

International Graduate Center  
Hochschule Bremen · Germany  
City University of Applied Sciences



Full-time program

# MBA in European/Asian Management

 MASTER OF BUSINESS ADMINISTRATION  EN  FULL-TIME



## WELCOME

**Pave the way for a rewarding career and personal fulfillment."**

"This Master of Business Administration Program prepares you for senior management and leadership positions at the interface between Europe and the prospering Asian markets. Our program will help you to pave the way for a rewarding career and personal

fulfillment. If you are up to the challenge, I invite you to apply for our MBA program."

**Prof. Dr. Lars Büttner**

Program Director

MBA in European/Asian Management



## PROFILE

### Full-time MBA 100% in English

**The program is designed for engineers, IT specialists, and other non-business professionals who want to develop their management and leadership skills while gaining a global perspective with a special focus on doing business in and between Europe and Asia. The basic requirements are a first degree in a non-business-related subject and at least one year of professional experience.**

The program covers a wide range of topics, including financial data analysis, agile project management, strategic management, business ethics and sustainability, providing you with the tools you need to effectively lead teams, manage projects and make informed business decisions. In addition, you can choose a two-module specialization designed to accelerate and deepen your understanding and knowledge to help you achieve your

career goals. The elective portfolio, which is updated annually, includes world-class electives such as leadership, blockchain, social media marketing, logistics, risk management, and entrepreneurship. To gain more hands-on experience in a professional business environment, you can also do a 22-week internship in your third semester and earn an additional 30 ECTS.





## PERSPECTIVES

You will gain the skills and knowledge you need to succeed in today's fast-paced, global business environment, while developing lifelong connections with a community of like-minded professionals.

### BUSINESS EXPERTISE

Graduates are sought after for their exceptional analytical and problem-solving skills, combining technical expertise with a broad business perspective. Their broad knowledge and global awareness provide a solid foundation for independent thinking, making them valuable assets to international companies and organizations.

### LEADERSHIP

The program equips you with practical skills to

excel in cross-disciplinary environments and work effectively in global teams. It prepares you for leadership positions in all aspects of business, with a focus on internationality and intercultural competence.

### INTERNATIONAL NETWORKING

We lead you to networking opportunities and open your mind for new global perspectives – all with the goal of preparing you for leadership positions around the world.

## ADMISSION REQUIREMENTS

For admission to the program we require the following qualification and documentation:

- **Bachelor's degree in a non-business-related subject** (official transcript of previous degree)
- **A minimum of 1 year of relevant professional experience after first degree** (proof of work experience/employer's certificate)
- **Letter of motivation**
- **High English proficiency** (IELTS 6,5 or Toefl iBT min. 90)
- **All documents must be in English**
- **Sufficient financial resources for tuition fees and living costs in Bremen**

## FACULTY AND RESEARCH AT IGC

90%

SHARE OF FACULTY WITH INTERNATIONAL WORK/TEACHING EXPERIENCE

40%

OF TEACHING DELIVERED BY RE-KNOWLEDNOWN EXPERTS FROM BUSINESS PRACTICE

95%

SHARE OF FULL-TIME FACULTY WITH A PHD DEGREE

100

TOTAL NUMBER OF FACULTY

Not only in student body, but also in academic staff IGC sets great store by internationality and professional diversity: About 90% of the lecturers have international work and/or teaching experience, making an important contribution to sharpen the intercultural skills of the students.

Full-time faculty members in general hold (at least) a PhD and have a proven track record of

practical experience relevant to their respective disciplines. Thus, they are able to provide an academic perspective with first-hand managerial experiences.

Moreover, high-ranking part-time lecturers from business practice familiarize our students with different business sectors and company functions.

## KEY FACTS

Degree title:	MBA
Structure:	Full-time program
Instruction language:	English
Class size:	Approx. 25 students
Program duration:	Three semesters
Program start:	Fall

ECTS	90
Tuition fee:	15,900 Euro* + approximately 350 Euro contribution to student services per semester, including free usage of public transportation in and around Bremen and Lower Saxony, Germany

\*Reduction for full payment: A further reduction by 500 euros of the tuition fee is possible, if the remaining sum is paid in full directly after the down payment.

- ✓ Study tour to Luxembourg or other European hub
- ✓ Various field trips organized by our complimentary International Student Assistance
- ✓ Free German language courses (optional)
- ✓ German Job Seeker Visa for up to 18 months after graduation
- ✓ Great balance of theory and practice

## ALUMNI CAREER

The main field of occupation for successful graduates is at the interface between their home countries and international markets. Graduates will primarily work in jobs where a combination of technical expertise and management competency are necessary. This could be the supervision of procurement, production, sales or customer service of enterprises with international activities or within joint ventures

especially in Europe/Asia. Tasks can also evolve in product development and quality management with and/or for international customers and suppliers in the target regions of the program. As a graduate, you will also be part of a network of successful graduates holding key management and leadership positions world-wide.

## INTERNATIONAL STUDENT ASSISTANCE (ISA)

Living and studying in another country is both exciting and interesting. At the same time it means a lot of organizational and administrative work. When you come to study with us you do not need to worry about this. Our ISA service will support and advise you from the

beginning. They will pick you up when you arrive, help you in finding accommodation, support with visa procedures, opening a bank account and in addition ISA organizes for you cultural events, excursions and parties.

