IU INTERNATIONAL UNIVERSITY:

OUR PROGRAMMES

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INTERNATIONAL
UNIVERSITY OF
APPLIED SCIENCES

BACHELOR (B.A.)
BUSINESS ADMINISTRATION

Bachelor of Business Administration students are in high demand in companies of all sizes, from start-ups to globally operating large companies or even social, cultural or public institutions. While many graduates go on to complete a master's or MBA, the skills learned during your studies in business administration are the perfect foundation to start a career running, optimising, or innovating businesses across the world.

At IU you can study business administration completely online. You'll gain key expertise in managing organisations, finances, the supply chain and more, as well as strengthening your leadership and decision making. With this degree in hand, you'll demonstrate to employers that you have the analytical mindset, communicative abilities, and managerial capabilities to drive their company success. Want to start a project of your own? This degree is the ideal foundation for the next generation of entrepreneurs and business makers.

Degree
Bachelor of Arts (B.A.)

Study start
Online: Anytime
On Campus: After October 4th 2021

Study model
Online, on campus or flexible

Duration
36 months

Credits
180 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
	1	
Academic Integrity and Writing for Business		5 ECTS
Business 101		5 ECTS
Managerial Economics		5 ECTS
Introduction to Academic Work		5 ECTS
Principles of Management		5 ECTS
Global Corporations and Globalisation		5 ECTS
	2	
Business Mathematics		5 ECTS
Organisational Behavior		5 ECTS
Management Accounting		5 ECTS
Supply Chain Management I		5 ECTS
International Marketing		5 ECTS
Statistics—Probability and Descriptive Statistics		5 ECTS
	3	
Corporate Finance and Investment		5 ECTS
Entrepreneurship and Innovation		5 ECTS
International HR Management		5 ECTS
Service Operations Management		5 ECTS
Collaborative Work		5 ECTS
Intercultural and Ethical Decision-Making		5 ECTS
	4	
Digital Business Models		5 ECTS
Sustainability		5 ECTS
International Accounting		5 ECTS
Research Methods		5 ECTS
Corporate Governance and Strategy		5 ECTS
Leadership 4.0		5 ECTS
	5	
International Brand Management		5 ECTS
Seminar: Current Issues in International Management		5 ECTS
Supply Chain Management II		5 ECTS
Agile Project Management		5 ECTS
Electives A		10 ECTS
	6	
Electives B		10 ECTS
Electives C		10 ECTS
Bachelor Thesis & Colloquium		10 ECTS

CHOOSE YOUR SPECIALISATIONS

Choose two specialisations from the Electives A programmes:
– Applied Sales
– Business Intelligence
– Financial Services Management
– Managing People and Fundamentals of Business Psychology
– Online and Social Media Marketing

Choose two specialisations from the Electives B programmes:
– Fundamentals of Operations Research
– Introduction to Data Science and Programming with Python
– IT Service Management
– Smart Factory

Choose two specialisations from the Electives C programmes:
– Applied Sales
– Business Intelligence
– Financial Services Management
– Foreign Language: Italian, French, German, Spanish, Turkish
– Fundamentals of Operations Research
– Introduction to Data Science and Programming with Python
– IT Service Management
– Managing People and Fundamentals of Business Psychology
– Online and Social Media Marketing
– Smart Factory

BACHELOR (B.A.)
INTERNATIONAL MANAGEMENT

The global business world needs motivated talent to develop business strategies, drive growth, and enable smooth operations between partners. As part of your degree in International Management with IU, you can gain extensive knowledge in marketing, sales, public relations, accounting, finance and controlling, and HR—and choose your major on the area that speaks to your interests.

IU puts major emphasis on practical experience and preparing you for an international career. Our professors can guide you with expert industry knowledge and help you find a focus industry that you are passionate about. With English as a language of instruction, you can also improve your skills in the most popular language for business that's used all over the world.

Degree
Bachelor of Arts (B.A.)

Study start
Online: Anytime
On Campus: After October 4th 2021

Study model
Online, on campus or flexible

Duration
36 months

Credits
180 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
	1	
Academic Integrity and Writing for Business		5 ECTS
Business 101		5 ECTS
Managerial Economics		5 ECTS
Introduction to Academic Work		5 ECTS
Principles of Management		5 ECTS
Global Corporations and Globalisation		5 ECTS
	2	
Business Mathematics		5 ECTS
Organizational Behaviour		5 ECTS
Management Accounting		5 ECTS
Supply Chain Management I		5 ECTS
International Marketing		5 ECTS
Statistics—Probability and Descriptive Statistics		5 ECTS
	3	
Change Management		5 ECTS
International Contract Management		5 ECTS
Intercultural and Ethical Decision-Making		5 ECTS
Intercultural Psychology		5 ECTS
International Brand Management		5 ECTS
Leadership 4.0		5 ECTS
	4	
Global Sourcing		5 ECTS
International HR Management		5 ECTS
Intercultural Management		5 ECTS
Corporate Finance and Investment		5 ECTS
Corporate Communication		5 ECTS
Customer Relationship Management		5 ECTS
	5	
Digital Business Models		5 ECTS
Agile Project Management		5 ECTS
Conflict Management and Mediation		5 ECTS
Seminar: Current Issues in International Management		5 ECTS
Electives A		10 ECTS
	6	
Electives B & C		20 ECTS
Bachelor Thesis & Colloquium		10 ECTS

CHOOSE YOUR SPECIALISATIONS

Choose two specialisations from the Electives A programmes:
– Applied Sales
– Business Intelligence
– Financial Services Management
– Managing People and Fundamentals of Business Psychology
– Online and Social Media Marketing

Choose two specialisations from the Electives B programmes:
– Fundamentals of Operations Research
– Introduction to Data Science and Programming with Python
– IT Service Management
– Smart Factory

Choose two specialisations from the Electives C programmes:
– Applied Sales
– Business Intelligence
– Financial Services Management
– Fundamentals of Operations
– Introduction to Data Science and Programming with Python
– IT Service Management
– Managing People and Fundamentals of Business Psychology
– Online and Social Media Marketing
– Research
– Smart Factory

BACHELOR (B.SC.) COMPUTER SCIENCE

Computer science is revolutionising industries from within and is at the core of innovation, efficiency, and improvement of our daily lives. From the way we live to the way we work, communicate and travel, computer science is enabling brand new concepts to be realised. As society expects more and more information at our fingertips and communication in an instant, computer science specialists are in high demand.

