



**INTERNATIONAL.
INDIVIDUAL.
INSPIRING.**



TOP OF THE CLASS

Wirtschaftswoche Ranking, June 2014

The annual ranking published by the German business magazine »Wirtschaftswoche« proves that ISM has further cemented its place as a leading German university of applied sciences. This means that for more than a decade ISM has been consistently ranked among the best of the roughly 200 such universities in Germany. Moreover, ISM is the best private business school in the German state of North Rhine-Westphalia and ranked number two nationwide. Each year, Wirtschaftswoche questions HR professionals from some 7000 companies about the quality of university graduates.

Universum Student Survey, June 2015

ISM students have given their school top marks in the latest Universum Student Survey. ISM did particularly well in terms of international focus and practical relevance. More than two thirds of those surveyed felt that ISM offered the right preparation for their subsequent careers and helped them develop the practical skills employers require and demand. A decisive reason for this is also the academic staff to student ratio, which 94% of the participants rated as very good.

CHE Ranking, May 2014

ISM once again scored top marks in the ranking published by Germany's Centre for Higher Education Development (CHE). In particular the support provided while studying or working abroad and the attractiveness of available courses at partner universities were assessed as being »very good« (grade of 1.7). Roughly 94% of the students surveyed rated the cross-crediting of courses and qualifications as »good« or »very good«. There was also positive feedback on being taught in small groups, with ISM earning a grade of 1.3. Top marks were additionally achieved by ISM for the exceptional support provided by its tutors. Students appreciate above all else the opportunity to gain insights into the real business world and the skills-oriented approach to learning, and rated ISM as »very good« (grade of 1.4). Moreover, ISM students attested to the practical emphasis of the courses (grade of 1.5) and the high degree of professional relevance of the qualifications (grade of 1.7).

Trendence Barometer, July 2015

ISM students gave their university yet another set of excellent ranking results in terms of the quality of lecturers, international focus of programs and service and support. ISM is therefore regarded as one of Germany's best universities.



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Professor Dr. Ingo Böckenholt
President

Dear prospective students, dear parents:

We are delighted that you are interested in the study programs at the International School of Management (ISM) and that you would like to find out more about the courses we offer. As one of Germany's foremost business schools, we prepare talented young individuals for management tasks in national and international enterprises, delivering learning experiences which are geared to the needs of businesses.

A graduate's first step on the career ladder hinges, more than anything, on how he or she applies the knowledge and insights gained as a student. But there are other criteria, too, which graduates on today's labor market are increasingly expected to meet – such as practical experience, international exposure and social skills. These are precisely the challenges that our programs will prepare students to face. Our students possess excellent language proficiency and hands-on experience, plus they have spent at least one semester in a foreign country. Equipped with these qualifications, ISM graduates are ready to embark on a successful business career.

Service centers like the ISM's International Office and Career Center are important ports of call for students. Here, students get the support they need for their semester abroad, and help in finding the right internship and preparing a professional set of application documents. The ISM's Career Center also organizes a host of company talks every semester which offer students insights into new industries and the first opportunity to build up a relationship with potential employers.

All the ISM's study programs have a personal atmosphere. Small learning groups enable lecturers to respond to individual questions and provide targeted tuition for their students.

ISM students stay in touch with their business school long after they have graduated. The ISM's alumni association fosters a spirit of community and loyalty among graduates, and encourages interaction with current students. Former students regularly visit the ISM to attend alumni reunions or the Career Day.

You are warmly invited to read on and find out more about how studying at the ISM prepares gifted young people for a successful professional future. Experience life at the ISM first-hand by taking part in a taster course, or pay a visit to an open day or information evening. You can also arrange a personal appointment at any time with one of the ISM's student advisors, whose contact details can be found at www.en.ism.de.

Warmest regards,

A handwritten signature in blue ink, appearing to read "Böckenholt".

Prof. Dr. Ingo Böckenholt

LEARNING AND STUDYING WORLDWIDE

The ISM's intensive foreign language tuition and integrated semesters abroad equip students with a valuable set of lingual and intercultural skills. This international focus is a hallmark of all the ISM's study programs.

We take pride in the fact that the ISM's global network currently encompasses more than 170 partner universities. A huge choice from which full-time bachelor's and master's students can select a university for the time they spend abroad. Your stay at a foreign university deepens your skills and abilities in your chosen specialism while immersing you in an intercultural setting. The ISM's International Office and the partner universities abroad will help to make your international exposure an enriching and rewarding experience.

Right from your very first semester as a bachelor's student, you will receive high-quality training from native speakers in at least two business languages. You then harness these lingual abilities in everyday university and working life during your time abroad. Foreign language training is an integral part of a number of master's study programs as well. Additionally, students in all the ISM's master's programs have the opportunity to graduate with an international double degree.



Students at the Bond University in Australia

EXPERIENCE PRACTICAL TRAINING FIRST-HAND!

Studying at the ISM fully prepares you to face the challenges of the labor market. Our tuition focuses on delivering learning experiences that are tied into the practical demands of businesses.

That is why all our full-time study programs incorporate compulsory practical phases in Germany and/or further afield. All the bachelor's programs include 20 weeks of compulsory internships, at least 10 of which must be outside Germany. A 12-week internship is embedded in the ISM's master's study programs. Find the internship that is right for you by consulting the ISM's internship database, which contains reports on every single internship completed by ISM students. The ISM's Career Center is your first port of call for advice on locating and applying for an internship.

The practical orientation of the ISM's study programs also comes to the fore during day-to-day lectures, which are mostly held by practitioners with hands-on experience in the business world. Consultancy projects and case studies in cooperation with enterprises are core components of your study program. What is more, every semester you have the opportunity to attend a host of company talks at the ISM. These events offer you insights into new industries and the chance to network with businesses.



Practical seminar in a small group at the ISM Dortmund



Students at the
ISM Frankfurt/Main

COMPACT STUDY

A short study period, a wealth of practical experience, and intercultural skills acquired at universities and enterprises in Germany and abroad – these are the high standards that many businesses today expect their up-and-coming managerial talent to meet.

As a bachelor's student at the ISM you will acquire all these skills and abilities in just six semesters. If you opt for a bachelor's study program as a Global Track student, you will intensify your international experience with a second stay abroad at a partner university outside Europe in just seven semesters. Your master's course will take three semesters plus your master's thesis. This short study period owes a great deal to the ISM's well-structured and dovetailed study concept. A fixed timetable of lectures means that examinations and seminar and project papers measure your academic performance throughout your study program. Compulsory internships which you can complete outside lectures are a valuable source of hands-on practical experience.

Integrated semesters abroad embedded in the ISM's bachelor's and master's programs deliver valuable experience outside your home country and an opportunity to immerse in different cultural and business environments. All the courses you visit during your semester abroad are coordinated early on with the International Office and program representatives so that any problems surrounding their recognition, and the risk of your study period being extended as a result, are ruled out from the outset.

OPTIMUM SUPPORT

Overcrowded lecture theaters and locked office doors are not something you will find at the ISM. On the contrary, an optimum faculty-student ratio and a personal atmosphere are hallmarks of the ISM learning experience.

Small learning groups

Bachelor's students work in small groups of roughly 30. Language lessons are held for around 15 to 18 students. Groups are much the same size in our master's programs, with no more than 25 people in a single group. This means that your lecturers can respond to your individual questions, facilitate your personal development, and offer you tips and advice on finding internships or starting your career.

Interactive tuition

Studying at the ISM is a participatory and highly interactive experience. Lecturers do not just lecture – they engage with students and discuss specific subject-related problems. That is why dedication and a capacity for independent judgement are key character traits which ISM graduates possess when they embark on their professional career.

Always there to help

Lectures are not the only area in where you will experience the ISM's personal atmosphere – it is something you will find throughout the entire business school. The student affairs office, the examination office, the study program organizers, the library and the IT admin team will be happy to answer your organizational questions at any time. The International Office will ably assist you in arranging your semester abroad, while the ISM's Career Center helps you to prepare your application documents and find suitable internships and job opportunities. At the ISM, assistance means pointing out opportunities and showing the way forward. Ultimately, though, it is up to you to make the most of this support.

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Seal of approval from the German Council of Science and Humanities (Wissenschaftsrat)

The German Council of Science and Humanities is an important advisory body consisting of scientists, administrators of the federal government and the German states as well as other persons of high public standing. Institutional accreditation is a quality assurance process through that the German Council of Science and Humanities determines whether a non-state higher education institution is capable to provide teaching and

research in accordance with established scientific and academic standards. In June 2004, as first private university in North Rhine-Westphalia and second in Germany the ISM received a 10-year accreditation from the German Council of Science and Humanities. In June 2016, ISM has been awarded re-accreditation for a further period of ten years. ISM is therefore the first private business school in Germany to receive ten-year accreditation twice in succession.

INTERNATIONAL OFFICE



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BACHELOR'S PROGRAMS



International Management English Trail

Global Track, 100% English

International Management

Global Track, 30–40% English

Tourism & Event Management

Global Track, 30–40% English

Marketing & Communications Management

Global Track, 30–40% English

Finance & Management

Global Track, 30–40% English

Psychology & Management

Global Track, 30–40% English

Global Brand & Fashion Management

Global Track, 30–40% English

Business Law

Global Track, 30–40% English

BACHELOR'S PROGRAMS

AT A GLANCE

You can choose between eight bachelor's programs at six ISM campus locations. Alongside the B.Sc. International Management English Trail program, which is taught entirely in English, the ISM offers seven other bachelor's programs in which English accounts for 30-40% of the curriculum, with the rest being taught in German.

B.Sc. International Management

In addition to a comprehensive business management education, you are offered a number of elective courses that allow you to create an individually tailored curriculum based on your career goals. You learn how to filter relevant data from the flood of information available through modern information and communications technology. You also have the opportunity to participate in numerous practice-oriented projects in which you are challenged to solve real business problems and to demonstrate your ability to work in a team in a structured way. **Please read on for further details about this program (page 12).**

B.A. Tourism & Event Management

You gain a solid background in business management, supplemented by tourism-related knowledge and experience. Language and intercultural competences are just as important as the practical application of academic skills. In addition to English, you also study French or Spanish. Through numerous practice-oriented projects and case study seminars, students gain the ability to think analytically and strategically, to work in teams, and to make maximum use of new technologies.

B.A. Marketing & Communications Management

In the program Communications & Marketing you receive a broad knowledge of applied economics, as well as engaging in the study of journalism, public relations, media management and marketing. A large number of lecturers and guest speakers from the business world guarantee a practice-oriented education. In addition, ongoing co-operations with communication professionals open the door for internships during and full time jobs after the completion of the study program.

B.Sc. Finance & Management

In addition to a sound business management education, you gain financial knowledge based on the current developments in the market. In this way, the ISM is able to offer an international and practice-oriented education. This includes case study analysis and projects related to the daily work of a finance manager. In the context of these projects you solve real business problems and thereby demonstrate your ability for teamwork and structural organization.

B.Sc. Psychology & Management

As an employee, consumer, manager or consultant – business relationships are determined by people's thoughts and behavior. In addition to management know-how, those seeking to lead and motivate an international team or to fulfill the needs of customers worldwide require detailed knowledge of psychology and advisory skills. The B.Sc. Psychology & Management program addresses these needs and prepares you for careers in marketing, market research, human resources and consulting.

LL.B. Business Law

The Business Law bachelors degree course combines business and management with the study of law. There are many areas of work where companies expect staff to have advanced knowledge of both legal and business aspects. You will learn how to review and negotiate staff or customer contracts, manage commercial law issues and assess the commercial benefits of mergers. The course will also focus on cultural differences and practices. In this age of globalisation, students require an international understanding of business in order to build a successful career: At least one semester abroad is mandatory.

B.A. Global Brand & Fashion Management

As a fashion professional, it is crucial for you to position, market and sell fashion and luxury products in the global marketplace; this study program prepares you to face up to this challenge. Students receive a firm grounding in general business theory as well as industry-specific expertise ranging from production to customer-facing sales. As a graduate you will be qualified to take on managerial responsibilities in areas such as trend scouting, store management, brand management, sales and marketing.

STUDY PROGRAM

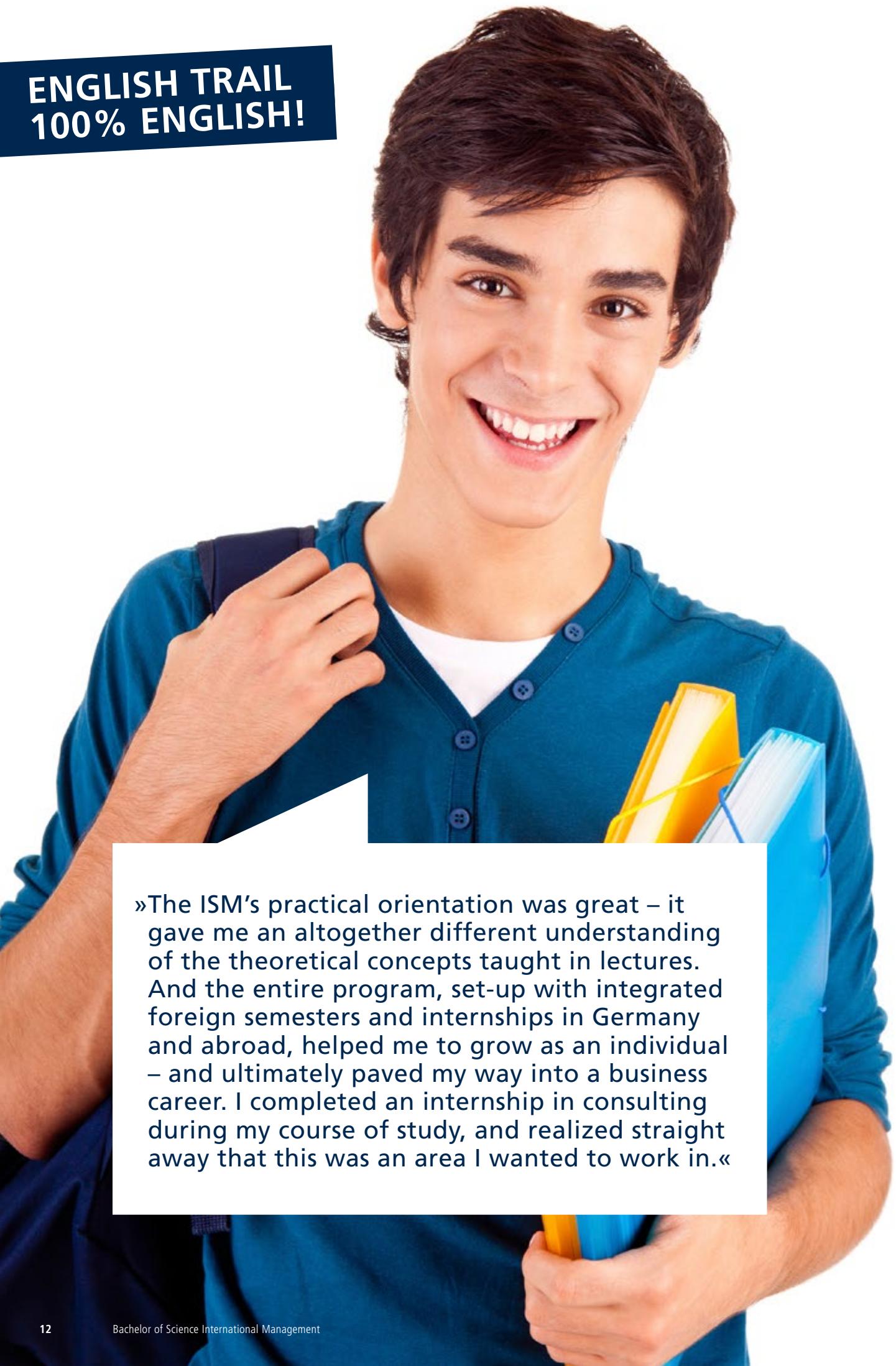


The programs of study are accredited by the Foundation for International Business Administration Accreditation (FIBAA).

