

INTERNATIONAL MANAGEMENT

(IN ENGLISH)

DEGREE: MASTER OF ARTS (M.A.)

DURATION OF PROGRAMME: TWO YEARS

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WELCOME



Dear Ladies and Gentlemen,

Thank you for your interest in our International Management (IM) master programme.

It is our goal to prepare you for a successful career in the domain of international management. In this realm shaped by technical, intercultural and global dynamics, it is expected of you as a manager to possess an analytical and networked mind-set and apply it within a context of a global economy. Independence, creativity, communication with intercultural and interdisciplinary sensibility, as well as the ability to solve corporate problems encompassing unknown contexts are imperative skills in today's business world. This programme prepares you for these tasks. It deals with all aspects of modern leadership and helps you to reach a detailed knowledge of corporate governance.

The Master's programme in "International Management" at SRH Hochschule Berlin offers an innovative approach. The degree combines a solid foundation in international management with a fully customisable set of specialisations which can be completed in exciting cities such as Paris, Dublin or Istanbul. Choose your specialisation, decide where you want to study, and take the opportunity to earn not one but two degrees.

Company Projects and an internship aim to assure linkage to practice. Internationally experienced professors likewise strive to orient their lectures to face the requirements of the international market. Additionally, we offer you the opportunity to network internationally since 70% of the programme's student body comes from abroad, coming to study in Berlin from all continents. Furthermore, our career service, our professors and practitioners from companies are to your avail.

We would look forward if we could interest you for studying in the International Management Programme at our university.

Please don't hesitate to contact us for further information.

Yours sincerely
Prof. Dr. jur. Bert Eichhorn
Programme Director

STUDY CONCEPT

The organisational framework ensures programme quality while still providing students with freedom and challenging them to take the initiative, be autonomous and create their own profiles. A main objective of SRH Hochschule Berlin's study programme is to strike a **balance between flexible studies and structure**. At SRH Hochschule Berlin **virtual applications** such as web-based learning platforms are fundamentally integrated into the educational concept. However, **intensive studies on campus** remain the main pillar of the programme.

Real world application of theoretical knowledge plays a major role at our university. We equally combine theory and practice in a productive fashion. Using life-long learning principles, this graduate programme prepares students for professional careers and imparts fundamental knowledge.

There are **44 weeks** in one academic year. These are organized as follows:

- 2 academic terms of 22 weeks each (of which 16 week are scheduled for lectures)
- Case studies during the 1st semester and company projects in the 2nd and 3rd semester
- Internship (in Germany or abroad) after the 2nd or within the 4th semester
- Master thesis during the 4th semester

The programme covers five of the cardinal areas of international Management: Leadership & Global Management, Risk-, Contract-, Innovation-, and Project Management. Here, the international and interdisciplinary aspects of management in these areas remain in focus throughout your studies. Special emphasis is placed on awareness about the legal framework, due to the increasing impacts of national and international, as well as governmental and societal requirements on corporate actions.

Holding a master degree in International Management from SRH Hochschule Berlin shows that you have completed a programme that has equipped you with international management and leadership competencies while preparing you for the global stage.

STUDY PROCEDURE

Studies start in winter semester. In order to structure your studies on our university Moodle platform you will need your own **laptop**. During the **introduction week**, all organisational issues will be explained in detail.