The IU bachelor's in computer science is designed to train you in the fundamentals of the field, while also teaching you practical application and human impact. You'll explore cutting-edge topics like Big Data, cloud computing, and you will learn to develop a variety of IT systems and software. You'll learn to adapt quickly to challenges, designing, developing, and applying computational processes to ensure high functionality and security for users. With our practical approach to learning, you'll earn a competitive advantage in the job market as a graduate, mastering both technical and soft skills that companies look for in potential candidates.

Degree
Bachelor of Science (B.Sc.)

Study start
Online: Anytime
Campus: Each Semester

Study model
Online, on campus or flexible

Duration
36 months

Credits
180 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
	1	
Introduction to Computer Science		5 ECTS
Introduction to Academic Work		5 ECTS
Mathematics I		5 ECTS
Object-oriented Programming with Java		5 ECTS
Data structures and Java class library		5 ECTS
Intercultural and Ethical Decision-Making		5 ECTS
	2	
Mathematics II		5 ECTS
Web Application Development		5 ECTS
Collaborative Work		5 ECTS
Statistics - Probability and Descriptive Statistics		5 ECTS
Computer Architecture and Operating Systems		5 ECTS
Project: Java and Web Development		5 ECTS
	3	
Database Modelling and Database Systems		5 ECTS
Project: Build a Data Mart in SQL		5 ECTS
Requirements Engineering		5 ECTS
Computer Networks and Distributed Systems		5 ECTS
Algorithms, Data Structures and Programming Languages		5 ECTS
IT Service Management		5 ECTS
	4	
Project: IT Service Management		5 ECTS
Theoretical Computer Science and Mathematical Logic		5 ECTS
Introduction to Programming with Python		5 ECTS
Software Quality Assurance		5 ECTS
Specification		5 ECTS
Project: Software Engineering		5 ECTS
	5	
Seminar: Current Topics in Computer Science		5 ECTS
Introduction to Data Protection and IT Security		5 ECTS
Cryptography		5 ECTS
Electives A		10 ECTS
	6	
Electives B		10 ECTS
Agile Project Management		5 ECTS
IT Law		5 ECTS
Computer Science and Society		5 ECTS
Bachelor Thesis & Colloquium		10 ECTS

CHOOSE YOUR SPECIALISATIONS

Choose two specialisations from the Electives A programmes:
– Big Data and Cloud technologies
– Business Intelligence
– IT Project and Architecture Management
– Mobile Software Engineering
– Software Engineering with Python

Choose two specialisations from the Electives B programmes:
– Big Data and Cloud technologies
– Business Intelligence
– IT Project and Architecture Management
– Mobile Software Engineering
– Software Engineering with Python

BACHELOR (B.SC.) BUSINESS & IT

Mobility, healthcare, agriculture, and more—supply chains across the globe are becoming more and more dependent on robotic technology. Robots are creating faster, more efficient ways to design, construct, monitor, inspect, and transport with precision and agility. Robots may be programmed to take on many roles, yet industries still rely on talented professionals to design, test, and build this technology and ensure safety and reliability. Robotics is a huge and rapidly growing market, with vast career potential for those with the right expertise.

The IU Bachelor in Robotics combines know-how from mechanical, electrical, and control engineering with the basics of computer science, data science, and artificial intelligence. Through our mix of theoretical principles and practical projects, you will acquire all the necessary skills to build a career as a robotics specialist. Our programme prepares you with relevant technical skills, hands-on experience, and contextual knowledge of the latest technology and industry trends. Gain a solid foundation in the fundamentals of robotics and expert insights into the Internet of Things (IoT) and automation.

Degree
Bachelor of Science (B.Sc.)

Study start
Online: Anytime
Campus: Each Semester

Study model
Online, on campus or flexible

Duration
36 months

Credits
180 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
	1	
Introduction to Computer Science		5 ECTS
Business 101		5 ECTS
Introduction to Academic Work		5 ECTS
Mathematics I		5 ECTS
Requirements Engineering		5 ECTS
Object-oriented Programming with Java		5 ECTS
	2	
Collaborative Work		5 ECTS
Corporate Finance and Investment		5 ECTS
Data structure and Java class library		5 ECTS
Statistics—Probability and Descriptive Statistics		5 ECTS
Database Modelling and Database Systems		5 ECTS
Introduction to Process Management		5 ECTS
	3	
Fundamentals of IT and ERP systems		5 ECTS
Web Application Development		5 ECTS
Programming Information Systems with Java EE		5 ECTS
Management Accounting		5 ECTS
Intercultural and Ethical Decision-Making		5 ECTS
Software Quality Assurance		5 ECTS
	4	
Data Analytics and Big Data		5 ECTS
Purchasing, Procurement and Distribution		5 ECTS
IT Law		5 ECTS
IT Project Management		5 ECTS
Project Software Engineering		5 ECTS
International Marketing		5 ECTS
	5	
Principles of Management		5 ECTS
Seminar: Software Engineering		5 ECTS
Digital Business Models		5 ECTS
Organisational Behaviour		5 ECTS
Electives A		10 ECTS
	6	
Electives B & C		20 ECTS
Bachelor Thesis & Colloquium		10 ECTS

CHOOSE YOUR SPECIALISATIONS

Choose two specialisations from the Electives A programmes:

– Big Data and Cloud Technologies
– Business Intelligence
– Data Engineer
– Foundations of Programming with Python
– IT Security
– IT-Service Management
– Java and Web Development
– Logic and Artificial Intelligence
– Mobile Software Engineering

Choose four specialisations from the Electives B & C programmes:

– Applied Sales
– Big Data and Cloud Technologies
– Business Intelligence
– Data Engineer
– Foundations of Programming with Python
– IT Security
– IT-Service Management
– Java and Web Development
– Logic and Artificial Intelligence
– Mobile Software Engineering
– Smart Factory
– Smart Services
– Supply Chain Management

BACHELOR (B.ENG.) INDUSTRIAL ENGINEERING AND MANAGEMENT

Industrial engineering has entered a revolutionary new phase with smart technologies increasingly used in manufacturing plants and supply chains across the globe. The demand for qualified engineers who are specialised in "Industry 4.0" and related fields is enormous.