Bachelor's program: 180 ECTS

Bachelor's program Global Track: 210 ECTS

ENGLISH TRAIL 100% ENGLISH!



»The ISM's practical orientation was great – it gave me an altogether different understanding of the theoretical concepts taught in lectures. And the entire program, set-up with integrated foreign semesters and internships in Germany and abroad, helped me to grow as an individual – and ultimately paved my way into a business career. I completed an internship in consulting during my course of study, and realized straight away that this was an area I wanted to work in.«

BACHELOR OF SCIENCE INTERNATIONAL MANAGEMENT

Why should I study International Management?

International skills

The B.Sc. International Management enables students to face the challenges of today's international work environment. Managers in international business are particularly challenged to be able to fulfill a wide variety of tasks. In addition to having the ability to successfully present a company in regional locations around the globe, international business managers must be qualified to lead multicultural teams. They must also have the flexibility to adapt to technological change and dynamic consumer preferences.

Preparation for an international career

The curriculum of the B.Sc. International Management has been specially designed to meet these needs. In addition to a comprehensive business management education, students are offered a number of elective courses that allow them to create an individually tailored curriculum based on their career goals. Internationality is a key focus throughout the study program. In addition to participating in foreign language courses, students attend one or two semesters abroad in order to deepen their intercultural knowledge and experience. After their six or seven semester

program, they will have mastered the ability to conduct business negotiations in English, as well as French or Spanish or German, and are familiar with the particulars of several national markets.

Practical orientation

Students of the B.Sc. International Management learn how to filter relevant data from the flood of information available through modern information and communications technology. They also have the opportunity to participate in numerous practice-oriented projects in which they are challenged to solve real business problems and to demonstrate their ability to work in a team in a structured way. Finally, within the context of compulsory internships, both in Germany and abroad, students are offered many opportunities to make professional contacts and to learn firsthand about the challenges of working internationally.

This study program is available at the ISM's Dortmund, Frankfurt/Main, Munich, Hamburg, Cologne and Stuttgart campuses.

WHO'S TEACHING?



Prof. Dr. Alex Michel

Frankfurt campus
faculty contact

Consultant, McKinsey & Company | Head of International Project Management Business Process Outsourcing, Robert Bosch GmbH



Dr. Gabriel Weber

Hamburg campus
faculty contact

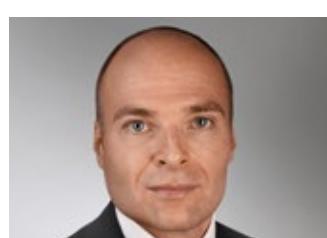
Consultant, ENT environment and management in Barcelona | Associate professor, ESSCA School of Management



Prof. Dr. Moritz Peter

Munich campus
faculty contact

Competence Center Aviation, Porsche Consulting | Finance & Procurement, Daimler AG



Prof. Dr. Heinrich H. Förster

Cologne campus
faculty contact

Turnaround and restructuring at AlixPartners | Managing director of a corporate finance subsidiary of a big four corporation | National and international management consultancy



Qeis Kamran

Program Director
Dortmund campus

Sales Manager Atlantic Richfield Co | Managing partner Kamran Service GmbH & Kamran Management GmbH | Chief Operations Officer Afghan Petroleum Company (APC) | Chief Operations Officer Globe Business College Munich (GBCM)



Prof. Dr. Dirk Steffens

Stuttgart campus
faculty contact

Scientific assistant, University of Stuttgart | Assistant lecturer, University of Applied Sciences Esslingen, DHBW Stuttgart

COURSE STRUCTURE

INTERNATIONAL MANAGEMENT

1ST SEMESTER

Business administration 1

- Introduction to business administration, procurement & production
- Marketing

Business administration 2

- Financial accounting
- Financial reporting and taxation

Mathematical basics

- Business mathematics
- Statistics 1

Business English 1

- Business Correspondence

2nd language

- Spanish 1 | French 1 | German 1

Social skills 1

- Scientific methods
- Computer applications (Excel)

Specialization

International business

- Introduction to international management
- Introduction to intercultural management
- International market selection (Case study)

2ND SEMESTER

Business administration 3

- Investment & financing
- Cost accounting

Economics 1

- Microeconomics
- Macroeconomics

Applied statistics

- Market research
- Statistics 2

Law

- Introduction in law
- Business law 1

Business English 2

- Moderation & presentation

2nd language

- Spanish 2 | French 2 | German 2

Social skills 2

- Rhetoricz

Specialization

Value chain management

- Global sourcing
- Global supply chain management
- Global supply chain optimization (Case study)

3RD SEMESTER

Business administration 4

- Human resource management
- Organization

Business administration 5

- Principles of corporate governance
- Service management

Economics 2

- Empirical economic research
- Corporate social responsibility

Law

- Business law 2

Business English 3

- Negotiation

2nd language

- Spanish 3 | French 3 | German 3

Social skills 2

- Project management

Specialization

Marketing & finance in international context

- International marketing
- Global capital markets & finance
- International marketing (Case study)

4TH SEMESTER

Semester abroad

You will spend the fourth semester of your bachelor's degree course in a country outside Germany.

Read on to find out more information.

5TH SEMESTER

Compulsory modules

General management

- Strategic management
- Leadership & motivation
- Restructuring & growth management

2nd language

- Spanish 4 | French 4 | German 4

Workshop / practical seminar

Elective modules (2 of 6)

Financial management

- Derivatives
- International financial management
- Portfolio & asset management

Supply chain management

- Supply chain management concepts
- Procurement methods
- International transport logistics

eBusiness

- E-procurement
- E-commerce
- Online marketing & social media

Business communication

- Internal communication
- Investor relations
- Global communications

6TH SEMESTER

Compulsory module

Controlling

- Strategic controlling
- Operational controlling
- Management of multinational enterprises

Elective modules (2 of 6)

International financial reporting

- IFRS 1
- IFRS 2
- Group consolidation

Corporate Structuring

- Investment management
- Refinancing & balance sheet structuring
- Mergers & acquisitions

Marketing

- Consumer behavior & applied market research
- Communication & brand management
- Marketing controlling

Consulting

- Consulting instruments
- Management & planning of consulting projects
- Consulting project in marketing or human resource management

Human resource management

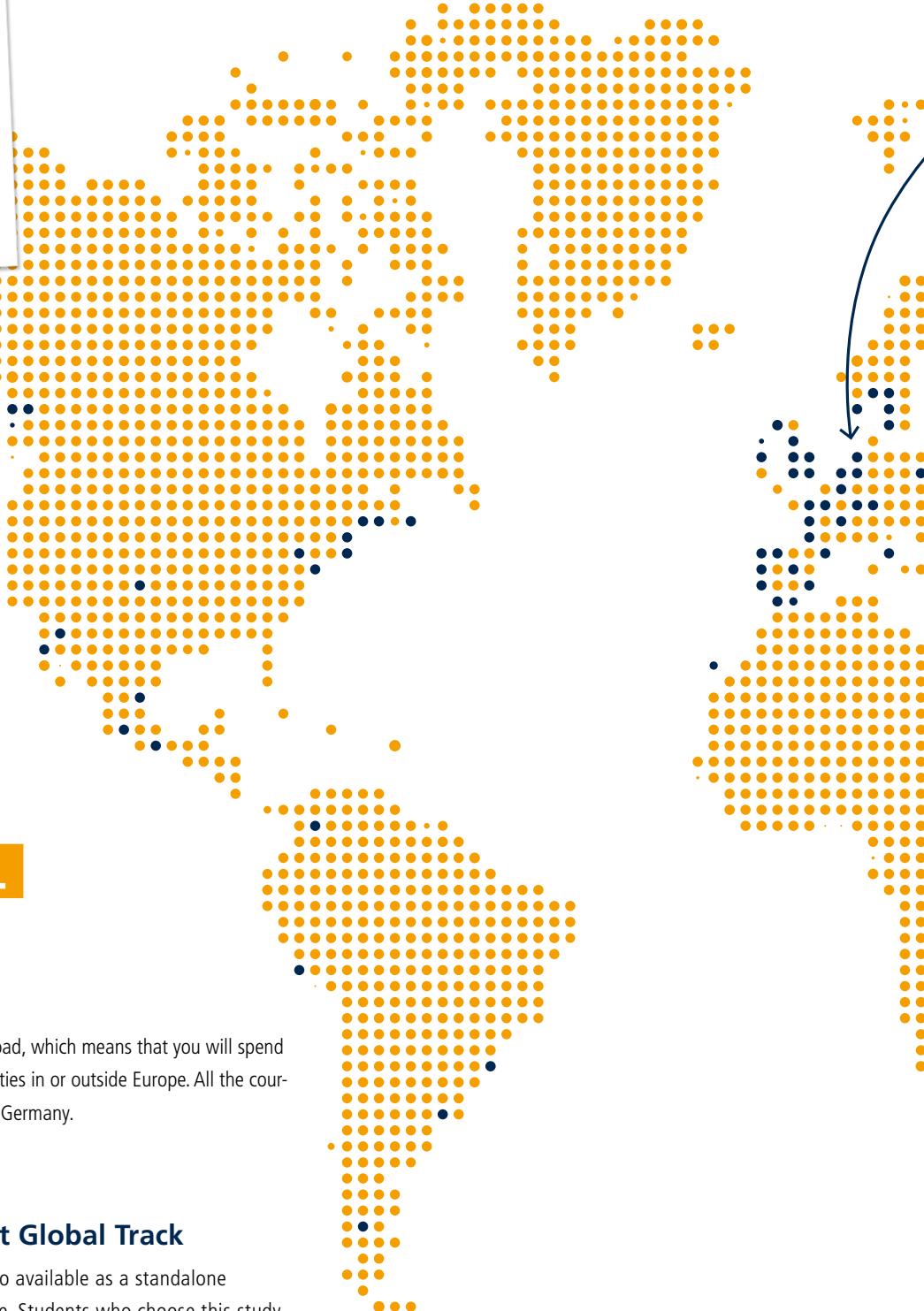
- Strategic human resource management
- Personal selection, steering & development
- Employment law

**ENGLISH TRAIL
100% ENGLISH!**



»The advisors in the International Office suggested I should go to Canada because the universities there have a great reputation. I hugely enjoyed my time at the University of Victoria. Studying at a public university was a different experience altogether, and the seaside was just 10 minutes away! It was very rewarding to interact with different cultures and see things from a different perspective.«

David Ginsberg



INTERNATIONAL EXPERIENCE

Your bachelor's study program includes a semester abroad, which means that you will spend the fourth semester at one of the ISM's partner universities in or outside Europe. All the courses you complete abroad count towards your degree in Germany.

Two semesters abroad: B.Sc. International Management Global Track

The B.Sc. International Management program is also available as a standalone B.Sc. International Management Global Track course. Students who choose this study program go abroad for two semesters.

What is more, in the B.Sc. International Management Global Track program, you can graduate with a master's degree from selected partner universities alongside your bachelor's degree from the ISM. If you choose this option, your seventh semester is not just your second spell abroad but also the final semester of your bachelor's course at the ISM and the first semester of your master's program abroad. This means you get to graduate with a bachelor's and a master's degree in roughly four and a half years.



»I found out all about the range of courses offered by De Haagse Hogeschool at the open day in The Hague. Something like 20,000 students from more than 135 different countries are enrolled there. I lived in shared accommodation where English was the only language spoken. On campus I interacted with students from different cultures every single day. This enriching experience opened me up to different cultures and made me want to find out more about them.« **Sarah Yanos**

»I was born in Greece, and after completing an one-month internship in Athens, I really wanted to go there again, this time for a little longer. I had a great deal of contact with other Erasmus students, not just from Germany but from Spain, France, Sweden and Belgium, too.« **Efthimios Tsoupis**

PARTNERS FROM ALL OVER THE WORLD*

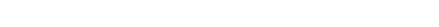
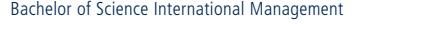
Integrated semester abroad:

Turkey: Istanbul
Spain: Madrid, Gran Canaria, Barcelona
Italy: Rome
France: Paris, Bordeaux, La Rochelle
England: London, Manchester, Oxford
Norway: Oslo
Russia: St. Petersburg, Moscow

Australia: Melbourne, Sydney
New Zealand: Auckland, Wellington
China: Hong Kong
USA: Boston, Hawaii
Canada: Québec, Montréal
Mexico: Mexico City
Peru: Lima

Visit www.international-network.en.ism.de for a complete list of the ISM's partner universities.

* subject to change



MASTER'S PROGRAMS



International Management 100% English
Finance 100% English
International Logistics & Supply Chain Management 100% English
International Business 100% English
(suitable for recent graduates without a management degree background)
Strategic Marketing Management 100% English
Psychology & Management 50% English
Organizational Psychology & Human Resources Management 50% English
Luxury, Fashion & Sales Management 100% English
Real Estate Management 50% English
Entrepreneurship & Family Business 50% English

MASTER'S PROGRAMS AT A GLANCE

You can choose between ten master's programs at six ISM campus locations. Besides the M.Sc. International Management, M.Sc. Finance, M.Sc. International Logistics & Supply Chain Management, M.A. Strategic Marketing Management, M.A. Luxury, Fashion & Sales Management and M.A. International Business study tracks, which are taught entirely in English, the ISM offers four master's programs which are taught half in English, half in German:

M.Sc. Finance

The most recent developments in the global financial and real economy underline the importance of a sound financial education in laying the groundwork for successfully managing future career challenges. The Master of Science Finance program was conceived to meet these changing demands. The goal is to qualify financial experts capable of fulfilling the responsibility and performance levels of today's financial management positions. Please read on for further details about this program (page 26).

M.Sc. International Management

Building on the knowledge gained from your earlier degree, you will acquire comprehensive professional skills and social competencies. You will receive all the professional knowledge and soft skills necessary to managing intercultural teams. The curriculum includes courses in Controlling, Financial Management, International Taxation and Law, and Marketing Management. In addition to attending lectures held in English, you take languages classes in French or Spanish. With this know-how, you will be qualified to take on middle to upper level management positions in any business area, but particularly in fields with an international dimension.

Please read on for further details about this program (page 20).

M.Sc. International Logistics & Supply Chain Management

The main focus is on transport although core areas of logistics such as supply chain management are also integrated into the program. You will be enabled to analyze strategic problems, to generate new solutions, and to successfully implement them in business practice. The program combines interdisciplinary management knowledge, interpersonal skills and a focus on industry-specific methods and concepts. This qualifies you for management positions in companies responsible for shipping, road, rail, and air transport; in infrastructure companies such as airports or harbors; and in planning and consulting companies.