## CURRICULUM

### 1st semester

#### Leading & Communicating Across Cultures

- Cross-cultural communication
- Navigating cultural challenges

#### Managing & Leading People Worldwide

- Human Resource Management
- Leadership skills development
- Alignment of business strategies with CSR and HRM objectives

#### European / Asian Management I

- Challenges and opportunities of doing business in Europe and Asia
- Global economics relevant to doing business in Europe and Asia

#### Managing Technology and Global Operations

- Data and analytics for supply chain management optimization
- challenges and opportunities of digital transformation

#### Managing the Global Business Environment

- Strategic management
- Marketing
- International business law

#### Academic Writing / Master Thesis Seminar

### 2nd semester

#### European/Asian Management II

- Role of the EU and Asia in the global economy
- EU institutions and European business environment

#### Managing International Projects and Risk

- Strategies and tools for managing international projects
- Mitigating risk and ensuring project success

#### Managing Global Corporate Finance

- Financial risks in a global context
- Accounting standards for multinational companies

#### Advanced Knowledge and Skills I & II

- e. g.
- Leadership
- Blockchain
- Social Media Marketing
- Entrepreneurship

\* options updated annually

### 3rd semester

#### Master Thesis

#### Internship (optional)

- 22-week internship (also in combination with the master thesis) after completion of the first 10 modules
- If the internship is professionally relevant and includes a written scientific internship report (15-20 pages), you can obtain 30 extra ECTS credits

## ALUMNI

**Very interesting course, definitely knowledge to be used in the real world!"**

For me, studying in the MBA in European/Asian Management was the best decision in my life. During the time in the IGC I have met people from all over the world, learned different cultures and shared great moments. I believe that the lecturers we had were not just fully qualified, but often expert consultants and very experienced in their respective fields. The strong focus on case studies provided me with valuable references on best practices around the world, and the highly interactive and dynamic nature of classes offered excellent opportunities to extend my personal network. Apart from studies, IGC encouraged and provides me with a good platform and opportunities to get involved in various extra-curricular activities. Furthermore, the many company visits we had offered me a deep insight and practical knowledge and understandings of Business Management.



**Nishant Sinha**

Airbus Defence and Space GmbH, Bremen

## STUDY TOURS AND ENGAGEMENT WITH THE LOCAL INDUSTRIES

During the program, several company visits and study tours are offered, which

provide students with a deeper understanding of the framework conditions of doing business in Europe and contextualise the key management themes studied during the program.



Company visits normally include a factory or headquarters tour, followed by an engaging and informative discussion with an executive of the host company. All visits are carefully selected by IGC faculty and staff, with a focus on relevant European business trends. The study tours have prior class sessions and students can get a grade and/or earn credits. The program also includes a faculty-led study tour to one of the major centers of European policy-making and business, which will allow participants to immerse themselves in a stimulating field-learning experience, discovering cutting-edge business models and managerial tools in a thoroughly designed educational experience.



## IGC – STUDY IN THE HEART OF BREMEN

The International Graduate Center (IGC) was founded by HSB Hochschule Bremen – City University of Applied Sciences as an interdisciplinary Graduate School for Management and Leadership.

For applicants with a first university degree IGC offers several MBA and Master's degrees in the area of international and European business and management. IGC guarantees a postgraduate education which satisfies both academic and job requirements in equal measure.



STUDENTS



NATIONALITIES

### OUR PROFILE FOCUS: SUSTAINABILITY & SOCIAL RESPONSIBILITY

A strong commitment to sustainable management education and to ethical behavior in business is a key feature of IGC, with sustainability and social responsibility at the core of our value-orientation. This is reflected in our expectation of every member of the school to respect our core values, in the demands we set ourselves on resource-efficient and sustainable management, and in the design of our curricula. IGC contributes to the PRME community's mission of integrating the Sustainable Development Goals into our core curriculum and daily business functions. PRME (Principles for Responsible Management Education), initiated

by the United Nations Global Compact in 2007, aims to reshape management education for a sustainable future. With over 800 global signatories, PRME fosters a strong connection between the United Nations and higher education institutions focused on management. Guided by six key principles – Purpose, Values, Method, Research, Partnership, and Dialogue – PRME is committed to nurturing responsible decision-makers who drive sustainable development. IGC has become a member of network associations in the field of management development to further develop its profile focus and its quality system.



### CONTACT



**Dr. Mihaela Jucan**  
Program Coordinator  
T +49 (0)421 59 05-47 75  
mihaela.jucan@hs-bremen.de

**International Graduate Center  
Hochschule Bremen  
City University of Applied Sciences**  
Langemarckstraße 113,  
28199 Bremen, Germany  
eam@hs-bremen.de

→ [graduatecenter.org](http://graduatecenter.org)



### QUALITY

Hochschule Bremen has already received several prestigious awards for the quality of its international and practice-oriented teaching. Accordingly, we have committed ourselves to a high quality standard.

As a system-accredited higher education institution, Hochschule Bremen is authorized to accredit its study programs in internal procedures. The processes of internal accreditation were examined in the course of the system accreditation procedure and found to be suitable for reviewing the quality of the study programmes, taking into account the relevant external criteria.

IGC is dedicated to a practice- and application-oriented study approach, a truly international and intercultural orientation as well as an ongoing dialogue between science and business practice. With all this IGC is a reliable partner for the academic training of leadership personnel and managers.