The IU Bachelor in Industrial Engineering and Management prepares you with a combination of relevant business studies, expert knowledge of industrial engineering, and IT expertise that will allow you to understand and optimise processes for industrial companies everywhere. You'll get to know features and applications for smart devices, smart technologies, and smart mobility—understanding how to use them create, innovate, and disrupt certain industries. You'll become experienced with digital twins and similar technologies and be able to apply theoretical knowledge with the help of experimental kits and digital modelling in our virtual environment. After graduating, you'll enter positions at the heart of digitisation and at the interface of many different industries.

Degree
Bachelor of Engineering (B.Eng.)

Study start
Online: Anytime
Campus: After October 4th 2021

Study model
Online or on campus*

Duration
36 months

Credits
180 ECTS

*After October, you will also be able to take advantage of "Flex" for this programme.

Study Content

MODULE TITLE	SEMESTER	ECTS
	1	
Mathematics I		5 ECTS
Business 101		5 ECTS
Introduction to Academic Work		5 ECTS
Collaborative Work		5 ECTS
Introduction to the Internet of Things		5 ECTS
Scientific and Technical Fundamentals		5 ECTS
	2	
Mathematics II		5 ECTS
Statistics—Probability and Descriptive Statistics		5 ECTS
Managerial Economics		5 ECTS
Electrical Engineering		5 ECTS
Production Engineering		5 ECTS
Object-oriented Programming with Java		5 ECTS
	3	
Management Accounting		5 ECTS
International Marketing		5 ECTS
Automation and Robotics		5 ECTS
Software Engineering Principles		5 ECTS
Corporate Finance and Investment		5 ECTS
Supply Chain Management I		5 ECTS
	4	
Entrepreneurship and Innovation		5 ECTS
Project: Design Thinking		5 ECTS
Data Analytics and Big Data		5 ECTS
Introduction to Data Protection and IT Security		5 ECTS
Agile Project Management		5 ECTS
Intercultural and Ethical Decision-Making		5 ECTS
	5	
Product Development in Industry 4.0		5 ECTS
Project: Smart Product Solutions		5 ECTS
Electives A & B		20 ECTS
	6	
Electives C		10 ECTS
Digital Business Models		5 ECTS
Principles of Management		5 ECTS
Bachelor Thesis & Colloquium		10 ECTS

CHOOSE YOUR SPECIALISATIONS

Choose two specialisations from the Electives A & B programmes:
– Smart Devices
– Smart Factory
– Smart Mobility
– Smart Services

Choose two specialisations from the Electives C programmes:
– AI Specialist
– Applied Sales
– Autonomous Driving
– Foundations of Programming with Python
– Industrial Robotics and Automation
– Introduction to Cognitive
– IT project and architecture management
– Mobile Software Engineering
– Programming of Robotic Systems
– Robotics
– Service Robotics

CHANGES ON THE WAY…

Updates are coming to this programme after 1st September 2021. If you want to join us on campus after that, be aware that your curriculum might change.

MASTER (M.I.M.)
INTERNATIONAL MANAGEMENT

Demand is increasing for managers to be able to not just successfully operate in their home market, but also in the ever more globalised economy. Expansion into international markets presents companies with several challenges which require understanding, adaptation, and market-specific business best practices. This is exactly where our Master of Arts in International Management comes in. Our four-semester master's programme International Management is application-oriented and imparts in-depth knowledge in economic subjects and basic specialist knowledge in the elective area. With our Master in International Management degree, you have the opportunity to not only gain a top degree in business and management but also major in the career field most attractive to you. Plus, we have a shorter, two-semester option for this programme worth 60 ECTS credits—great for if you are looking to gain core fundamentals in management and soft skills.

Degree
Master of Arts (M.A.)

Study start
August 15th, 2021*

Study model
Online, on campus, or both

Duration
60 ECTS: 18, 24, or 36 months
120 ECTS: 24, 36, or 48 months

Credits
60 or 120 ECTS

*This programme is still in the process of accreditation and recognition. We expect approval from the relevant ministry by the programme's official start date. So far, all IU programmes have been accredited and approved successfully and on time.

Curriculum (60 or 120 ECTS)

MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
CURRICULUM (60 ECTS)			
	1		
Managing Across Borders		5 ECTS	E
Advanced Research Methods		5 ECTS	E
Intercultural Management		5 ECTS	E
Strategic Management		5 ECTS	E
Leadership		5 ECTS	E
Business Ethics and Corporate Governance		5 ECTS	WAWA
	2		
Seminar: Current Issues in International Management		5 ECTS	WARE
Electives A		10 ECTS	
Master Thesis & Colloquium		15 ECTS	WAMT & PC
CURRICULUM (120 ECTS)			
	1		
Managing Across Borders		5 ECTS	E
Advanced Research Methods		5 ECTS	WAWA
Intercultural Management		5 ECTS	E
Performance Measurement		5 ECTS	E
Applied Statistics		5 ECTS	E
Business Ethics and Corporate Governance		5 ECTS	WAWA
	2		
Leadership		5 ECTS	E
International Marketing		5 ECTS	E
Negotiation		5 ECTS	OAOP
International Financial Management		5 ECTS	E
International Financial Accounting		5 ECTS	E
Seminar: International Human Resource Management		5 ECTS	WARE
	3		
Strategic Management		5 ECTS	E
Seminar: Current Issues in International Management		5 ECTS	WARE
Electives B		20 ECTS	
	4		
Master Thesis & Colloquium		30 ECTS	WAMT & PC

CHOOSE YOUR SPECIALISATION

Choose one module from "Electives A" list:

– Advanced Management Accounting & Control
– Advanced Robotics 4.0
– Artificial Intelligence
– Big Data
– Consumer Behaviour and Research
– Corporate Finance and Investment
– Data Science and Analytics
– IT Governance and Service Management
– IT Project and Architecture Management
– Manufacturing Methods Industry 4.0 and Internet of Things
– Product Development and Design Thinking
– Sales, Pricing and Brand Management
– Supply Chain and Sourcing Management

For the 120-credit degree, you will choose two modules from "Electives B" list:

– Advanced Management Accounting & Control
– Advanced Robotics 4.0
– Artificial Intelligence
– Big Data
– Consumer Behaviour and Research
– Corporate Finance and Investment
– Data Science and Analytics
– IT Governance and Service Management
– IT Project and Architecture Management
– Manufacturing Methods Industry 4.0 and Internet of Things
– Product Development and Design Thinking
– Sales, Pricing and Brand Management
– Supply Chain and Sourcing Management

MASTER OF MANAGEMENT (M.A.M)

Management today must be Online, on campus or mixed, future-oriented and progressive. International developments and globalisation as well as regional and industry-specific trends are changing the way that organisations, projects, and people are managed. Our Master's degree in Management trains your skills to prepare you for any challenge and ensure you're equipped with flexibility, agility, and great communication to manage the sustainable success despite modern challenges.