Please read on for further details about this program (page 32).

M.A. International Business

This degree program is suitable for recent graduates who do not necessarily have a management degree background i.e. graduates who wish to pursue a management related discipline and seeking a deeper understanding of the world of business and management. Hence, students intending to migrate their career into management but hold a technical degree or social sciences, linguistics, then this program provides you with the fundamental tools to make that quantum leap into today's competitive global labour marketplace.

The Master of International Business (MIB) is a business degree with a global outlook. It focuses on the essential contemporary practical knowledge, skills set in core business disciplines and management techniques required to conduct business in an international setting. It provides graduates with a roadmap of understanding the complexity of international business as well as the capabilities to become effective global professionals. The program exposes you to key issues in international business management, provides insight into relevant cross cultural understanding, social, political, legal and macroeconomic conditions. With a select group of students with diverse backgrounds from around the globe, your learning will include an in-depth perspective on international business practices and opportunities in the world market place.

Please read on for further details about this program (page 48).

M.A. Strategic Marketing Management

You learn to take dynamic key issues into account and to achieve an optimal market position through qualitative and quantitative market research. Learning how to work with statistics is just as important as the ability to interpret the data. As future marketing expert, you learn to develop strategies and operational measures based on this data. In numerous hands-on projects, you deal with and solve real problems within companies. As a result, you will be able to navigate your way through a plethora of possible instruments for product, communication, price, and distribution, in order to successfully manage the challenges of new client acquisition and customer service.

Please read on for further details about this program (page 38).

M.Sc. Psychology & Management

This program offers you within the core occupational fields of business psychology (marketing, consulting, and human resources) a unique educational experience: In the first semester of the program, you will receive a broad, general introduction to applied psychology in a business context. This includes the specific knowledge necessary for analyzing data as well as the ability to clearly communicate. The second semester allows you to further specialize your research focus in preparation for your future professional careers. In addition, your personal competencies will be strengthened through detailed performance and potential evaluations and the ongoing support of the program director.

M.Sc. Organizational Psychology & Human Resources Management

The Master of Science in Organizational Psychology & Human Resources Management has been designed to meet the needs of Psychology and Business Psychology graduates. Building on the knowledge of psychology and methodology gained in the respective bachelor courses, students develop the skills they require for operative and strategic tasks in business management, HR management and consultancy services. Innovative and practice-driven solutions for current and future entrepreneurial challenges are developed at Kienbaum Institut @ ISM. You benefit not only from the opportunities for practical and scientific work experience, but also from the fact that institute projects are used to consolidate and build upon the learning that takes place during lectures and seminars.

M.A. Luxury, Fashion & Sales Management

This degree course combines business management know-how with the skills required for a successful career in marketing, trading, purchasing or selling of luxury and consumer goods. Learn about the complex value chains of such companies and various marketing concepts and trade strategies. The Masters in Sales Management will focus both on E-Commerce and traditional retail structures. The program addresses a wide range of practice-based issues, including marketing and brand management of luxury and consumer goods. The lecturers work for various companies, such as Montblanc, Hugo Boss, Procter & Gamble and Beiersdorf, and share their practical business knowledge with students.

Please read on for further details about this program (page 44).

M.Sc. Real Estate Management

The Real Estate Management masters degree course provides students with intensive specialist training in aspects of real estate law, investment & financing, mergers & acquisitions as well as real estate management and markets. Upon completing the course, students have the abilities needed to work in the industry – from project development, marketing and evaluating skills to knowledge of undeveloped real estate and property management. The masters degree course comprises a twelve-week placement as well as regular workshops. The program has been tailored to the relevant work skills of the industry in cooperation with Ernst & Young and is, therefore, characterised by a high level of practical relevance and interaction throughout.

M.A. Entrepreneurship & Family Business

The Entrepreneurship degree course is predominantly aimed at students with an entrepreneurial spirit as well as future managing directors. Growth management, leadership skills, financial management and commercial law – we make sure you are prepared for the wide ranging and challenging tasks ahead. Innovative business models are designed and developed during practical projects; from the initial business idea through to a successful business plan. An integrated semester abroad provides you with an opportunity to gain valuable international experience and to perfect your foreign language skills.

»An ISM event helped me connect with my current employer. I could not take part myself, unfortunately, but my friends were really impressed by the company. I then went ahead and applied for an internship there and was later offered a job. It is never easy to find the right internship, but without my internships my career would not have got off the ground as quickly.«



MASTER OF SCIENCE INTERNATIONAL MANAGEMENT

Why should I take an M.Sc. in International Management?

Mastering challenges

The Master in International Management aims to provide you with the skills to master the challenges of leadership in an international environment. The course offers you the opportunity to build on the knowledge you gained at undergraduate level and to develop extensive specialist expertise and social values. You will learn how intercultural teams are managed and products are marketed for international consumers.

Study in English

Foreign language lessons are an integral part of this master's course in order to prepare you for a role in an international environment. The program is taught completely in English. You can also expand your language skills to negotiation level during a semester abroad at a partner university of your choice. For non-German speaking foreign students, ISM offers German lessons as part of the Master in International Management.

Experience 'real world' business

The Master in International Management provides you with numerous opportunities to gain 'real world' business experience through integrated practical sessions. In addition to the required twelve week work placement, you will also participate in a consultancy project in close cooperation with a company which acts as the client.

Aspiring to management positions

The Master in International Management provides you with the required qualifications to occupy positions at middle and upper management level. You are subsequently able to assist in all business administration activities required in the running of a company, in particular those with an international focus.

www.master-international-management.en.ism.de

This study program is available at the ISM's Dortmund, Frankfurt/Main, Munich, Hamburg, Cologne and Stuttgart campuses.

WHO'S TEACHING?



Prof. Dr. Alex Michel

Frankfurt campus
faculty contact

Consultant, McKinsey & Company | Head of International Project Management Business Process Outsourcing, Robert Bosch GmbH



Prof. Dr. Cordelia Friesendorf

Hamburg campus
faculty contact

Economic Advisor, British High Commission | Fellow, Jean Monnet Centre for Excellence in European Integration | Head of Economics and Management, Oxford University Press



Prof. Dr. Moritz Peter
Munich campus
faculty contact

Competence Center Aviation, Porsche Consulting | Finance & Procurement, Daimler AG



Prof. Dr. Mario Büsch
Cologne campus
faculty contact

PURCHNET management consultancy for procurement & supply chain management | Managing director, CZEWO FFS GmbH | Director of procurement & transport, Pfleiderer AG



Qeis Kamran
Dortmund campus
Program Director

Sales Manager Atlantic Richfield Co | Managing partner Kamran Service GmbH & Kamran Management GmbH | Chief Operations Officer bei der Afghan Petroleum Company (APC) | Chief Operations Officer Globe Business College Munich (GBCM)



Prof. Dr. Dirk Steffens
Stuttgart campus
faculty contact

Scientific assistant, University of Stuttgart | Assistant lecturer, University of Applied Sciences Esslingen, DHBW Stuttgart

COURSE STRUCTURE INTERNATIONAL MANAGEMENT

1ST SEMESTER

The Environment of the International Enterprise

- Corporate Controlling
- International Business Law
- International Financial Management

Managing the International Enterprise

- Innovation Management
- Supply & Process Management
- Project Management

Analysis & Decision-Making

- Advanced Strategic Management
- Business Development
- International Business Game

International Marketing

- Global Marketing Management
- Customer Relationship Marketing
- Advanced Market Research

2ND SEMESTER

Compulsory modules

Applied knowledge

- Consulting Project
- Management & Planning of Consulting Projects

Financial Planning & Rating

- Business Planning & Modelling
- Rating

Leadership Skills

- Corporate Governance & Business Ethics
- Negotiation, Communication & Executive Presentations
- Leadership & Change Management

Elective modules (2 of 3)

Digital Marketing

- Online Marketing,
- Online Advertising & Social Media
- E-Marketing & E-Commerce
- Mobile Marketing

International Operations

- International Operations Management
- Global Sourcing & Logistics
- Business Modelling

International Controlling

- Financial Risk Management
- Business Planning & Venture Capital
- International Financial Reporting

3RD SEMESTER

Semester abroad

Read on to find out more information..

Admissions requirements

If you wish to enroll, you will need to prove that you have:

- successfully completed a bachelor's degree with at least 180 ECTS points, or
- studied an equivalent degree at a higher education institution or an equivalent foreign higher education institution, and
- submitted your application documents, and
- taken part in a multi-level admissions test (written and oral).

You must have at least 40 ECTS points for examinations in business or economics-related subjects.

You can sign up for the admissions test online or in writing. The registration form and admissions test dates can be found here: www.master-international-management.en.ism.de.

DOUBLE DEGREE

Having an international double degree under your belt will particularly improve your career prospects among multinational enterprises. If you decide to take a double degree, you will graduate with a German master's degree from the ISM plus a master's qualification from an international partner university.

Double degrees in the M.Sc. International Management program are available at the following universities:

Lancaster University, Great Britain
Possible degree*: M.Sc. International Business



Griffith College, Ireland, Possible degree*: M.Sc. International Business



Bond University, Australia, Possible degree*: Master of Business



INSEEC, France, Possible degree*: Grade de Master



East China University of Science & Technology, China,
Possible degree*: Master in International Business



University of the Sunshine Coast, Australia, Possible degree*: Master of International Business Management



Edinburgh Napier University, Great Britain
Possible degree*: M.Sc. Management

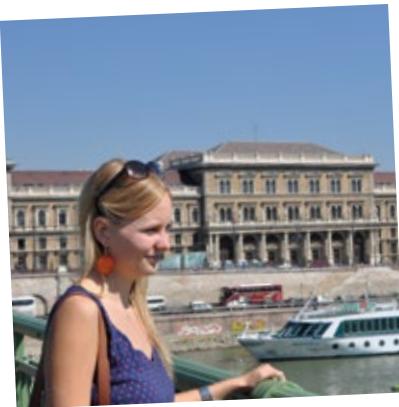


Groupe Sup de Co La Rochelle, France, Possible degree*: Grade de Master

Boston University, USA, Possible degree*: M.Sc. Administrative Studies



*Please visit www.double-degree.en.ism.de for a list of all the degrees you can take as part of the double degree program.



»Whether you live in Buda or Pest, this amazing city offers for students a perfect stay abroad: the old university at the Danube enjoys an excellent reputation and classes are held in small groups with people from all over the world. The city has a tremendously rich culture and because of its beautiful, historical buildings, cafés, pubs and restaurants it is called 'Paris of the East'. Studying there was a great experience that will last forever.«

Carolin Wiedemann



INTERNATIONAL EXPERIENCE

You will spend your third semester at an ISM partner university either in Europe or further afield. Your semester abroad is embedded in your course structure and is an integral component of your ISM study program. Indeed, all your courses and examinations abroad count towards your overall grade. If you need assistance in choosing and enrolling in a partner university, the International Office will be glad to help.



»Boston University's reputation is second to none. That was what ultimately won me over. I would enjoy working in America sometime, so the months I have spent here are an ideal taster for life in the States. There are two things I really like about Boston – the international flavor of the courses, and the typical American spirit you experience here, especially when you watch the sports teams, the Terriers.«

Michael Schmitt

»My stay at Kyung Hee University in South Korea was very rewarding, but I did need a little time to adjust to the new environment. Also, Koreans are rather shy to begin with, so it took a while to make friends. But I got along very well in the end.«

Jasmin Mertens



PARTNERS FROM ALL OVER THE WORLD*

Argentina: Buenos Aires
China: Peking, Beijing, Shenzhen, Shanghai
Mexico: Monterrey
USA: Boston, Colorado Springs
South Africa: Bellville
Australia: Brisbane, Gold Coast, Melbourne, Sydney
Norway: Kristiansand, Oslo
New Zealand: Auckland
USA: Boston, Colorado Springs, Honolulu, Orono, New York, Irvine

France: La Rochelle, Marseille, Paris
Great Britain: Edinburgh, Gloucestershire, Lancaster, Oxford
VAE: Dubai
Southkorea: Suwon/Seoul
Peru: Lima
Poland: Warschau
Spain: Granada
Marokko: Casablanca
Ungary: Budapest
Mexiko: Guadalajara

Visit www.international-network.en.ism.de for a complete list of the ISM's partner universities.

* subject to change



»The Master's of Finance is a particularly multi-faceted course. Besides international financial management, I also learned a great deal about tax, law, financial control and auditing. What I liked most of all was the blend of theory and hands-on practical experience, and the international exposure the course gave me.«

MASTER OF SCIENCE

FINANCE

Why should I take an M.Sc in Finance?

Focus: Finance management

If you wish to excel in finance management, the Master in Finance offers the ideal pathway. Furthermore, you will broaden your knowledge of tax, law, accounting and rating procedures. The Master in Finance enables you to take the basic knowledge you gained at undergraduate level to the next level during three semesters, followed by the master's thesis.

Regional variations in finance

Internationality is a key element of the Master in Finance program, which is taught completely in English. An integrated semester abroad allows you to become familiar with regional variations in international financial markets, while at the same time enhancing your general and specialist foreign language skills. Moreover, the Master's in Finance offers you the opportunity to take an international double degree.

High practical content

To ensure the best possible start to your career, the Master in Finance program has a high practical content. Numerous projects illustrate how theoretical knowledge is actually applied in practical situations within companies and allow you to present the results in small teams. Furthermore, during the master's course you will be required to complete a certain number of work placement weeks in a company.

Solid financial education

The Master in Finance trains you to be a financial expert and manager who has the discipline skills to move directly into responsible management positions. www.master-finance.en.ism.de

This study program is available at the ISM's Dortmund, Munich and Frankfurt campuses.

WHO'S TEACHING?



Prof. Dr. Ernst Fahling
Dortmund and Frankfurt
campus, Program Director

General Representative of a private bank |
Director of Group Treasury Daimler AG |
Various finance-related positions, i.e. assistant treasurer, Ford Corporation



Prof. Dr. Matthias Meitner
Munich campus
faculty contact

Investment Manager, Allianz Global Investors Europe | International Financemanagement, Zentrum für europäische Wirtschaftsforschung | Chartered Financial Analyst

COURSE STRUCTURE

MASTER OF SCIENCE FINANCE

1ST SEMESTER

Finance management

- Asset management
- Liability management
- Institutional finance management

Financial theory

- Capital market theory
- Derivatives
- Option pricing theory

Law

- Corporate law
- International business law

Quantitative finance

- Financial mathematics
- Investment & financing
- Statistics & financial modelling

2ND SEMESTER

Compulsory modules

Financial engineering

- Alternative investments
- Financial market products
- Financial risk management

Financial Planning & rating

- Business planning & modelling
- Rating

Operational management

- Investmentbanking
- Commodity portfolio management
- Real estate management

Elective modules (1 of 2)

Accounting

- IFRS I
- IFRS II
- Auditing

Controlling

- Value-based business management
- Corporate & participations controlling
- Risk management & controlling

3RD SEMESTER

Semester abroad

Read on to find out more information.

