at any time with one of our student advisors who will be happy to assist you.

What convinced me to study at the ISM was, in addition to the excellent reputation of the university, the international orientation of my MBA studies. As an integral part of the study, this allowed the students an authentic insight into the driving forces of a globalized economy. Findings that I – a chemist with a doctorate – have not experienced and that have significantly influenced my point of view on current economic developments.

Sanela Hadic, ISM MBA Student
# MBA General Management Full-time

**Munich**

## At a Glance

- 3 terms plus thesis (4 months per term)
- Semester start: Fall term (September)
- 90 ECTS
- Munich
- Spain
- 100% English
- Tuition fees: June 15 if visa is necessary
- MBA Support Scheme: Up to 50% reduction in tuition fees possible

## Program Director

- Prof. Dr. Silke Finken
  - Head of Innovation and Consulting Management, DZ BANK
  - Case Team Leader, Bain & Company

## MBA Support Scheme

- Up to 50% reduction in tuition fees possible

## Mba-gm-full-time.en.ism.de

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## Term 1

- 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

## Term 2

- Marketing
  - Strategic Marketing (Spain)
  - Digital Marketing
  - Advanced Market Research

- Finance & Accounting
  - Corporate Finance
  - Managerial Accounting
  - Strategic Cost Management

- Operations & Supply Chain
  - Global Sourcing
  - Supply Chain Management
  - Project Management & Agile Methods

## Term 3

- Innovation
  - Innovation Management
  - New Business Models
  - Design Thinking

- Current Management Trends
  - Data Science & Business Intelligence
  - IT-enabled Information Systems
  - IT Management

- Entrepreneurship & Management Case Studies
  - Entrepreneurship
  - Business Planning & Modelling
  - Business Plan Exercise

## Term 4

- Master Thesis

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## International Orientation

The MBA General Management full-time program motivates students to use their knowledge and skills in an international context through a one-week stay abroad in Spain.

![Ramon Llull University](image)

**Universitat Ramon Llull, IQS, Barcelona, Spain**

Ramon Llull University is one of the most innovative and modern universities in Spain. It comprises 11 higher education and research institutions with a long tradition and a prestigious reputation. IQS (Institut Quimic de Sarria) is one of those institutions. With more than 110 years of teaching experience, IQS distinguishes itself by focusing on answering the dynamic social, economic and industrial challenges facing today’s society.

What particularly impressed me about the program was that the lecturers and professors came from many different countries in the world. As a result, the topics of the lectures were examined from different cultural perspectives. Together with the events abroad, we were offered a special cultural added value that has broadened our professional and personal horizons.

**Her Goldhammer, Sales Manager, BENTELER Automobiltechnik GmbH, ISM Graduate**
## MBA General Management
### Part-time

**Dortmund**

### At a Glance

<table>
<thead>
<tr>
<th>Standard period of study:</th>
<th>4 terms including thesis (6 months per term)</th>
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<tbody>
<tr>
<td>Semester start:</td>
<td>Spring term (April)</td>
</tr>
<tr>
<td>ECTS:</td>
<td>90 ECTS</td>
</tr>
<tr>
<td>Campus:</td>
<td>Dortmund</td>
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<tr>
<td>Visit abroad:</td>
<td>Hong Kong, India, USA</td>
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<tr>
<td>Language:</td>
<td>100 % English</td>
</tr>
<tr>
<td>Required holidays:</td>
<td>31 holidays in 2 years (assumed working days are Monday to Friday)</td>
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<tr>
<td>Required attendance:</td>
<td>66 days in 2 years</td>
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<tr>
<td>Block seminars in Dortmund from Friday to Sunday</td>
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<tr>
<td>Block seminars abroad from Monday to Saturday</td>
<td></td>
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<tr>
<td>Deadline for application:</td>
<td>February 28</td>
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<tr>
<td>Tuition fees:</td>
<td>25,800 € including enrollment and thesis fees</td>
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<tr>
<td>Early bird discount:</td>
<td>1,000 € by booking until January 31st Up to 50 % reduction in tuition fees possible</td>
</tr>
<tr>
<td>MBA Support Scheme:</td>
<td>mba-gm-part-time.en.ism.de</td>
</tr>
</tbody>
</table>

### Program Director

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

### University of California, Riverside, USA

Established in 1937, the University of California, Riverside is one of ten universities within the prestigious University of California system. It is a major research university and national center for the humanities offering students a supportive, collegial learning environment with nationally and internationally recognized faculty.