The IU Master of Management degree offers you the opportunity to concentrate on a specialist area to streamline your focus and expertise. Our course offers specialisations in International Marketing, Finance & Accounting, IT Management, Engineering Management, Big Data Management or Leadership. No matter your academic background, with this degree you'll master management methods, learn communication strategies, and improve your business knowledge to become a great leader in your field. You'll graduate with a qualification in management that provides both the theoretical and practical knowledge you need to become a great leader and an asset to any company.

Degree
Master of Arts (M.A.)

Study start
Anytime

Study model
Online, on campus or flexible

Duration
12 months

Credits
60 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
	1	
Managing in a Global Economy		5 ECTS
Strategic Management		5 ECTS
Electives A		10 ECTS
Advanced Research Methods		5 ECTS
Operations and Information Management		5 ECTS
	2	
Electives B		10 ECTS
Seminar: Managing People and Organisations		5 ECTS
Master Thesis & Colloquium		15 ECTS

CHOOSE YOUR SPECIALISATIONS

Choose two specialisations from the Electives A programmes:
– Corporate Finance and Investment
– Data Science and Analytics
– IT Project and Architecture Management
– Leadership and Change
– Manufacturing Methods Industry 4.0 and Internet of Things
– Sales, Pricing and Brand Management

Choose two specialisations from the Electives B programmes:
– Advanced Management Accounting & Control
– Big Data
– Consumer Behaviour and Research
– IT Governance and Service Management
– Leadership and Corporate Governanc
– Product Development and Design Thinking

WHAT YOU'LL LEARN
– Learn to analyse the economic environment and draw appropriate conclusions from a management perspective.
– Become a great negotiator and apply your theoretical knowledge to practical examples from professional work situations.
– Understand how to implement change successfully, to overcome challenges and improve the profitability, efficiency, and success of your team, project, or company.

CAREER
Management can take you pretty much anywhere in the business world. No matter the project, company, or industry, talented managers and team leads are always in high demand. With this master's degree in management, you'll not only gain the transferrable skills that businesses everywhere are looking for but be able to focus your skills to an area of your choice. Start an exciting and rewarding career in your field of interest, already with management responsibilities and higher starting salaries, with this qualification.

MASTER (M.A.M.)
FINANCE AND ACCOUNTING

The financial world is constantly changing: Markets evolve, new instruments for management are created, and regulatory environments constantly change. Professionals in finance and accounting need to be adaptable, precise, and analytical to keep a business' finances in good order.

The IU Master of Management in Finance and Accounting Management combines two fields to give you comprehensive expertise in financial strategies for maximising returns and minimising risk, investment analysis, accounting management, controlling, and more. You'll learn to address uncertainties and implement appropriate strategies for a company's size, organisational life cycle phase, or ownership structure.

A key aspect of this degree in Finance and Accounting, is our practical approach. We focus on use cases and invite guest speakers from top companies where possible so you can learn first-hand to apply financial theory and corporate policy practically in daily business. Overall, you'll become an expert in planning, using, and controlling financial resources and an asset to any international company.

Degree
Master of Arts (M.A.)

Study start
Anytime

Study model
Online, on campus or flexible

Duration
12 months

Credits
60 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
	1	
Managing in a Global Economy		5 ECTS
Strategic Management		5 ECTS
Corporate Finance and Investment		10 ECTS
Advanced Research Methods		5 ECTS
Operations and Information Management		5 ECTS
	2	
Accounting		10 ECTS
Seminar: Managing People and Organisations		5 ECTS
Master Thesis & Colloquium		15 ECTS

WHAT YOU'LL LEARN

– Deepen your knowledge in the areas of business management and leadership and build soft skills such as communication and intercultural awareness.

– Develop skills in fiscal decisions on the international capital market, investment analysis, and portfolio management to improve the fiscal performance of businesses.

– Learn to control and manage profitability, assessing KPIs to identify potential challenges and room for optimisation, all in line with international and regional regulations.

CAREER

With a degree in Finance and Accounting Management, you'll acquire the specialist knowledge required for taking a managing role in the global investment advisory industry. Your enhanced understanding and insight could lead to a position in finance in roles such as chief financial officer (CFO), treasurer or financial treasurer. In accounting, you could head into roles like chief treasurer or controller in a multinational corporation, auditing or consulting firm.

MASTER (M.A.M.)
BIG DATA MANAGEMENT

From the optimisation of existing production lines to the creation of new business models, data-driven decisions are at the centre of digital business. A Master's specialising in Big Data Management will not only give you the skills to make critical decisions surrounding Big Data but also provide the management know-how to help you find your way as a leader in business.

In the IU Master of Management in Big Data Management, you'll learn how to prepare data, link data from different sources, and analyse data relationships. You'll get to know artificial intelligence methods for data analysis, including when and how to apply them, and examine societal impact and data protection issues to ensure ethical practice. With a degree in Big Data Management, you'll detect and deliver essential data insights to boost the success of any company you work for.

Degree
Master of Arts (M.A.)

Study start
Anytime

Study model
Online, on campus or flexible

Duration
12 months

Credits
60 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
	1	
Managing in a Global Economy		5 ECTS
Strategic Management		5 ECTS
Data Science and Analytics		10 ECTS
Advanced Research Methods		5 ECTS
Operations and Information Management		5 ECTS
	2	
Big Data		10 ECTS
Seminar: Managing People and Organisations		5 ECTS
Master Thesis & Colloquium		15 ECTS

WHAT YOU'LL LEARN

– Gather data and conduct reliable assessments of opportunities and risks related to business activities in different geographical markets.

– Understand data utilisation such as for problem solving and investigation as well as select the appropriate technologies for application scenarios.

– Learn to evaluate effectiveness, analyse performance, and identify challenges in different use cases—all while building soft skills such as communication and leadership.