Admissions requirements

If you wish to enroll, you will need to prove that you have:

- successfully completed a bachelor's degree with at least 180 ECTS points, or
- studied an equivalent degree at a higher education institution or an equivalent foreign higher education institution, and
- submitted your application documents, and
- taken part in a multi-level admissions test (written and oral).

You should normally already have a degree in a business or economics-related subject. If you graduated in another predominantly business-related subject, your application can be assessed on a case-by-case basis.

You can sign up for the admissions test online or in writing. The registration form and admissions test dates can be found at www.master-finance.en.ism.de.

DOUBLE DEGREE

Having an international double degree under your belt will particularly improve your career prospects among multinational enterprises. If you decide to take a double degree, you will graduate with a German master's degree from the ISM plus a master's qualification from an international partner university.

Double degrees in the M.Sc. Finance program are available at the following universities:

Groupe Sup de Co La Rochelle, France, Possible degree*: Grade de Master



INSEEC, France, Possible degree*: Grade de Master



East China University of Science & Technology, China, Possible degree*: e.g. Master in International Business



Lancaster University, Great Britain, Possible degree*: e.g. M.Sc. International Business or M.Sc. Project Management



Edinburgh Napier University, Great Britain, Possible degree*: M.Sc. Management

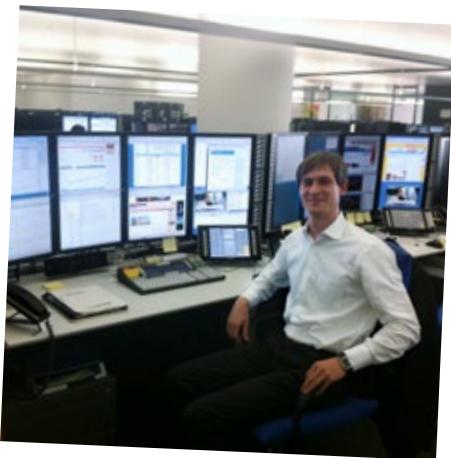


Boston University, USA, Possible degree*: e.g. M.Sc. Banking & Financial Service Management



*Please visit www.double-degree.en.ism.de for a list of all the degrees you can take as part of the double degree program.

Bond University, Australia, Possible degree*: e.g. M.Sc. Finance



»Lancaster University is a highly respected institution. In my Finance Master's it came 28th worldwide in the latest Financial Times Ranking. And for every place in the M.Sc. Finance course, there are more than 200 applicants. I came here to perfect my English skills and also get an international master's degree – and where better to do that than at Lancaster University, and in a course with students from more than 30 countries worldwide. The entire campus is home to students from no less than 100 different countries.«

Christian Weber

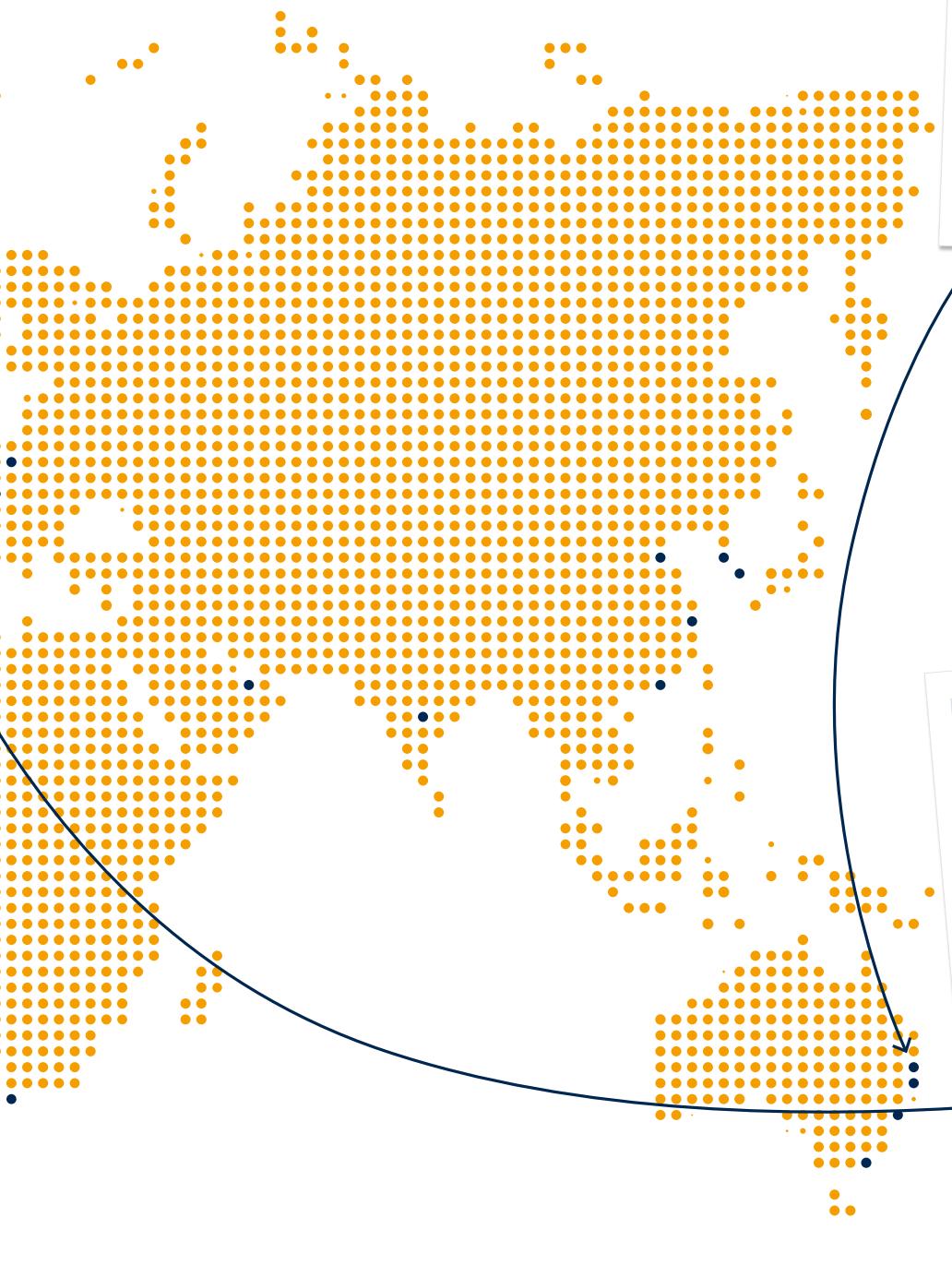


INTERNATIONAL EXPERIENCE

You will spend your third semester at an ISM partner university either in Europe or further afield. Your semester abroad is embedded in your course structure and is an integral component of your ISM study program. Indeed, all your courses and examinations abroad count towards your overall grade. If you need assistance in choosing and enrolling in a partner university, the International Office will be glad to help.

»Bond University has the most impressive and beautiful campus I have ever seen. The facilities and equipment are very modern. In addition, the area around Bond (Gold Coast) is amazing. Beautiful beaches, great country sides and nice districts. My main objectives in my study abroad were to improve my English proficiency and to meet students with different cultural backgrounds. These expectations were definitely met. Now I have friends all over the world and got much more exposure and access to other cultures.«

Bernd Dickmeis



»My main objective in my semester abroad was to improve my foreign language proficiency. Studying in Oxford means immersing in a picturesque historic university setting. Oxford Brookes University ranks among the foremost modern universities, with three campuses across the town.«

Jonas Beck

PARTNERS FROM ALL OVER THE WORLD*

China: Peking, Shenzhen/Hongkong

South Korea: Suwon

Australia: Gold Coast, Melbourne, Brisbane

New Zealand: Auckland

Hungary: Budapest

France: La Rochelle, Paris, Sophia Antipolis

Great Britain: Edinburgh, Lancaster, Oxford

USA: Boston, Honolulu, Riverside

Visit www.international-network.en.ism.de for a complete list of the ISM's partner universities.

* subject to change



»What I enjoyed most about the Transport & Logistics courses was the practical focus of the lectures, and the fascinating talks held by practitioners from different companies. There are also a host of international partner universities to choose from, and the lecturers are always there to help. The study program ideally blends practical exposure, theoretical knowledge and an international outlook.«

MASTER OF SCIENCE

INTERNATIONAL LOGISTICS &

SUPPLY CHAIN MANAGEMENT

Why should I take an M.Sc. in International Logistics & Supply Chain Management?

Logistical expertise

The central feature of the Master in Logistics is its blend of core business management concepts and principles with the essential skills for logistics and transport management. It ensures you have the best possible training to analyse strategic and operational problems and to develop solution concepts for successful application in your subsequent management role.

International focus

The master's course can be undertaken completely in English. Besides the required semester abroad, you also have the opportunity to take a double degree.

Practical experience for practical application

The essential theoretical knowledge gained during the Master in Logistics can be applied directly in practical situations. You benefit in numerous ways from our outstanding logistics network: On the one hand, our lecturers work for some of the largest and most reputable logistics and

consulting firms. And on the other hand, ISM is fully committed to the »House of Logistics & Mobility«, the international research centre for sustainable logistics and mobility. This network, which provides a platform for numerous logistics and transport companies, offers you direct access to practical projects and industry experts. Furthermore, the Master in Logistics includes a twelve week work placement.

Wide range of perspectives

Graduates with a completed Master in Logistics are qualified for management roles in companies in the logistics sector and the road, rail, air and sea transport environment, in infrastructure businesses, such as airports or seaports, and in planning and consulting firms.

www.master-international-logistics.en.ism.de

This study program is available at the ISM Frankfurt/Main campus.

WHO'S TEACHING?



Prof. Dr. Michael Benz

Frankfurt campus

Program Director

Institute SCM @ ISM | Industry-expert und consultant Supply Chain | Management and process enhancement, Teradata GmbH, Frankfurt am Main

COURSE STRUCTURE INTERNATIONAL LOGISTICS & SUPPLY CHAIN MANAGEMENT

1ST SEMESTER

Transportation basics

- Land & sea transport: business modes & models
- Aviation: business modes & models
- Infrastructure management

General management in transport and logistics

- Strategic management
- Management methods & human resources management
- Institutions & organization

Process management in transport & logistics

- Process management
- Key processes in logistics
- Quality management

Leadership skills

- Corporate governance & business ethics
- Cross cultural leadership
- Negotiation, communication & executive presentation

2ND SEMESTER

Finance & risk management

in logistics & SCM

- Controlling & managerial accounting
- Financial analysis & planning
- Risk management

Advanced transport & logistics management

- Forecasting, capacity planning & network management
- Yield management & pricing
- Marketing & CRM in transportation & logistics

International business in logistics & SCM

- International law, transport policy & lobbying
- Supply chain management
- Ecology & sustainability

Methodologies in logistics & SCM

- Quantitative methods & operations research
- Big Data analysis & decision support systems
- Economics & scientific working

Consulting projects

- Logistics & SCM: Trends & business challenges

3RD SEMESTER

Semester abroad

Read on to find out more information.

Admissions requirements

If you wish to enroll, you will need to prove that you have:

- successfully completed a bachelor's degree with at least 180 ECTS points, or
- studied an equivalent degree at a higher education institution or an equivalent foreign higher education institution, and
- submitted your application documents, and
- taken part in a multi-level admissions test (written and oral).

You must have previously taken examinations in one of the following subjects:

- Business studies and/or economics with at least 60 ECTS points
- Logistics systems and/or transportation with at least 40 ECTS points
- Information systems with at least 40 ECTS points
- Mathematics and/or statistics with at least 40 ECTS points
- Geography with at least 40 ECTS points

You can sign up for the admissions test online or in writing. The registration form and admissions test dates can be found at www.master-international-logistics.en.ism.de.

DOUBLE DEGREE

Having an international double degree under your belt will particularly improve your career prospects among multinational enterprises. If you decide to take a double degree, you will graduate with a German master's degree from the ISM plus a master's qualification from an international partner university.

Double degrees in the M.Sc. International Logistics & Supply Chain Management program are available at the following universities:



Boston University, USA, Possible degree*: M.Sc. Administrative Studies



Ecole de Management de Normandie, France, Possible degree*: M.Sc.
Supply Chain Management

Lancaster University, Great Britain, Possible degree*: M.Sc. Logistics & Supply Chain Management



University of the Sunshine Coast, Australia, Möglicher Possible degree*: Master of International Business Management



*Please visit www.double-degree.en.ism.de for a list of all the degrees you can take as part of the double degree program.

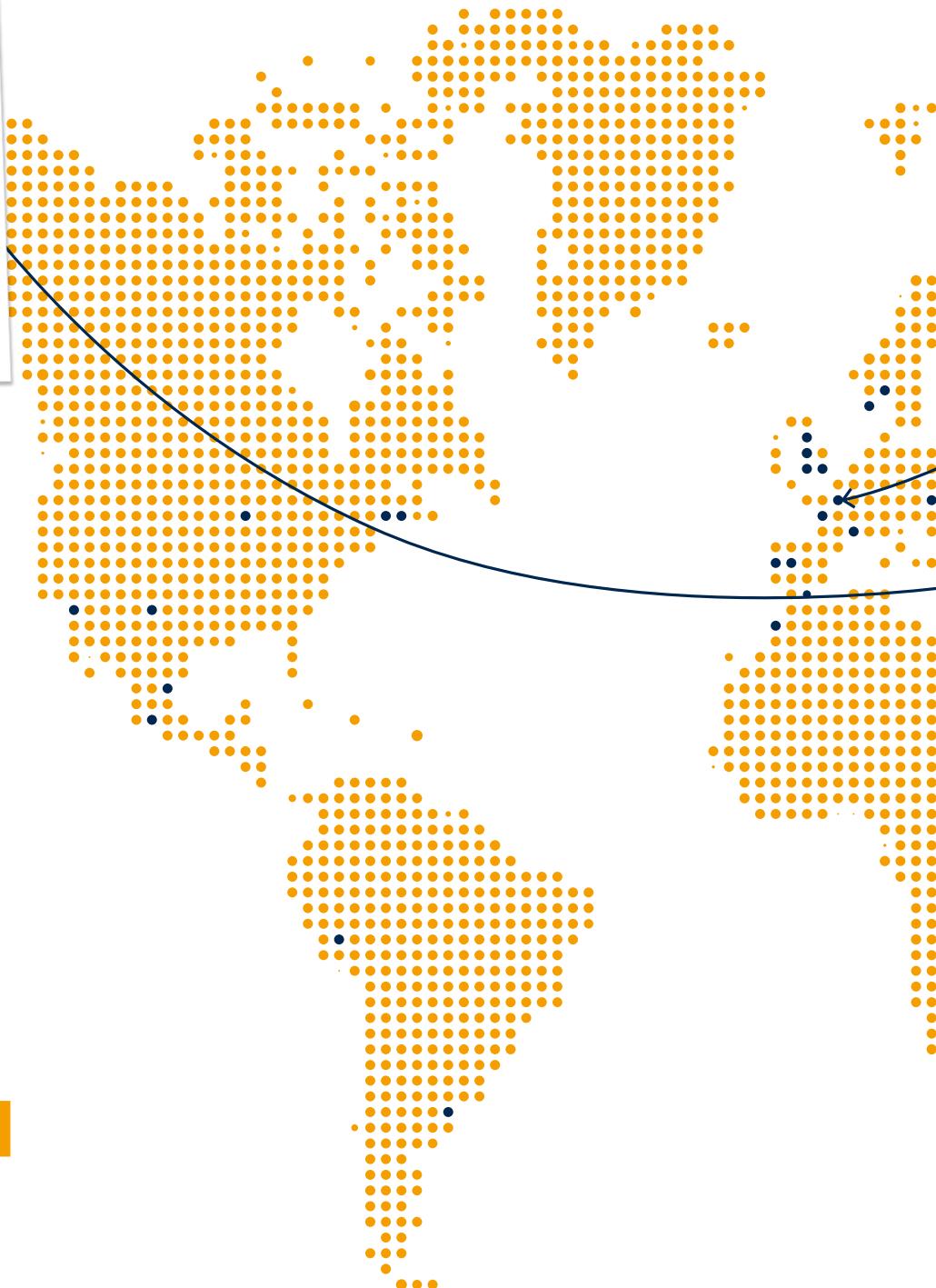


»I truly enjoyed my study period at Dokuz Eylül. The cultural differences, especially in the beginning, were extreme, but very instructive for an international course program. I experienced Turkey as a very hospitable country. Also, the university was always concerned about our well-being. Particularly for my study program in Transport & Logistics Izmir was amazing. The huge container harbor and the maritime subjects provide the opportunity to deepen the knowledge of maritime transport and to work on and understand future global challenges.«

Karolin Langkamp

»I chose the Normandy Business School because the courses offered there dovetailed so well with my first two semesters at the ISM. Maritime logistics was one of the focal points of the subject I was studying, Logistics. It was a match made in heaven because that is where I think my professional future lies.«

Cordula Voß



INTERNATIONAL EXPERIENCE

You will spend your third semester at an ISM partner university either in Europe or further afield. Your semester abroad is embedded in your course structure and is an integral component of your ISM study program. Indeed, all your courses and examinations abroad count towards your overall grade. If you need assistance in choosing and enrolling in a partner university, the International Office will be glad to help.