### Hong Kong Polytechnic University, China

Established in 1937, the Hong Kong Polytechnic University (HKPolyU) enjoys a proud and illustrious history. Today, being one of the largest business schools in the Asia Pacific region, HKPolyU is internationally known for its excellence in career-oriented teaching, innovative research and unique programs. It maintains strong partnerships with business and industrial sectors and thus offers an excellent opportunity for students to learn about Asian business in action.

### Indian Institute of Management, Indore, India

The Indian Institute of Management, Indore is one of the renowned management institutes in India. It was established in 1996 in order to give an impetus to management education in central India and has become a pioneer in the field of management. It offers excellent programs for MBA aspirants as well as working professionals.

### International Orientation

The MBA General Management part-time program includes three study modules at renowned partner universities in the USA, India and Hong Kong. This ensures industry-specific knowledge is situated and embedded within an international context. Participants of the MBA program explore a variety of different work and communication styles and learn how to successfully work together to achieve their aims.

### Term 1

**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

**Marketing**
- Strategic Marketing
- Digital Marketing
- Advanced Market Research

**Operations & Supply Chain**
- Global Sourcing
- Supply Chain Management
- Project Management & Agile Methods

**Current Management Trends**
- Managing in Emerging Markets (India)
- Information Management & Data Science (India)
- Doing Business in China (China)
- Strategic Sourcing (China)

**Finance & Accounting**
- Corporate Finance
- Managerial Accounting
- Strategic Cost Management

**Innovation**
- Innovation Management
- New Business Models
- Design Thinking

**Entrepreneurship & Management Case Studies**
- Entrepreneurship
- Business Planning & Modelling

**Master Thesis**

### Term 2

**Managing in the Global Environment**
- Managerial Economics
- Entrepreneurship & Management Case Studies
- Corporate Finance (USA)
- Marketing Management (USA)

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- Managerial Economics
- Entrepreneurship & Management Case Studies
- Corporate Finance (USA)
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**Managing in the Global Environment**
- Managerial Economics
- Entrepreneurship & Management Case Studies
- Corporate Finance (USA)
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### Term 3

**Managing in the Global Environment**
- Managerial Economics
- Entrepreneurship & Management Case Studies
- Corporate Finance (USA)
- Marketing Management (USA)

**Managing in the Global Environment**
- Managerial Economics
- Entrepreneurship & Management Case Studies
- Corporate Finance (USA)
- Marketing Management (USA)

**Managing in the Global Environment**
- Managerial Economics
- Entrepreneurship & Management Case Studies
- Corporate Finance (USA)
- Marketing Management (USA)

### Term 4

**Managing in the Global Environment**
- Managerial Economics
- Entrepreneurship & Management Case Studies
- Corporate Finance (USA)
- Marketing Management (USA)

**Managing in the Global Environment**
- Managerial Economics
- Entrepreneurship & Management Case Studies
- Corporate Finance (USA)
- Marketing Management (USA)

**Managing in the Global Environment**
- Managerial Economics
- Entrepreneurship & Management Case Studies
- Corporate Finance (USA)
- Marketing Management (USA)
ISM’s Board of Trustees

To intensify the dialogue between the university and industry, the ISM has been able to recruit high-ranking representatives from international companies, associations and institutions as board members. As a student of the ISM, you benefit from the ISM’s Board of Trustees, through numerous lectures and case studies of its members, as well as by offering internships, graduate positions, and theses.

In close cooperation with the curators, 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.

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 benefit from this as well.

Experts from the Field

As an instructor on the program, I am able to transfer multi layers of leadership development and these include: How to deal with complex business situations, designing the best fit strategic actions and demonstrating leadership stamina. Overall, students will learn how to work in multi-cultural setting.

Our cooperation partners (extract)

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Building a better working world

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IBM
Evonik

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Westfalenhallen Dortmund

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Kirchhoff Gruppe

Kienbaum

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- Chief Financial Officers, Valencia Group

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- Deputy Chairman of the Supervisory Board, Metabo AG

Caroline Timmermann
- HR Execution, FLYLINE Tele Sales & Services GmbH, British Airways Group
- HR Manager, BMW AG
- Management trainer, career and salary coach, systemic coach, Timmermann Consulting GmbH

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ISM Academic Programs

Full-time programs
- B. Sc. International Management
- B. Sc. International Management English Trail
- 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. International Business
- Pre-Master
- MBA General Management

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 Finance
- M. A. Management Supply Chain Management & Logistics
- M. A. Management Marketing, CRM & Vertrieb
- M. A. Management Psychology & Management
- MBA General Management

Dual programs
- B. Sc. Betriebswirtschaft International Management
- B. A. Betriebswirtschaft Marketing & Communications
- B. Sc. Betriebswirtschaft Logistik Management

Academic certificates at university level
- Individual courses for career development

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