CAREER

With a Master of Management in Big Data, you bring leadership competencies and comprehensive knowledge from all relevant big data disciplines to the table. Fast-growing companies are investing in the implementation of data management systems and structures and are looking for qualified experts in the area as a result. With a degree in Big Data Management you'll have a variety of great opportunities to step into a career filled with innovation and motivation once you graduate.

MASTER (M.A.M.) IT MANAGEMENT

The IU Master of Management in IT Management provides you with the fundamentals of business management before building your expertise in essential IT areas such as service management and compliance. You'll be introduced to handling IT service requests, incidents and changes to the IT environment, and the corresponding knowledge management required for a sustainable IT operation. You'll learn key elements within corporate governance, including the required leadership and organisational structures for maintaining IT to ensure business strategies and objectives are met.

With a Master in Information Technology Management, you can demonstrate to potential employers that you have the analytical, methodological, communicative and social competencies to shape their IT environment and manage resources effectively. You will be a top candidate for a career in an industry that is booming.

Degree
Master of Arts (M.A.)

Study start
Anytime

Study model
Online, on campus or flexible

Duration
12 months

Credits
60 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
	1	
Managing in a Global Economy		5 ECTS
Strategic Management		5 ECTS
IT Project and Architecture Management		10 ECTS
Advanced Research Methods		5 ECTS
Operations and Information Management		5 ECTS
	2	
IT Governance and Service Management		10 ECTS
Seminar: Managing People and Organisations		5 ECTS
Master Thesis & Colloquium		15 ECTS

WHAT YOU'LL LEARN

– Deepen your knowledge in the areas of business management and leadership, while actively working on your soft skills such as communication and intercultural awareness.

– Gain insight into the concepts of IT business management and information security plus the art of defining IT strategies from existing business processes.

– Investigate how important IT services can be implemented across various departments, processes, and technologies to ensure excellent operations.

CAREER

With a Masters in IT Management, you might deal with information management internally in a company's IT department or carry out data centre management in world-wide operating enterprise. The entrepreneurial and management skills gained will provide you with great prospects in a wide range of careers, such as technology management, IT consulting, change or project management and business analysis.

MASTER (M.A.M.) ENGINEERING MANAGEMENT

Tailored towards those with an existing academic background in engineering, our Master's in Engineering Management combines technical know-how with a variety of innovative topics from management theory and practice. The master's in Engineering Management at IU is designed to train you in strategic decision-making and engineering processes, giving you the expertise needed to take on high-level management responsibilities in an international environment.

Technical minds are often well-suited to management roles: Problem solving, critical thinking, and an analytical eye are a few key skills you probably already possess. The IU Master of Management in Engineering Management helps you take your skillset further and develop your abilities in communication, leadership, and motivation so that you can step into a new career, confident in your abilities to lead people, projects, and enterprises to success.

Degree
Master of Arts (M.A.)

Study start
Anytime

Study model
Online, on campus or flexible*

Duration
12 months

Credits
60 ECTS

*If you would like to study on campus, you will join us in Bad Honnef.

Study Content

MODULE TITLE	SEMESTER	ECTS
	1	
Managing in a Global Economy		5 ECTS
Strategic Management		5 ECTS
Sales, Pricing and Brand Management		10 ECTS
Advanced Research Methods		5 ECTS
Operations and Information Management		5 ECTS
	2	
Product Development and Design Thinking		10 ECTS
Seminar: Managing People and Organisations		5 ECTS
Master Thesis & Colloquium		15 ECTS

WHAT YOU'LL LEARN

– Acquire a firm foundation in management theory, with a focus on leadership, quality and process understanding.
– Receive all business training relevant to the areas of finance and project management.
– Expand your business knowledge from an engineering-related perspective, to the areas of process orientation, production management, company organisation and the integration of online methods and instruments.

CAREER

The M.A. in Engineering Management at IU is designed to train you in strategic decision-making and engineering processes, giving you the know-how you need to take on high-level management responsibilities in an international environment.

MASTER (M.A.M.) INTERNATIONAL MARKETING

Marketing is a diverse field and a great career path. Combining creative, analytical, and strategic roles, marketing graduates can easily find a fulfilling role that speaks to their interests. However, those with a master's in management specialised in international marketing will be able to step into leading positions right away and enable projects, campaigns, and brands success.

In the IU Master of Management in International Marketing, you'll learn to analyse brand values and develop targeted marketing strategies for business-to-business or business-to-customer (B2B or B2C) companies. You'll come to understand consumer behaviour in depth, enabling confident decision-making in the fields of acquisition, consumption, and products and services. And, you'll master management skills to maintain excellent employee motivation, client relationships, and customer satisfaction.

Overall, a master degree in international marketing management will give you a well-rounded knowledge of business and expertise in marketing, turning you into a valuable leader in any company.

Degree
Master of Arts (M.A.)

Study start
Anytime

Study model
Online, on campus or flexible

Duration
12 months

Credits
60 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
	1	
Managing in a Global Economy		5 ECTS
Strategic Management		5 ECTS
Sales, Pricing and Brand Management		10 ECTS
Advanced Research Methods		5 ECTS
Operations and Information Management		5 ECTS
	2	
Consumer Behaviour and Research		10 ECTS
Seminar: Managing People and Organisations		5 ECTS
Master Thesis & Colloquium		15 ECTS

WHAT YOU'LL LEARN

– Expand your marketing and sales knowledge with a focus on international business management, including purchase decision making and creating global marketing strategies.

– Gain excellent command of leadership skills to manage projects, people, and resources for efficient and profitable business.

– Explore influences on consumer behaviour and conduct insightful market research to implement successful strategies and market launches.

CAREER

A Master in Management focused on International Marketing will shape your skills to become an expert in positioning brands in any market. With this degree, you'll show potential employers that you can identify and overcome potential risks, tailor campaigns to attract the right customers and regions, and enable the success of your team.

MASTER (M.SC.) COMPUTER SCIENCE

Computer Science is at the centre of our daily lives, transforming the way we live, work, travel, and much more. Developments in this area are rapidly changing many industries and if you become an expert in computer science, you could start an exciting career in a field of your choosing. Many people enjoy the interaction between computer science and the human experience, so use their degree to gain great positions in companies at the forefront of technological advancements. Whether mobility, medicine, design, or communications, with this degree, you can become a central key in creating and developing new systems and tech for a better, faster, more efficient world.