PARTNERS FROM ALL OVER THE WORLD*

Argentinien: Buenos Aires
 Canada: Quebec
 Hungary: Budapest
 Southafrica: Stellenbosch
 Peru: Lima
 Norway: Vestfold
 Australia: Gold Coast, Melbourne

New Zealand: Auckland
 China: Hong Kong, Shenzhen
 Turkey: Izmir
 France: Le Havre, Caen, Marseille
 England: London, Lancaster
 USA: Boston, Long Beach, Irvine

Visit www.international-network.en.ism.de for a complete list of the ISM's partner universities.
 * subject to change



»I acquired a unique set of skills for my future career through a work placement. The company subsequently offered me a job, but I wanted to complete my master's course first. I stayed in contact with the internship adviser and accepted the company's offer of employment after graduating.«

MASTER OF ARTS

STRATEGIC MARKETING MANAGEMENT

Why should I take an M.A. in Strategic Marketing Management?

Becoming a qualified marketing expert

During the M.A. degree course you will learn to analyse dynamic relationships and to determine promising market positions through qualitative and quantitative market research. In this Marketing Masters program, proper use of statistics is just as important as the skills to interpret this data and assess its significance for future planning decisions. This data is the basis from which students learn how to design robust marketing strategies and devise operational measures to overcome marketing challenges. You therefore gain the necessary work experience to qualify as a marketing and brand expert.

Country-specific marketing instruments

Internationality is a keyword in the Marketing Masters course: You will spend one semester abroad discovering country-specific marketing instruments and enhancing your foreign language skills. You additionally have the opportunity to gain an international double degree.

Emphasising theoretical knowledge in a practical environment

During the Marketing Masters course you are encouraged to use your theoretical knowledge in a practical way. This includes practice-based events and an extensive market research project that demands the skills to analyse and solve business problems. Furthermore, the Masters in Marketing requires you to undertake a twelve-week placement in a business setting.

Successful brand management

Graduates from this specialist course can gain a career in marketing, PR, product management, brand management or consultancy. You will have the required skills and ability to realise successful brand management in various markets, even when dealing with a number of possible product, communication, price and distribution instruments.

This study program is available at the ISM Munich campus.

WHO'S TEACHING?



Prof. Dr. Klaus Mühlbäck

Munich campus

Program Director

Strategic Director, Gummiwerk Kraiburg Austria, Geretsberg (Austria) | Head of international Sales & Marketing, Rösler-Gruppe Verwaltungs GmbH | Project leader Goodway Rubber Industries SDN BHD, Nilai (Malay)

COURSE STRUCTURE

MASTER OF ARTS STRATEGIC MARKETING MANAGEMENT

1ST SEMESTER

Marketing Research

- Consumer Behaviour
- Advanced Market Research
- Applied Statistics

Strategic Management

- Strategic & Corporate Management
- Brand Management
- Marketing Context

Strategic Marketing

- Marketing Strategies
- Marketing Planning
- Marketing Coordination

Relationship Marketing

- Services Marketing & Service Quality
- Customer Relationship Marketing
- Internal Marketing & Behavioral Branding

2ND SEMESTER

Compulsory modules

Managing Skills

- Leadership & Change Management
- Business Ethics
- Intercultural Communication & Negotiation

Classic Communications

- Above-the-Line-Communication
- Media Planning
- Integrated Communication

Market Research Project, Elective modules:

Digital Marketing

- Online Marketing, Online Advertising & Social

Media

- E-Marketing & E-Commerce
- Mobile Marketing

Sales Marketing

- Price Management
- Direct Marketing
- Sales Promotion

Public & Publicity Communications

- Event Marketing & Sponsoring
- Product Placement & Branded Entertainment
- Public Relations

3RD SEMESTER

Semester abroad

Read on to find out more information.

Admissions requirements

If you wish to enroll, you will need to prove that you have:

- successfully completed a bachelor's degree with at least 180 ECTS points, or
- studied an equivalent degree at a higher education institution or an equivalent foreign higher education institution, and
- submitted your application documents, and
- taken part in a multi-level admissions test(written and oral).

You must have previously taken examinations in one of the following subjects:

- Business studies and/or economics with at least 40 ECTS points
- Communications- and/or media studies with at least 40 ECTS points
- Social sciences and/or psychology with at least 40 ECTS points

You can sign up for the admissions test online or in writing. The registration form and admissions test dates can be found at www.master-marketing.en.ism.de

DOUBLE DEGREE

Having an international double degree under your belt will particularly improve your career prospects among multinational enterprises.

If you decide to take a double degree, you will graduate with a German master's degree from the ISM plus a master's qualification from an international partner university.

Double degrees in the M.A. Strategic Marketing Management program are available at the following universities:



University of the Sunshine Coast, Australia, Möglicher Possible degree*: Master of International Business Management



INSEEC, France, Possible degree: * Diplôme INSEEC / Grade de Master



Edinburgh Napier University, Great Britain, Possible degree: * Master of Science in Management



Groupe Sup de Co La Rochelle, France, Possible degree: * Grade de Master

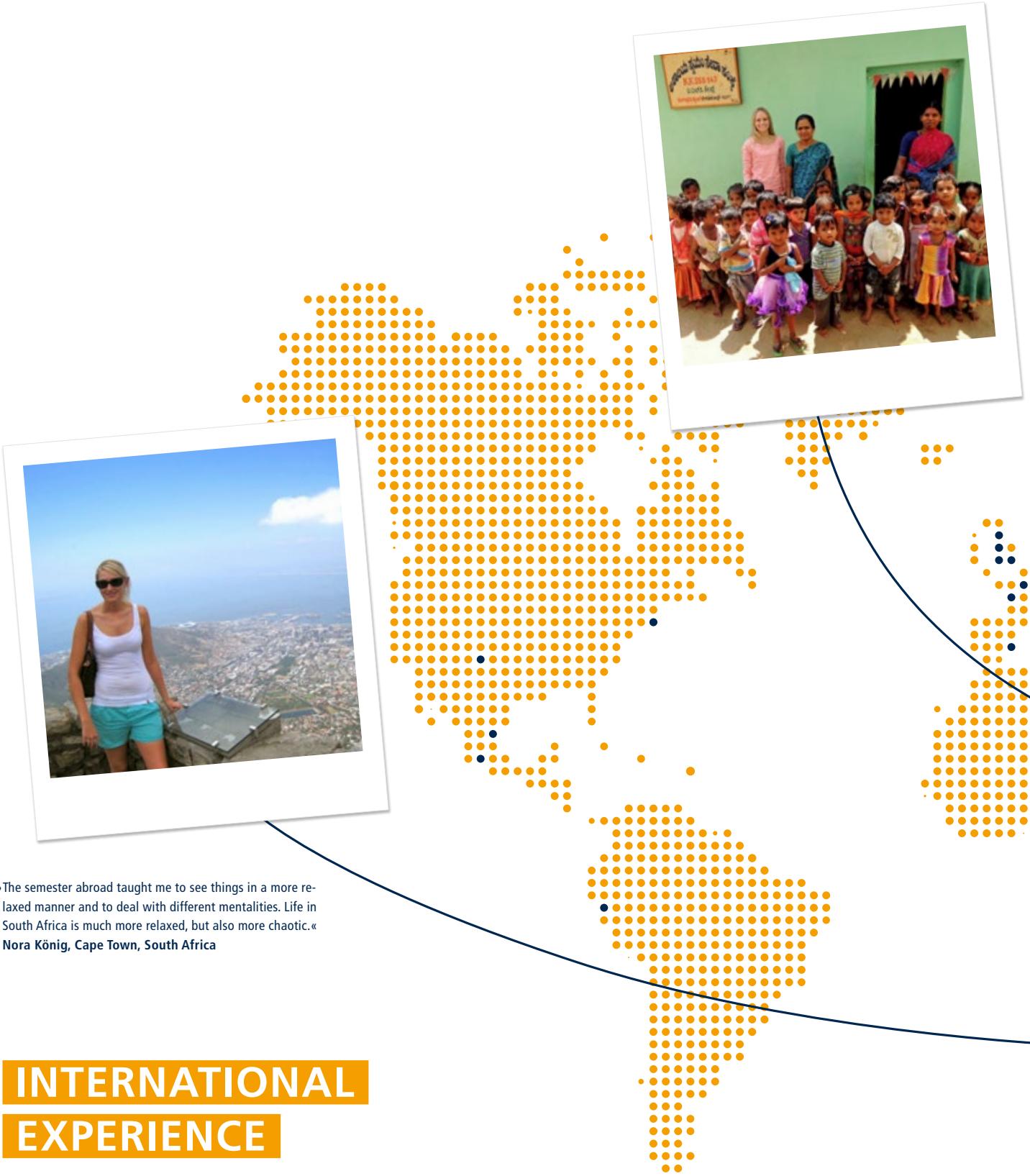


Bond University, Australia, Possible degree: * Master of Business



Boston University, USA, Possible degree: * Master of Science in International Marketing Management

*Please visit www.double-degree.en.ism.de for a list of all the degrees you can take as part of the double degree program.



»The semester abroad taught me to see things in a more relaxed manner and to deal with different mentalities. Life in South Africa is much more relaxed, but also more chaotic.«
Nora König, Cape Town, South Africa

INTERNATIONAL EXPERIENCE

You will spend your third semester at an ISM partner university either in Europe or further afield. Your semester abroad is embedded in your course structure and is an integral component of your ISM study program. Indeed, all your courses and examinations abroad count towards your overall grade. If you need assistance in choosing and enrolling in a partner university, the International Office will be glad to help.

»Aromas, bright colours and big differences between rich and poor. I was exposed to so many impressions during my three-month internship. My goal was to develop my cross-cultural skills and discover more about a country that is different to Germany in every way imaginable. The biggest challenges for me personally were the casualness that prevails in the workplace, unpunctuality and the way in which plans are changed at short notice.«

Christina Klein, Bangalore, India



»Life in Korea is a wonderful blend of traditional Asian and western cultures. The country is technologically advanced and has experienced an economic boom in recent decades. I've come away with a completely different way of thinking that encourages me to see things from various perspectives. Hopefully this will aid me in my future career when working with Asian countries.«

Sabrina Heymer, Busan, South Korea



PARTNERS FROM ALL OVER THE WORLD*

Australia: Brisbane, Gold Coast, Melbourne
 France: La Rochele, Marseille, Paris, Sophia
 Antipolis
 Great Britain: Edinburgh, Gloucestershire,
 Lancaster, Oxford
 Mexiko: Guadalajara, Monterrey

New Zealand: Auckland
 Peru: Lima
 Spain: Valencia
 South Africa: Bellville/Kapstadt
 Hungary: Budapest
 USA: Boston, Colorado Springs, Honolulu

Visit www.international-network.en.ism.de for a complete list of the ISM's partner universities.
 * subject to change

»Mir war es wichtig, mein Auslandssemester in einem Land zu absolvieren, wo ich sonst nicht unbedingt hinkomme. Deshalb stand für mich schnell fest, dass ich entweder nach Australien oder Neuseeland gehen möchte. So kam ich an die UNITEC New Zealand. Jeder Student hat hier über eigene Ansichten und Erfahrungen aus der eigenen Kultur berichtet. Die unterschiedlichen Sichtweisen und Einstellungen waren sehr spannend.«

Benjamin Wannhoff, Auckland, Neuseeland



MASTER OF ARTS LUXURY, FASHION & SALES MANAGEMENT

Why should I take an M.A. in Luxury, Fashion & Sales Management?

Well prepared for the luxury and consumer goods industry

The Masters in Fashion Management combines business management know-how with the skills required for a successful career in marketing, trading, purchasing or selling of luxury and consumer goods. Learn about the complex value chains of such companies and various marketing concepts and trade strategies. The Masters in Fashion Management will focus both on E-Commerce and traditional retail structures. The program addresses a wide range of practice-based issues, including marketing and brand management of luxury and consumer goods. The lecturers on this course work for various companies, such as Montblanc, Hugo Boss, Procter & Gamble and Beiersdorf, and share their practical business knowledge with students.

Experience internationality

Students on the Masters in Fashion Management program will spend the third semester at a partner university. The International Office offers advice and counselling to help you choose the right partner university for you.

Combining theoretical knowledge and practical skills

The Master in Fashion Management comprises project work, excursions and a twelve-week placement. As a rule, the Master's dissertation is based on practical research and completed in cooperation with companies such as Douglas, Peek & Cloppenburg or Richemont. You thus learn to apply newly developed skills directly to the workplace.

Supporting your development

The Career Center at ISM offers advice and help about application materials and job interviews. You will have the best possible preparation for a career in various areas of the luxury, fashion and consumer goods sector. The Masters in Fashion Management allows you to develop the necessary skills and tools.

This study program is available at the ISM Munich campus.

WHO'S TEACHING?



Prof. Dr. Philipp Rathgeber

Munich campus

Program Director

Engagement Manager strategy consultancy
McKinsey & Company | foundation consultant, Zentrum für Innovation & Gründung
UnternehmerTUM, Technische Universität München

COURSE STRUCTURE LUXURY, FASHION & SALES MANAGEMENT

1ST SEMESTER

Fundamentals of Luxury & Fashion Management

- Markets & Players in the Luxury & Fashion Industry
- Marketing of Luxury Goods & Fashion
- Consumer Behavior
- Luxury Communication & Media Planning

Sales Force Management

- Retail & Real Estate Management
- Sales Techniques
- E-tailing
- Recruitment & Training Strategies

Leadership Skills

- Intercultural Management & Negotiations
- Global Leadership & People Management

Methodical Skills

- Quantitative Market Analysis Methods
- Qualitative Trend Analysis Methods

2ND SEMESTER

Compulsory modules

- #### Supply Chain Management & Buying
- CRM & Customer Intelligence
 - Supply Chain & Operations Management
 - Retail Buying & Merchandising
 - Finance & Controlling

Case Study Fashion

- Scientific Methods
- Case

Design Management

- Design Process & Strategy
- Industrial Design
- Interior Design & Merchandising
- Sustainable Design

Luxury Brand Management

- Brand Identity & Brand Value
- Creativity & Art
- Brand Architecture
- Trademark Law & Copyright

3RD SEMESTER

Semester abroad

Read on to find out more information.

Admissions requirements

If you wish to enroll, you will need to prove that you have:

- successfully completed a bachelor's degree with at least 180 ECTS points, or
- studied an equivalent degree at a higher education institution or an equivalent foreign higher education institution, and
- submitted your application documents, and
- taken part in a multi-level admissions test(written and oral).

You must have previously taken examinations in one of the following subjects:

- Business studies and/or economics with at least 30 ECTS points

You can sign up for the admissions test online or in writing. The registration form and admissions test dates can be found at www.master-luxury.en.ism.de.

DOUBLE DEGREE

Having an international double degree under your belt will particularly improve your career prospects among multinational enterprises. If you decide to take a double degree, you will graduate with a German master's degree from the ISM plus a master's qualification from an international partner university.

Double degrees in the M.A. Luxury, Fashion and Sales Management program are available at the following university:



Edinburgh Napier University, Great Britain, Possible degree: * Master of Science in Management

INTERNATIONAL EXPERIENCE

You will spend your third semester at an ISM partner university either in Europe or further afield. Your semester abroad is embedded in your course structure and is an integral component of your ISM study program. Indeed, all your courses and examinations abroad count towards your overall grade. If you need assistance in choosing and enrolling in a partner university, the International Office will be glad to help.

PARTNERS FROM ALL OVER THE WORLD*

Australia: Queensland, Melbourne, Brisbane
China: Suzhou/Shanghai
France: Marseille, Bordeaux, La Rochelle,
Angers
New Zealand: Auckland

Great Britain: Edinburgh, London, Southampton, Cheltenham, Oxford
USA: New York, Boston, Honolulu
VAE: Dubai

Visit www.international-network.en.ism.de for a complete list of the ISM's partner universities. * subject to change

*Please visit www.double-degree.en.ism.de for a list of all the degrees you can take as part of the double degree program.



MASTER OF ARTS INTERNATIONAL BUSINESS

Why should I take an M.A. in International Business?

Suitable for

This degree program is suitable for recent graduates who do not necessarily have a management degree background i.e. graduates who wish to pursue a management related discipline and seeking a deeper understanding of the world of business and management. Hence, students intending to migrate their career into management but hold a technical degree or social sciences, linguistics, then this program provides you with the fundamental tools to make that quantum leap into today's competitive global labour marketplace.

Scope of the Course

The Master of International Business (MIB) is a business degree with a global outlook. It focuses on the essential contemporary practical knowledge, skills set in core business disciplines and management techniques required to conduct business in an international setting. It provides graduates with a roadmap of understanding the complexity of international business as well as the capabilities to become effective global professionals. The program exposes you to key issues in international business management, provides insight into relevant cross cultural understanding, social, political, legal and macroeconomic conditions. With a select group of students with diverse backgrounds from around the globe, your learning will include an in-depth perspective on international business practices and opportunities in the world market place.

Key features

Graduates typically pursue careers in multi-national firms, international organisations, government bodies or consultancies. Provides extensive breadth and international focus – develop a solid grounding in international business studies through core study disciplines in Economics, Management, Accounting, Finance and Marketing.

www.master-international-business.ism.de

This study program is available at the ISM's Dortmund, Munich, Hamburg and Frankfurt campuses.

WHO'S TEACHING?



Prof. Dr. Eyden Samunderu

Dortmund campus

Program Director

leading Consulting expert in strategy and aviation | Worked for Oliver Wyman UK; Spain Senior Analyst at Merrill Lynch UK | Advisory Board Member at Hamburg Aviation Conference



Prof. Dr. Tu-Lam Pham

Munich campus

faculty contact

Founder and CEO Digital IQ | Founder ENAMORA | Director E-Commerce Consulting Netrada | Head of Performance Marketing ProSieben-Sat1 / Seven Ventures | controlling, Siemens AG



Prof. Dr. Patrick Siegfried

Frankfurt campus

faculty contact

CEO DSS GmbH | Business administration manager, top Logistik GmbH | Sales manager / General manager LIDL | Assistant lecturer Universities of Mannheim & Offenburg



Prof. Dr. Cordelia Friesendorf

Hamburg campus

faculty contact

Economic Advisor, British High Commission | Fellow, Jean Monnet Centre for Excellence in European Integration | Leiterin, Economics and Management, Oxford University Press

COURSE STRUCTURE INTERNATIONAL BUSINESS

1ST SEMESTER

Principles of Business Administration

- Principles of Procurement & Production
- Principles of Marketing

Financial Reporting & Taxation

- Financial Reporting
- Taxation

Management Theory & Practice

- Corporate Governance
- Strategic Management

Organizational Behavior & Human Resources Management

- Human Resource Management
- Organization

Quantitative Methods for Business

- Business Mathematics
- Statistics

International Business

- Introduction to International Management
- Introduction to Intercultural Management

Admissions requirements

If you wish to enroll, you will need to prove that you have:

- successfully completed a bachelor's degree with at least 180 ECTS points, or
- studied an equivalent degree at a higher education institution or an equivalent foreign higher education institution, and
- submitted your application documents, and
- taken part in a multi-level admissions test (written and oral).

2ND SEMESTER

Principles of Finance

- Investment Theory & Finance
- Cost Accounting

Analysis & Decision-Making

- Advanced Strategic Management
- Business Development
- International Business Game

International Marketing

- Global Marketing Management
- Customer Relationship Marketing
- Advanced Market Research

The Environment of the International Enterprise

- Corporate Controlling
- International Financial Management
- International Business Law

Managing the International Enterprise

- Innovation Management
- Supply & Process Management
- Project Management

3RD SEMESTER

Financial Planning & Rating

- Business Planning & Modelling
- Rating

Leadership Skills

- Corporate Governance & Business Ethics
- Negotiation, Communication & Executive Presentations
- Leadership & Change Management

Applied Knowledge

- Management & Planning of Consulting Projects
- Consulting Project

Elective modules (2 of 3):

International Controlling

- Financial Risk Management
- Business Planning & Venture Capital
- International Financial Reporting

International Operations

- International Operations Management
- Global Sourcing & Logistics
- Business Modelling

Digital Marketing

- Online Marketing, Online Advertising & Social Media
- E-Marketing & E-Commerce
- Mobile Marketing

MORE THAN JUST LECTURES

Life as a student at the ISM means much, much more than just receiving high-quality tuition, visiting lectures or revising for tests and examinations. Parties and excursions in the local area are a great way to get to know your fellow students and lecturers, and find out more about your new university town.



The MunISM delegation in New York in 2014



»Getting involved in student clubs and playing an active role in student life can be hugely rewarding for students looking to develop their character and hone their subject-specific skills. The ISM's student clubs focus on different topics, most of which are aligned with the business school's study programs. Student clubs run a variety of activities, so members gain crucial experience and valuable pointers for their futures. The PolitISM student clubs also gives interested students a forum for broadening their horizons beyond the corporate world and for understanding how business, policymaking and international events interact in today's society.«

Friedrich Kalthoff, Student of B.Sc. International Management, former head of the PolitISM student club, Dortmund

GETTING INVOLVED IN STUDENT CLUBS

As an ISM student, you can get involved in one of the university's student clubs, which are open to ISM students in any discipline, in any semester, and offer an ideal opportunity to network beyond your immediate circle of fellow students. Student clubs vary from one campus to the next, and they are presented by their respective heads during the introductory week.

»TourISM«, »EventISM«, »PolitISM« and »Finance« are some of the most popular student clubs at the ISM. Activities in the TourISM club range from organizing company talks and excursions, cocktail and wine seminars, to decorum classes. The »EventISM« club, meanwhile, organizes ISM parties every semester, while »PolitISM« encourages students to take an interest in political matters, besides arranging excursions or supporting the annual »Students for Europe congress«. The »Finance« student club likewise organizes trips, such as to the Frankfurt Stock Exchange, and regularly invites ISM students to participate in its stock market competition. There are a host of other student clubs to choose from, including »ConsultISM«, »SportISM« and »SupportISM«.



Hamburg freshmen tour the city

CHALLENGING AND EXPECTING STUDENTS TO GET INVOLVED

Participating in student activities is part and parcel of the ISM's study concept. Students are expected to get involved in much more than just day-to-day tuition. That is why the ISM encourages and actively supports particularly active students by awarding grants, amongst other things.

Summer fairs and Christmas parties

Summer fairs and Christmas parties are a regular fixture of the ISM calendar. Student representatives and student clubs team up to organize these events, while numerous volunteers make sure that there is plenty of food and drink for everyone.

University sport

ISM students across all campuses have access to the sports facilities at universities in the surrounding area. You can find out more about the courses available, or sign up, at www.hochschulsport-hamburg.de, www.ahs-dortmund.de, www.zhs-muenchen.de and web.uni-frankfurt.de/hochschulsport. There is also a SportISM student clubs at all the ISM's campuses which organizes a wide variety of sporting activities. The highlight of the year is the ISM Masters, which features soccer, basketball and volleyball tournaments. If the sporting activities at the ISM are not enough for you, you can also enroll in various gyms at competitive rates.

ISM Symposium

The ISM Symposium offers visitors a forum for debating with experienced business leaders, extending their network of contacts and analyzing the challenges that tomorrow will bring for managers.

This public event also gives participants plenty of time to find out more about what the ISM stands for. Top-class speakers at the ISM Symposium engage in debates with visitors in speeches, workshops and a podium discussion. Past speakers include German soccer business personality Reiner Calmund, Dr. Thomas Vahlenkamp, Director McKinsey & Company, and Dr. Lutz Raettig, Chairman of the Supervisory Board of Morgan Stanley.

Initiated by students, this highly successful event has been held since back in 2003.

ISM Summit

The ISM Summit takes place once a year in Munich, Hamburg and Cologne. Launched in 2013, it addresses the pressing issues of the day in the business world. The topic of the 2013 Summit, for instance, was »Does Europe have a future?«. A host of experts and company representatives shared their views on political and socioeconomic topics related to the future of Europe. In a podium discussion, major figures from the business world also analyzed social developments in Europe.

The event is organized by ISM students and professors.



»The aim of the competition was to create a business plan that would help the Novartis pharmaceutical company improve its ranking in the Global 100 Index. I was asked by the three team leaders if I was willing to get involved and offer my support where it was needed. We rated our chances of winning as low. After working on the competition for roughly two months, the finalists travelled off to Davos. And we left the Swiss town as the lucky winners.«

Karin Feldkamp, student B.Sc. International Management, winner of the »Corporate Knights-Schulich Business for a Better World Case Competition«



Representatives of the student organizers of the ISM Symposium with the university management in Dortmund



The ISM Summit organization team in Munich in 2013



Northumbria University in Newcastle

DOCTORAL DEGREE

If you are a master's or diplom graduate, you can earn a doctoral degree under the auspices of the ISM and a university in Great Britain. This is made possible through a cooperative agreement with two universities in Great Britain; the Northumbria University in Newcastle, and the University of Strathclyde in Glasgow. At both universities, graduates of the ISM and other universities can earn a Doctor of Philosophy (PhD) or a Doctor of Business Administration (DBA). The doctoral program will be supervised both by the ISM and by the partner university. Further information is available at www.doctoral-degree.en.ism.de.

University of Strathclyde

The University of Strathclyde Business School (SBS), located in Glasgow/Scotland, is one of only 48 business schools in the world to be triple accredited (AMBA, AACSB and EQUIS). SBS consists of 11 subject departments and specialist units, with 200 academic staff and 3,000 full-time students enrolled. Postgraduate research is focused on the following subject areas: Accounting & Finance, Economics, Entrepreneurship Human Resource Management, Management, Management Science, Marketing. SBS encourages a vibrant, innovative and supportive research culture. The University of Strathclyde has been named UK University of the Year in the 2012 Times Higher Education Awards.

Northumbria University

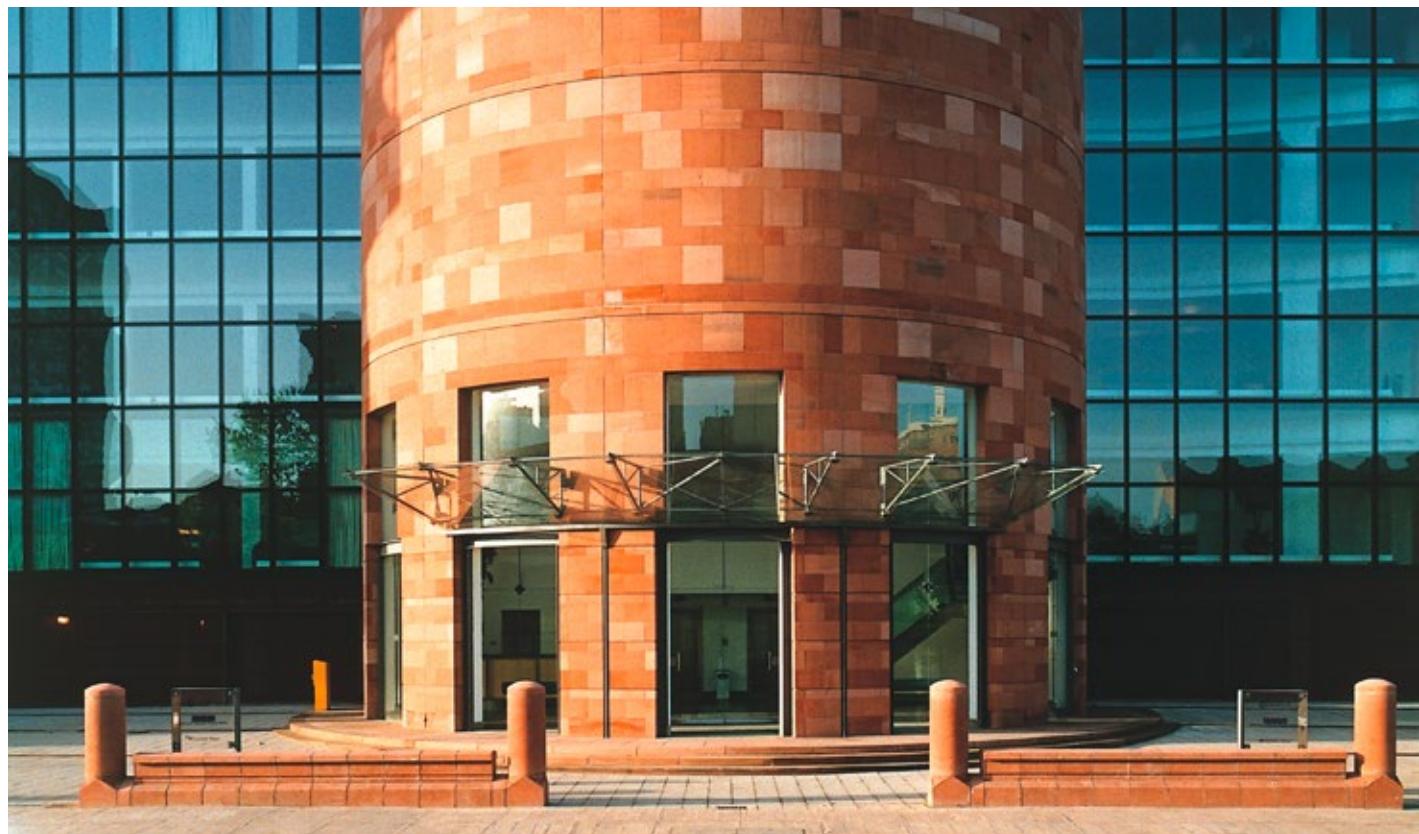
Newcastle Business School, based in Newcastle Upon Tyne and with a strong international focus, is one of four faculties within Northumbria University. There are a total of 5,500 students enrolled. Newcastle Business School has an excellent reputation for business management education and is currently undergoing the AACSB accreditation process. Research focuses primarily on interdisciplinary themes with a strong emphasis on practical application. Postgraduate research covers the following subject areas: Accounting and Financial Management, Business Analysis Systems and Supply Chain Management, Marketing Travel and Tourism Management, Organisation and Human Resource Management, Strategic Management and International Business.