In IU's Master in Computer Science, you continue your journey with a focus on data science, cyber security, and artificial intelligence and elective modules of your choosing. This will give you all the skills you need to get started in the international job market and in a career that speaks to your interests.

Degree
Master of Science (M.Sc.)

Study start
Anytime

Study model
Online, on campus or flexible

Duration
24 months

Credits
120 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
	1	
Programming with Python		5 ECTS
Software Engineering: Software Process		5 ECTS
Advanced Mathematics		5 ECTS
Advanced Statistics		5 ECTS
Data Science		5 ECTS
Project: Software Engineering		5 ECTS
	2	
Algorithmics		5 ECTS
Cyber Security and Data Protection		5 ECTS
Seminar: Computer Science and Society		5 ECTS
Artificial Intelligence		5 ECTS
Big Data Technologies		5 ECTS
Project: Computer Science Project		5 ECTS
	3	
Seminar: Current Topics in Computer Science		5 ECTS
Networks and Distributed Systems		5 ECTS
Electives A		10 ECTS
Electives B		10 ECTS
	4	
Master Thesis & Colloquium		30 ECTS

CHOOSE YOUR SPECIALISATIONS

Choose two specialisations from the Electives A programmes:
– Advanced Cyber Security and
– Blockchain and Quantum Computing
– Cryptology
– IT Governance and Service Management
– UI/UX Expert

Choose two specialisations from the Electives B programmes:
– Business Analyst
– Data Engineer
– Machine Learning and Deep Learning
– Technical Project Lead
– Use Case Identification and Evaluation for Analytical Applications

WHAT YOU'LL LEARN

– Jump into software engineering and build your knowledge of the mathematical and statistical basics.
– Gain skills in data science and artificial intelligence and deal systematically with the design, evaluation, and use of algorithms.
– Dive into cyber security and data protection and look at the influence of your work on society—discussing current topics in Computer Science and analysing network systems.

CAREER

Private sector, public service or freelance: Computer scientists are in a very high demand in all branches of industry, including finance, automotive, commerce and many more. Our Master of Computer Science is a clear boost for your career and will pave many ways to a successful entry into the job market.

MASTER (M.ENG.) ENGINEERING MANAGEMENT

It is becoming increasingly important in our digital world to combine technical expertise with relevant skills in leadership and communication—especially for engineers. Our Master of Engineering Management combines in-depth technical know-how with a variety of innovative topics from management theory and practice. From project management to leadership to managerial economics, this practice-oriented programme will give you the knowledge, confidence and authority to assert yourself as a leader at the interface between engineering and management.

Degree
Master of Engineering (M.Eng.)

Study start
Campus: Spring or Autumn Intake
Online: Official start date 15th October 2021.

Study model
Online, on campus

Duration
12, 24, 36 months

Credits
60 ECTS

*The online distance learning version of this programme is still in the process of accreditation and recognition. We expect approval from the relevant ministry by the programme's official start date. So far, all IU programmes have been accredited and approved successfully and on time.

Study Content (60 ECTS)

MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
	1		
Internet of Things		5 ECTS	E
Manufacturing Methods Industry 4.0		5 ECTS	E
Leadership		5 ECTS	E
Seminar: Current Issues in Engineering Management		5 ECTS	WAPR
International Marketing		5 ECTS	E
Product Development		5 ECTS	E
	2		
Performance Measurement		5 ECTS	E
Quality Management and Sustainability		5 ECTS	E
Strategic Management		5 ECTS	E
Master Thesis & Colloquium		15 ECTS	WAMT & PC

MBA
ONE-YEAR MBA

There are many reasons to study a Master in Business Administration—no matter your academic background or point in your career. With an MBA you bring leadership competence and comprehensive knowledge from all core business disciplines to the table, developing expertise in finance, economics and leadership which will prepare you for any management role. An MBA teaches you how to analyse competitors and markets, develop new products and business ideas, advise customers, lead departments and teams or strategically position a brand. It is an excellent choice for anyone looking to enter a role in leadership or entrepreneurs that want to start their own business.

Our highly-rated "One-Year MBA" prepares you for the global job market with a hands-on approach and international orientation. You'll gain a solid foundation for business administration and management and start to build a network of business contacts that could fuel your success later in your professional journey. You can also choose to extend your MBA, specialising in one of five areas and focusing on your ideal career. Our team and academics are always on hand to give you support and advice.

Degree
Master of Business Administration (MBA)

Study start
Anytime

Study model
Online, on campus or flexible

Duration
12 months

Credits
60 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
	1	
Leadership		5 ECTS
Innovation and Entrepreneurship		5 ECTS
International Marketing		5 ECTS
Performance Measurement		5 ECTS
Corporate Finance		5 ECTS
Managerial Economics		5 ECTS
	2	
Strategic Management		5 ECTS
Operations and Information Management		5 ECTS
Business Ethics and Corporate Governance		5 ECTS
Capstone Thesis and Defence		15 ECTS

WHAT YOU'LL LEARN

– Learn about corporate strategies, how to create and analyse performance metrics, and how to measure the success of teams, projects, and companies.

– Gain skills to lead team members, through change processes, personal development, and company success.

– Understand risk in managerial decision-making and challenges that companies regularly face while gaining a firm grasp on methods to overcome them.

CAREER

An MBA is recognised around the world and prepares you with methods, tools, and skills to make your mark on the business world. Whether you want to start your own business or enter top positions at big-name companies across the world, the "One-Year MBA" from IU will help you get to where you want to go.

MBA
MASTER OF BUSINESS ADMINISTRATION

A Master in Business Administration (MBA) is a great choice for anyone looking to enter top management positions around the world or start their own venture as an entrepreneur. An MBA prepares you for a successful career with a solid foundation in administration and management. It's also a great place to start building a network of business contacts of professors, business heads, and fellow students that you can rely on for the rest of your professional journey.

With this IU MBA option, you are able to select electives based on an industry area of your choice. This gives you time, skills, and research opportunities to ensure you're adequately equipped for your ideal career. Our MBA programme is recognised around the world and delivers the methods, tools, and insights you need with a hands-on, practical approach. Our team and academics are always there to support you and to help you follow the right path to your perfect career.