MBA GENERAL MANAGEMENT

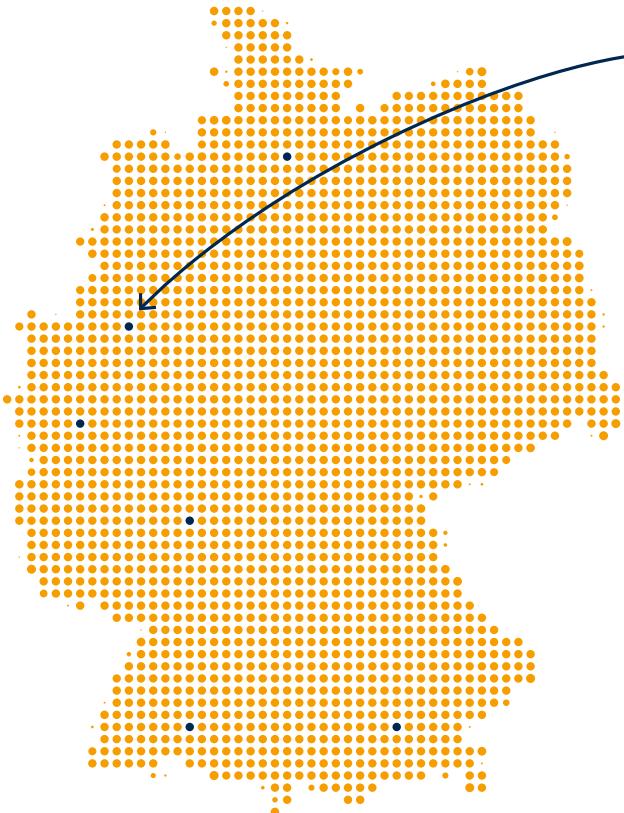
The ISM offers the MBA General Management to university graduates with working experience. The part-time program is geared towards preparing engineers, scientists and business economists for responsible management positions in international companies. The international focus is one of the program's greatest strengths, covering four important international economic areas. Study modules abroad at partner universities in the USA, in Brussels, Hong Kong and India allow you to gain firsthand experience into international management tasks within the respective culture. The seminars are taught by professors from renowned international universities as well as selected experts from the field. You are given insights into the following management areas: Strategy, general management, marketing, finance, accounting and law, production, supply and IT as well as regional topics, human resources, organization and leadership. The latter focuses on a strategic approach to personality development. Feedback processes in combination with individual coaching help you to create a framework for personal development and leadership.

Further information is available at
www.mba-general-management.en.ism.de.

100% ENGLISH



University of Strathclyde in Glasgow



DORTMUND

INFO

- **Federal state:** North Rhine-Westphalia
- **Population:** 570,000
- **Students:** 36,000

THE CITY OF DORTMUND

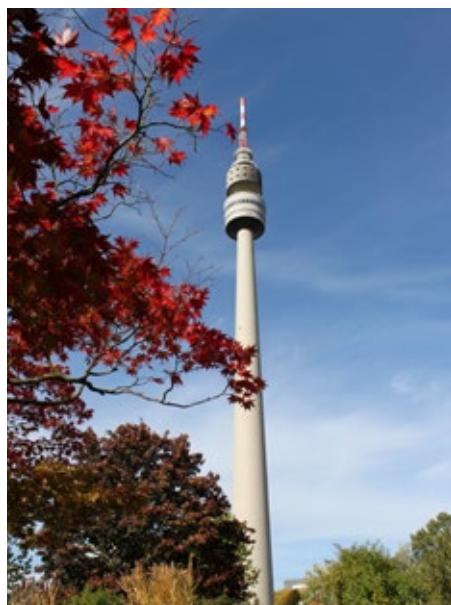
Once practically synonymous with coal mining and steel works, Dortmund, the biggest city in the Ruhr area, is now famous for its soccer team, BVB Borussia Dortmund, the Dortmund Concert Hall and the Hohensyburg Casino.

While visitors to Frankfurt, Munich and Hamburg immediately experience the flair of the big city, Dortmund today is still characterized by old mining museums and abandoned shaft towers, extensive parks and an urban atmosphere. There is so much to do in the city, including the bars in and around the Kreuzviertel neighborhood, a wide variety of clubs to suit all tastes as well as the cafes at the Old Market (Alter Markt). Outdoor events such as the Christmas Market, »Dortmund à la Carte« and the »Night of Industrial Culture« attract many visitors as well. The city is also popular among students because of its cheap rental prices. In Germany's sixth-largest city, good-quality, low-cost accommodation can be found in student residence halls or apartments either near downtown or not far from the International School of Management.

What is more, ISM students benefit from Dortmund's central location. Unlike many other big cities in Germany, residents of the Ruhr area do not just live in »their« city but in »Ruhr City« – a huge metropolitan area that covers cities including Dortmund, Bochum, Essen and Recklinghausen. And the people of Dortmund also enjoy traveling to the nearby Rhineland. While »Ruhr City« is the place to go for rediscovered industrial culture, down-to-earth locals and warm hospitality, Dusseldorf, less than 70 km away, has an international atmosphere with stylish clubs and branches of almost every single international luxury brand. Good transportation links mean that these cities are easy to reach after lectures or for a night out. Shopping in Oberhausen's Centro shopping mall or Dusseldorf's exclusive »Kö« (Königsallee), partying in Essen's clubs, a quick trip to Cologne's carnival or Bottrop's indoor skiing center are all part of student life at Dortmund's ISM campus. And do not forget that you can spend a great weekend in nearby Amsterdam.

Christmas market – With around 300 stalls selling a traditional array of arts and crafts, seasonal decorations, mulled wine and much, much more, Dortmund's Christmas market is the ideal place to soak up the atmosphere during the festive season.

ISM Campus Dortmund – The largest ISM Campus is located in North Rhine-Westphalia, only 15 minutes from the Dortmund city center. It was founded in 1990 and currently hosts about 850 students studying in state-of-the-art, well-equipped seminar rooms.



Florian Tower – Undoubtedly Dortmund's best known hallmark, the Florian Tower in Westfalenpark is a telecommunications tower that stands almost 720 feet high. The upper floor houses a revolving restaurant which is open to the public. The tower also boasts two observation decks offering a fantastic panoramic view of Dortmund and the surrounding area.

www.westfalenpark.de

Signal Iduna Park – There's room for 80,645 people at a German soccer league game in the Signal Iduna Park, Germany's biggest soccer stadium, which has been home to Borussia Dortmund since way back in 1974. Alongside sporting competitions, the stadium also hosts events such as »movies at the stadium« and concerts.

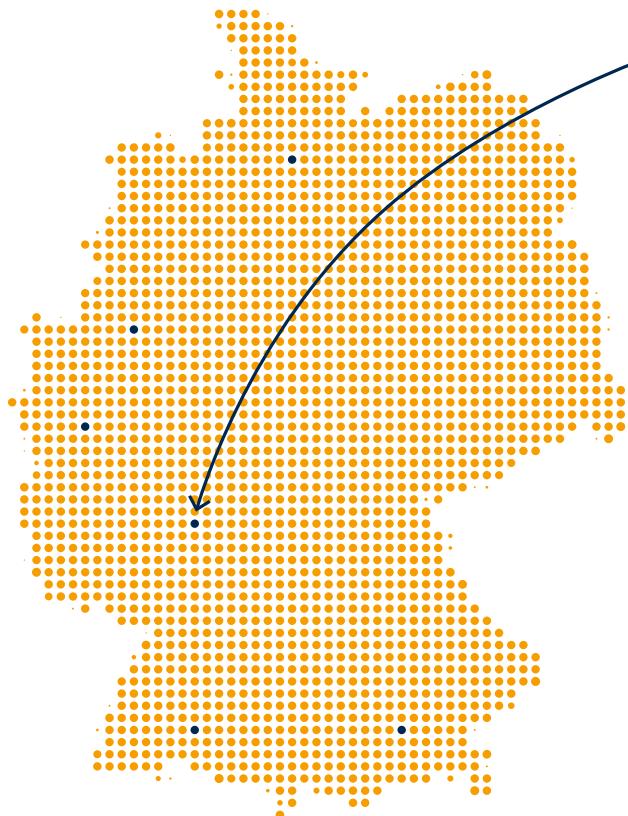


Festival of light in Westfalenpark – One of the absolute highlights of the outdoor summer season, Dortmund's festival of light attracts thousands of visitors every year. For an entire evening, the park is transformed into a glimmering, shining and sparkling backdrop for the best in music and entertainment.

www.westfalenpark.de

Westenhellweg – Westenhellweg in the heart of downtown Dortmund is one of Germany's most popular retail strips.





FRANKFURT/MAIN

INFO

- Federal state: Hesse
- Population: 690,000
- Students: 52,000

THE CITY OF FRANKFURT/MAIN

Frankfurt am Main is not just a vibrant city of banking and high finance but also very attractive among students. A highly cosmopolitan city that is home to around 180 nationalities, Frankfurt is particularly popular among students not only because of the impressive skyline that gave the city the nickname »Mainhattan«, but also due to its young and dynamic flair. And though it is surrounded by the forests and hills of the Taunus, Odenwald and Spessart, the Hessian metropolis is anything but a concrete jungle.

Whether you prefer to shop downtown, relax on the banks of the river Main or experience cultural life at the Old Opera (Alte Oper), Frankfurt offers leisure activities to suit all needs. What is special about the city is that each neighborhood is like a little town of its own, housing traditional apple wine (»Ebbelwoi«) bars, discos, restaurants and stores.

Once a year, over 2,000 participants from 40 different countries take part in the IRONMAN Germany competition. Frankfurt is also noteworthy for its regular trade fairs and exhibitions. Major events include the Frankfurt Book Fair, the Frankfurt Auto Show (IAA) and »Ambiente Frankfurt«, the world's number 1 consumer goods fair. If you are looking for a brief change of scenery, Frankfurt offers an extensive subway and bus network and of course Frankfurt Airport – Germany's biggest airport and one of the world's most important transport hubs.

Student residence halls are less common in Frankfurt. Living close to downtown is also more expensive in Frankfurt than it is in Dortmund. That is why students prefer to reside in the suburbs, where many communal apartments or rooms can be rented for reasonable prices.

Mainhattan – Frankfurt am Main's striking skyline is instantly recognizable, with some of the highest skyscrapers in Europe, hence the city's nickname »Mainhattan«.



Frankfurt green belt – The green belt is Frankfurt's »green lung«. Covering almost 20,000 acres, or around one-third of the city area, it extends nearly 50 miles around the city.

ISM Campus Frankfurt/Main – The ISM Campus in Frankfurt/Main was founded in 2007 and is located two railway stations outside the city center in Sachsenhausen. Currently, approximately 690 students are preparing for their management careers on this campus. A special highlight is a roof terrace with a panoramic view of the Frankfurt skyline.



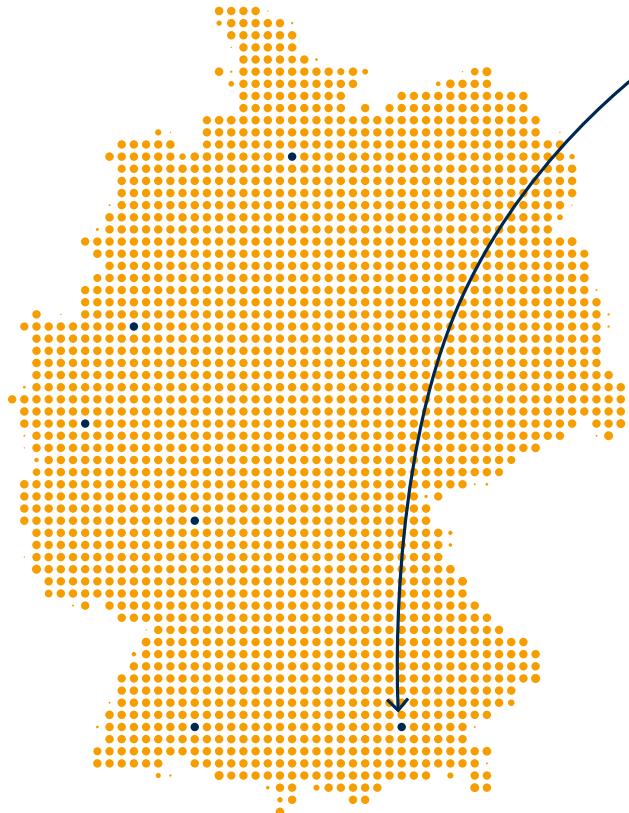
Römer – The Römer has been Frankfurt am Main's city hall since back in the 15th century, and its traditional stepped gable facade makes it one of the city's most famous landmarks.



Frankfurt Stock Exchange – The Frankfurt Stock Exchange is one of the largest securities trading venues in the world.



Apple wine – Apple wine – or Ebbelwoi in local dialect – has always been Frankfurt's »national beverage«. Enjoyed hot or cold, neat or as a spritzer, apple wine's tart, sour taste makes it a popular drink even in the chilliest seasons.



MUNICH

INFO

- Federal state: Bavaria
- Population: 1,450,000
- Students: 104,000

THE CITY OF MUNICH

Hosting more than 100,000 students, Munich is not just one of Germany's largest university locations but also one of the country's most dynamic business centers. Students particularly value the diversity of the Bavarian state capital with its unique blend of cosmopolitan young people, old traditions, urban flair and rural charm. With its traditional beer gardens, the world famous Oktoberfest and impressive classical architecture throughout the city, there is so much to do for students looking to unwind and relax.