Degree
Master of Business Administration (MBA)

Study start
Anytime

Study model
Online, on campus or flexible

Duration
18 months

Credits
90 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
	1	
Leadership		5 ECTS
Innovation and Entrepreneurship		5 ECTS
International Marketing		5 ECTS
Performance Measurement		5 ECTS
Corporate Finance		5 ECTS
Managerial Economics		5 ECTS
	2	
Strategic Management		5 ECTS
Operations and Information Management		5 ECTS
Business Ethics and Corporate Governance		5 ECTS
Electives A		10 ECTS
Electives B		10 ECTS
	3	
Capstone Thesis and Defence		25 ECTS

CHOOSE YOUR SPECIALISATIONS

Choose two specialisations from the Electives A programmes:
– Corporate Finance and Investment
– Data Science and Analytics
– IT Project and Architecture Management
– Manufacturing Methods Industry 4.0 and Internet of Things
– Sales, Pricing and Brand Management

Choose two specialisations from the Electives B programmes:
– Accounting
– Big Data
– Consumer Behaviour and Research
– IT Governance and Service Management
– Product Development and Design Thinking

WHAT YOU'LL LEARN

– Build soft skills in management, communication, and intercultural collaboration in an international context, while developing your ability to lead projects, teams, and companies.

– Improve your judgment and critical thinking to be able to solve practical challenges and confidently make decisions based on data and industry knowledge.

– Gain experience in theory and practice and expand your industry knowledge to position yourself as a thought leader and specialist in your field.

CAREER

MBA graduates are highly attractive to employers all over the world. From exciting start-ups to large corporate leaders, an MBA from IU will help you find your path to a successful career in international management, all the while focusing on your specialist area.

MBA
FINANCE AND ACCOUNTING

A successfully run business requires an analytical mind and keen eye when it comes to cash flow and profitability. Finance and Accounting are two areas that a company needs to make sure are managed with expert precision and dedication. Our Master of Business Administration (MBA) specialised in Finance and Accounting, combines these two areas with vital knowledge of business management.

When you join this course, you gain expertise in all areas of business and in-depth understanding of how to operate tightly managed finances and identify opportunities for boosted revenue. You will further your entrepreneurial instincts with an awareness of important considerations, corporate strategies, and risk analysis when investing and or dealing with investors. You'll learn to analyse trends and markets, develop new products and innovations, advise customers, and lead departments and teams. This degree programme is at the absolute core of business and economics sectors and provides graduates with excellent prospects for successful careers.

Degree
Master of Business Administration (MBA)

Study start
Anytime

Study model
Online, on campus or flexible

Duration
18 months

Credits
90 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
	1	
Leadership		5 ECTS
Innovation and Entrepreneurship		5 ECTS
International Marketing		5 ECTS
Performance Measurement		5 ECTS
Corporate Finance		5 ECTS
Managerial Economics		5 ECTS
	2	
Strategic Management		5 ECTS
Business Ethics and Corporate Governance		5 ECTS
Operations and Information Management		5 ECTS
Advanced Corporate Finance		5 ECTS
Investment Analysis and Portfolio Management		5 ECTS
Advanced Management Accounting & Control		5 ECTS
	3	
Current Issues in Accounting		5 ECTS
Capstone Project		25 ECTS

WHAT YOU'LL LEARN

– Gain excellent well-rounded knowledge of business administration and build your personal skills for management in a demanding environment.

– Learn to work with financing options for global capital markets as well as accounting in compliance with international standards.

– Get to know the area of investment analysis and portfolio management to improve the fiscal performance of businesses and develop skills in preparing and carrying out fiscal decisions.

CAREER

No matter your academic background, an MBA is a great next career step. You'll draw on your leadership competence and comprehension of all relevant management disciplines to open up a wide range of opportunities. Your skills in finance, economics and leadership will help you take on leading positions with budget responsibility and be an attractive candidate for companies internationally.

MBA
BIG DATA MANAGEMENT

Whether commerce, financial services, healthcare, software or telecommunications: in almost every industry, it's data that determines the success of a business. Knowing how to prepare, process and utilise data is key and those who have expertise in data science and analytics are in high demand in the business world.

Our MBA specialising in Big Data Management teaches you how to leverage data to optimise and innovate any company you will work for. On this course, you'll learn how to plan, control, and execute resources, optimise the supply chain with use of information systems, and take advantage of commercial or open-source solutions for data analytics. We adopt a hands-on approach with case studies and application scenarios to help really imagine the power of data science in certain industries. As part of a small team, you'll design, organise, and present an idea, based on sprint planning and goals defined by a Product Owner—a fun challenge to develop your skills. Overall, this course delivers a solid foundation in business management and an excellent overview of Big Data, creating diverse career opportunities for you.

Degree
Master of Business Administration (MBA)

Study start
Anytime

Study model
Online, on campus or flexible

Duration
18 months

Credits
90 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
	1	
Leadership		5 ECTS
Innovation and Entrepreneurship		5 ECTS
International Marketing		5 ECTS
Performance Measurement		5 ECTS
Corporate Finance		5 ECTS
Managerial Economics		5 ECTS
	2	
Strategic Management		5 ECTS
Business Ethics and Corporate Governance		5 ECTS
Operations and Information Management		5 ECTS
Data Science		5 ECTS
Analytical Software and Frameworks		5 ECTS
Data Utilisation		5 ECTS
	3	
Application Scenarios and Case Studies		5 ECTS
Capstone Project		25 ECTS

WHAT YOU'LL LEARN

– Gain essential skills for management and general business as well as specialist expertise in strategy and operations.

– Prepare data in a target-oriented manner, combine data from different sources to analyse in context, and learn methods based on artificial intelligence for data analysis.

– Learn to critically assess various solution options and providers, considering ethical, social and data protection issues.

CAREER

Companies of all sizes are investing substantially in the implementation of data management systems and structures. As a result, there is high demand for qualified experts in the area of data and management. With an MBA degree in Big Data Management you could be at the core of a start-up or take the reins on innovation for a large corporation. No matter the industry you're focused on, you're sure to find an exciting career in Big Data management.

MBA
IT MANAGEMENT

This Master of Business Administration (MBA) focuses on IT Management, an essential task in the digital age. Technologies are becoming much more complex and the competitive market demands high performance and efficiency of all systems. In this programme, you'll learn techniques to develop and manage IT infrastructures, methods and concepts to apply for effective project management, and how to implement solutions and services for individual department or entire international companies. You'll gain fundamental knowledge of software engineering and explore important topics such as compliance, data protection, network policies, and information security according to regional and international standards.