Whether you prefer to visit the theater or the cabaret, party in the coolest clubs, watch the famous Bayern Munich soccer team, or enjoy the afternoon in the English Garden, as a student at the Munich Campus, you have chosen to live and study in a tourism region. Travel just a short distance out of town and you are soon surrounded by breath-taking mountains and lakes. It is less than two hours' drive to the Bavarian Alps, a popular winter rendezvous for skiers and snowboarders. Sailing enthusiasts and windsurfers, meanwhile, mostly head for Lake Ammer and Lake Starnberg, both in the direct vicinity of Munich. And if you prefer to go further afield at the weekend, Austria and Italy are not far away.

But Munich is not just one of Germany's most popular cities – it is one of the most expensive, too. So like in Hamburg, rental prices are higher than those near the Dortmund and Frankfurt am Main campuses. And student residence halls are also quite rare in Munich. On the other hand, apartments and communal accommodation, particularly in the city's fashionable Schwabing and Neuhausen neighborhoods, are highly sought after.



ISM Campus Munich – The ISM Campus in Munich was founded in 2009 and is located in the Karlshofen, just a few minutes away from the Königsplatz and the main train station. Approximately 710 students are currently enrolled – enjoying the charm of this Bavarian metropolis.



River Isar – The River Isar flows right through the heart of Munich. Cycle paths and trails along its banks are ideal for getting to know the city. The Isar is a popular summer destination for sunbathing and relaxing.

Viktualienmarkt – The Viktualienmarkt food market in the heart of Munich's old town attracts young and old, gourmets, chefs, food buyers, locals and tourists alike. In an area covering 240,000 square feet, small stalls offer local and exotic goods. Whether you are looking for antipasti, freshly squeezed juices, rare spices or highly unusual types of cheese, the Viktualienmarkt is an eldorado for food lovers.



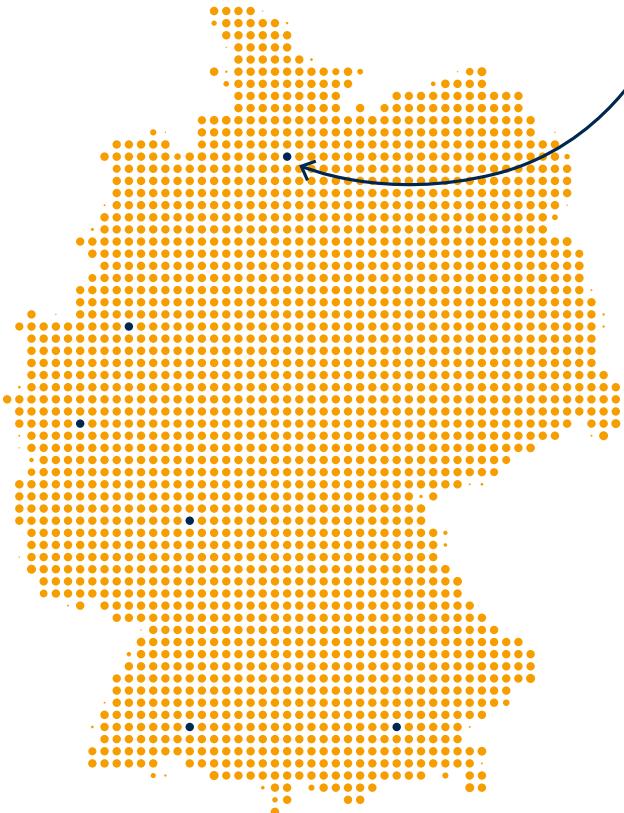
Beer gardens – Munich's beer gardens have a long history and are an essential part of the city's gastronomic culture.



English Garden – Munich's English Garden is one of the world's largest urban public parks. It is bigger than New York's Central Park and London's Hyde Park.



Oktoberfest – Munich's Oktoberfest is the world's largest fair. It has been held since 1810 and attracts roughly six million visitors every year.



HAMBURG

INFO

- Federal state: Hamburg
- Population: 1,790,000
- Students: 38,000

THE CITY OF HAMBURG

With its rough Hanseatic charm and a cosmopolitan atmosphere, Hamburg is a rich blend of diversity. Germany's second largest city is not only one of the country's most important business centers but also home to many students from all over the world.

A key landmark in Hamburg, the »Pearl of the North«, is its harbor, which has roots dating back to the ninth century. No less famous is the adjacent »Speicherstadt« warehouse neighborhood, in which coffee, tea and valuable spices were once stored. But that is not all that Hamburg has to offer. Residents and tourists alike value the city's rich cultural life with more than 60 theaters, the State Opera as well as countless museums and galleries. If you prefer to spend your leisure time shopping, Hamburg is the right place for you. Visit the Jungfernstieg and Mönckebergstraße shopping streets or any one of the hip stores in the Schanzenviertel neighborhood and you are sure to find what you are looking for. Sports fans, meanwhile, can watch the Hamburger SV and St. Pauli soccer teams.

Hamburg's nightlife also has plenty to offer, particularly St. Pauli's Reeperbahn, probably Germany's most famous entertainment district. There are countless bars, pubs, nightclubs and discos to party in. And if you fancy a savory snack after a long night out, why not pass by the traditional Fish Market in the early hours before heading off home?

Hamburg is an attractive city so rented accommodation does not always come cheap, particularly in downtown apartments. That is why students usually prefer to stay in residence halls or rooms in one of the many communal apartments in St. Pauli or the outer suburbs.

Jungfernstieg – Most locals and visitors would probably agree that Hamburg's Jungfernstieg street is the very centerpiece of the city, a colorful retail strip linking the Inner Alster Lake (Binnenalster), the surrounding shops and the city sights.



ISM Campus Hamburg – The ISM Campus in Hamburg was founded in 2010 and is centrally located in the HafenCity in close proximity to the Hamburg warehouse district and downtown. The campus currently hosts about 540 students. A special highlight is the large courtyard for relaxation, studying or chatting with other students. A library, an internet room, a cafeteria and a lounge round out the new facilities.



Michel – Hamburg boasts many large churches – but there is only one »Michel«. St. Michael's Church, as it is formally known, has a viewing platform that is almost 350 feet high, offering visitors a legendary (and rather windy) view across Hamburg, the port and the surrounding area – this is certainly something you should not miss!

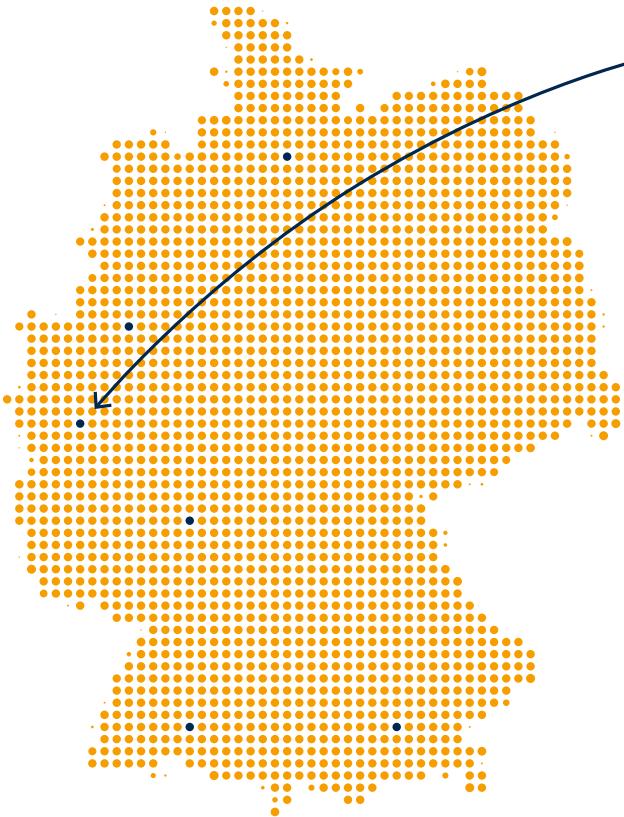
Alsterpark – The Alsterpark, a large public park located on the north west shore of the Outer Alster Lake (Außenalster), is a very popular destination for city residents. It is a charming green space in which to relax and unwind, surrounded by swans, geese and sailboats.



Port of Hamburg – Roughly 13,000 vessels from all over the world set sail for Hamburg, Europe's second-largest port, every year.



Speicherstadt warehouse district – The warehouse district, a Hamburg landmark, is one of the main attractions of the extended harbor tour. Building work on the world's largest historical warehouse complex began back in 1883.



COLOGNE

INFO

- **Federal state:** North Rhine-Westphalia
- **Population:** 1,024,000
- **Students:** 85,000

THE CITY OF COLOGNE

»Et kütt wie et kütt« – Cologne dialect for the phrase »What will be, will be« perfectly encapsulates the typically relaxed and optimistic way in which Cologne welcomes its visitors. The city's easy-going take on life owes something to its unique history. Founded by the Romans, ideally situated on the River Rhine and a hub for key trading routes, Cologne soon grew to become what it is today – a vibrant and dynamic metropolis.

Even today, Cologne represents a blend of big city life and regional traits. Rhinelanders are uncomplicated and outgoing folk, yet very proud of their city – not just the local dialect and that famous kölsch beer but also the Cologne Carnival. During carnival season (known locally as the »fifth season« of the year), revelers – young and old, side by side – take to Cologne's streets to indulge in colorful merrymaking.

Cologne's history goes back a long way. Signs of the city's rich heritage can be found at almost every street corner, from Roman city walls to medieval churches. Hohe Straße, the bustling downtown shopping street, has a colorful history as a trading location dating back some 2,000 years. Cologne Cathedral, the city's landmark, was added to the UNESCO World Heritage List in 1996 and attracts 6 million visitors from all over the world every year.

Yet Cologne is also a modern city, with countless galleries, festivals and musicals. What has kept the city so young and dynamic over the years is the fact that it is home to more than 80,000 students. Cologne is a popular place to work. Companies from a wide variety of industries have made Cologne their home over the past decades, beginning with the carmaker Ford. The REWE grocery chain and numerous subsidiaries, the AXA insurance group and the chemicals firms Lanxess and Bayer are also attractive among students seeking internships and their first jobs, as are the numerous media companies based in the city.

ISM Campus Cologne – The campus in cologne is located at Mediapark 5c, the new premises meet the private business school's overall requirements, boasting a modern architectural design as well as a pleasant atmosphere, thanks to floor-to-ceiling windows which bathe the seminar rooms in light. More than 200 students study in the capital of media in germany.



Cologne Cathedral – Cologne Cathedral is the striking landmark at the very heart of the city. In 1996 it was added to the UNESCO World Heritage List.

Old town – Located right next to the Rhine, Cologne's old town boasts an unrivaled atmosphere. Visitors can savor a unique blend of charming inns, shops, breweries and squares, all surrounded by traditional buildings and historic narrow alleyways.



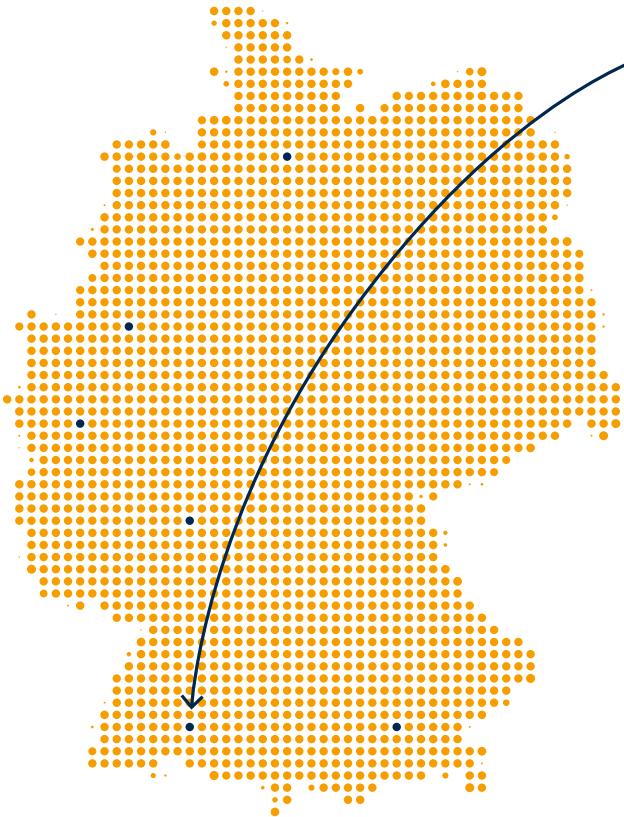
Carnival – Cologne Carnival is a festival in the Rhineland that ranks among the biggest and most famous carnivals worldwide.



Love locks – Love locks have been one of Cologne's most charming customs for a number of years now. Sweethearts attach special padlocks to the fence on the city's Hohenzollernbrücke. To pledge their undying affection for each other, they then toss the key into the River Rhine below.



Cable car – Cologne's cable car, which has been running for more than 50 years, was the first cable car in Europe to cross a river. Since 1957, more than 15 million passengers have marveled at the unique bird's eye perspective of the city and gone away with unforgettable memories.



STUTTGART

INFO

- Federal state: Baden-Württemberg
- Population: 606,000
- Students: 85,000

THE CITY OF STUTTGART

Stuttgart – a prosperous blend of flourishing industry, distinctive cultural identity and stunning scenery that is home to internationally renowned businesses, such as Mercedes-Benz, Porsche and Bosch – allows you to live the dream. Eighty-five thousand students also ensure the regional capital of Baden-Württemberg currently has the fourth largest student population in Germany.

A breath-taking panorama is offered from the vineyards which blanket the hills surrounding Stuttgart and partially reach into the inner city. This idyllic setting is the ideal starting point for excursions to local places of interest that are quick and easy to reach. For instance, discover exotic plants and wildlife at the Wilhelma Zoo and Botanical Gardens. It is one of the most popular zoos in Germany and a great way to escape your daily routine. In addition to wine growing, beer is brewed to strict German purity laws – and served in abundance. A great place to enjoy the local brew is the Cannstatter Wasen. This festival rivals the Munich Oktoberfest in size and excitement and attracts over four million visitors each year to the tents and rides at the NeckarPark.

Stuttgart has a welcoming and warm attitude and, besides its lively nightlife and the busy shopping mile of Königstrasse, is well known for its vibrant array of cultural events. The state theatre, concert halls and exceptional museums characterise the city's cultural atmosphere. Be it art or the automotive industry: the »Museums at Night« festival allows visitors to marvel at interactive exhibitions from Porsche & co. until the early morning light. Private accommodation in Stuttgart is difficult and time consuming to find, but not as expensive as in Munich. Students often live on the outskirts of the city in shared accommodation or apartments. The public transport system is well developed and the ISM campus, situated in Stuttgart's popular Heustieg district, is easy to reach.



Vineyard – Stuttgart is famous for the breath-taking panorama of the vineyards and the tasty wine.

Christmas market – The medieval christmas market creates a impressive atmosphere.



Cannstatter Wasn – The big festival rivals the Munich Oktoberfest and attracts over four million visitors every October.



Castle – Stuttgart's castle is located in the city center and its famous square connects the large shopping streets.

ISM Stuttgart – The ISM Campus in Stuttgart is located in the »Heustegviertel«, few minutes away from downtown.



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