This unique programme combines an exciting career field that is shaping the world around us with a degree that will impress recruiters in all kinds of companies. An MBA in IT Management can take you into a fast-paced, challenging, and technological work environment where you will have the talent and knowledge to manage IT infrastructures, projects, and teams successfully.

Degree
Master of Business Administration (MBA)

Study start
Anytime

Study model
Online, on campus or flexible

Duration
18 months

Credits
90 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
	1	
Leadership		5 ECTS
Innovation and Entrepreneurship		5 ECTS
International Marketing		5 ECTS
Performance Measurement		5 ECTS
Corporate Finance		5 ECTS
Managerial Economics		5 ECTS
	2	
Strategic Management		5 ECTS
Business Ethics and Corporate Governance		5 ECTS
Operations and Information Management		5 ECTS
IT Project Management		5 ECTS
IT Architecture Management		5 ECTS
IT Service Management		5 ECTS
	3	
IT Governance and Compliance		5 ECTS
Capstone Project		25 ECTS

WHAT YOU'LL LEARN

– Gain an overview of central concepts of corporate management in the IT sector and ensure efficient and secure information systems.

– Analyse how necessary IT services can be efficiently implemented by different departments, processes, technologies and employees.

– Design procedures for designing high-quality software and understand how to manage projects according to international standards.

CAREER

Whether you deal with information management in a department or with data centre management in world-wide operating enterprise, you'll ensure great management with your analytical, problem-solving, and creative abilities. With an MBA in IT Management you'll be an attractive talent for companies and start-ups worldwide, in positions such as technology management, IT consulting, change or project management and business analysis.

MBA
ENGINEERING MANAGEMENT

The IU Master of Business Administration (MBA) and Engineering Management gives technical minds essential skills to become great leaders and communicators. During your studies you will deepen your management techniques and learn how to lead teams to success in roles such as Engineering Project Manager. You'll deal with budgeting, planning, and coordinating as well as evaluating quality and performance which will prepare for top career roles at the cross over of management and technology.

This course is a direct path for fresh new talent looking to start a management career with a technical core. If you have already gained initial professional experience in this field, this specialist MBA will help you take your career a step further or step onto your own path with strong business knowledge as an entrepreneur.

Degree
Master of Business Administration (MBA)

Study start
Anytime

Study model
Online, on campus or flexible

Duration
18 months

Credits
90 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
	1	
Leadership		5 ECTS
Innovation and Entrepreneurship		5 ECTS
International Marketing		5 ECTS
Performance Measurement		5 ECTS
Corporate Finance		5 ECTS
Managerial Economics		5 ECTS
	2	
Strategic Management		5 ECTS
Business Ethics and Corporate Governance		5 ECTS
Operations and Information Management		5 ECTS
Internet of Things		5 ECTS
Manufacturing Methods Industry 4.0		5 ECTS
Product Development		5 ECTS
	3	
Design Thinking		5 ECTS
Capstone Project		25 ECTS

WHAT YOU'LL LEARN

– Master your management skills and train your analytical skills to become a confident leader in your field.
– Develop a sound understanding of general and engineering-related activities in project management.
– Understand relevant concepts and processes of product development, modern supply chains, and be able to differentiate different areas of the Internet of Things.

CAREER

Once you graduate with this MBA degree, you'll be met with excellent career prospects. You'll thrive in roles that require interdisciplinary knowledge of technology and business—which could take you into any sector. With the highly valuable skills learned in this course, you could move on to create innovative products, inspire motivated teams, and build brave new companies.

MBA
INTERNATIONAL MARKETING

The IU Master of Business Administration (MBA) in International Marketing expands your knowledge of marketing specifically in the areas of international branding and marketing of products and services. Among other things, you will learn how to implement quality customer relationship marketing (CRM) and increase customer value through an understanding of long-term customer loyalty.

Once you graduate with an MBA in International Marketing, you can analyse brand values and determine the factors that drive consumer-based brands. You'll be able to confidently develop targeted marketing strategies and communicate them convincingly to your team. Marketing is a diverse field. You might lead marketing activities for business-to-business (B2B) or business-to-customer (B2C) companies or even political or charitable organisations. No matter where your path takes you, you will lead with a great instinct for market potential and risk, crises management and dealing with clients, social media opportunities and more—while recognising the potential in your employees and fuelling their development. Your team, your business partners, and especially your customers will be the central focus of your work which you will manage with energy and expertise.

Degree
Master of Business Administration (MBA)

Study start
Anytime

Study model
Online, on campus or flexible

Duration
18 months

Credits
90 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
	1	
Leadership		5 ECTS
Innovation and Entrepreneurship		5 ECTS
International Marketing		5 ECTS
Performance Measurement		5 ECTS
Corporate Finance		5 ECTS
Managerial Economics		5 ECTS
	2	
Strategic Management		5 ECTS
Business Ethics and Corporate Governance		5 ECTS
Operations and Information Management		5 ECTS
Global Brand Management		5 ECTS
Sales and Pricing		5 ECTS
International Consumer Behaviour		5 ECTS
	3	
Applied Marketing Research		5 ECTS
Capstone Project		25 ECTS

WHAT YOU'LL LEARN

– Develop excellent skills in management, leadership, and communication and learn to base confident decisions on marketing data and busines context.

– Expand your knowledge in marketing and sales related issues with a focus on international business management.

– Use practice-oriented concepts to develop your skills in planning, implementation and control as well as international market launch and cultivation strategies.

CAREER

Marketing can take you just about anywhere in the world and into a variety of company types. It's a competitive market and one that moves fast. With an MBA specifically tailored to marketing in an international context, you can head straight into a top role and quickly move your way up into the career of your dreams.

IU International

PREPARATORY PATHWAY PROGRAMME

Recent IU research has shown that the success of students and graduates highly depends upon communication skills in academic and business English. The IU Pathway Programme builds the skills you need to leverage your academic success and give you the best possible start into your degree. You'll live on campus, get acquainted with all facilities and your fellow students from over 110 nationalities, and settle into your new surroundings. Once your programme starts, you can entirely focus on your studies and your personal success, with a solid foundation to build on.

Study start
October/April

Study model
On Campus

Duration
2 Semesters