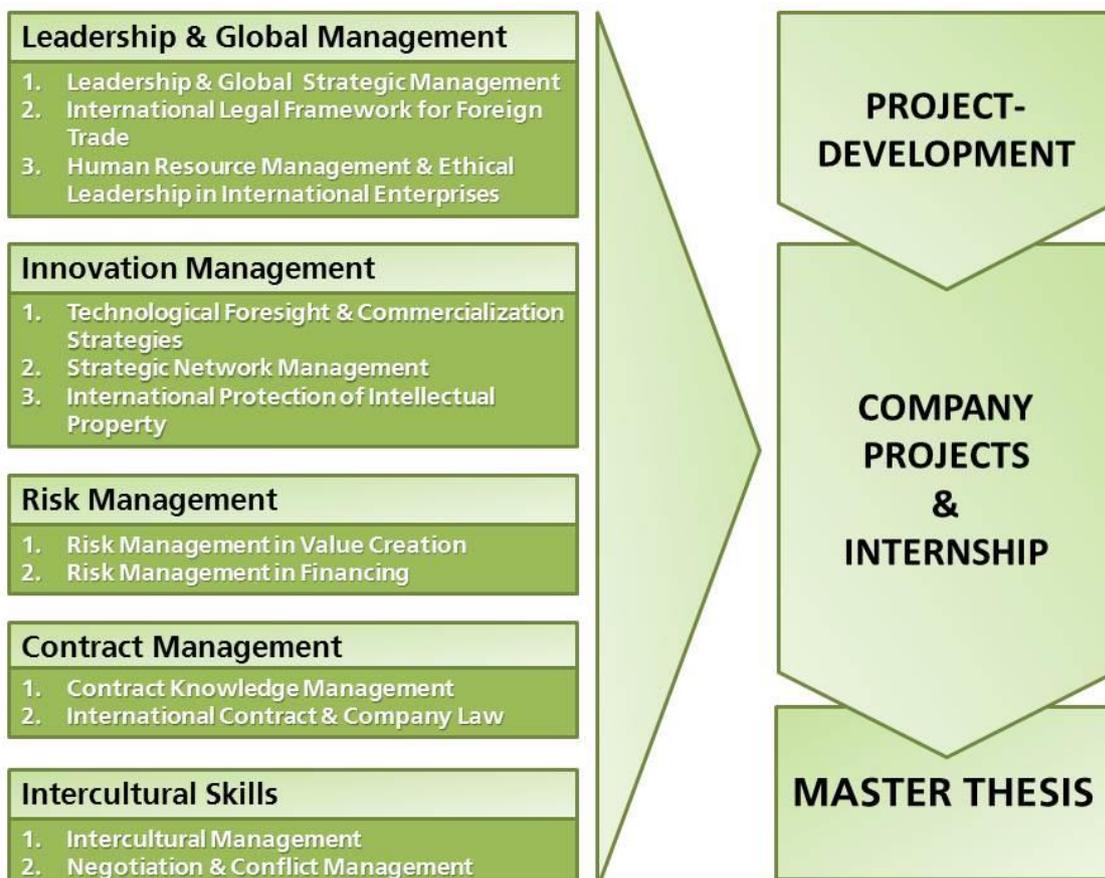
The combination of **classroom instruction**, **supervised work groups** and **self-study** is intended to make students more proactive and independent. Group projects with different topics, durations and compositions enhance teamwork and conflict management skills.

The Master's programme in International Management allows you the choice of studying solely in Berlin and specialising in one of the management subject of SRH Hochschule Berlin (**Berlin Programme**). We also offer our students the option of choosing an **area of applied focus**, e.g. in marketing, information management, or finance. See our programme details on the website for more information!

Or you are taking part in the Tripartite Programme (**International Programme**) where you can experience up to three different academic and business environments and choose among the different management subjects offered by our international partner universities.

In order to train you for the challenges of international management, international project work familiarises you with aspects of risk-, contract-, and compliance management. Likewise, real negotiation scenarios, business games and case studies prepare you for the framework of globalised markets.

The programme provides technical and methodological **expertise** in the following fields of learning:



CURRICULUM – COURSE OVERVIEW

| First Academic Year | | | |
|---|-----------|--|-----------|
| 1 st Semester | | 2 nd Semester | |
| Module | Cr. | Module | Cr. |
| Leadership & Global Strategic Management | 5 | Risk Management in Financing | 5 |
| Risk Management in Value Creation | 5 | Negotiation and Conflict Management | 6 |
| International Contract and Company Law | 5 | Technological Foresight and Commercialization Strategies | 6 |
| Contract Knowledge Management | 5 | Project Development II | 5 |
| Project Development I | 5 | Master Seminar | 3 |
| Case Studies | 5 | Company Project I | 5 |
| Sum | 30 | Sum | 30 |
| Credits accrued during first academic year: 60 ECTS Credits | | | |

| Second Academic Year | | | |
|---|-----------|--------------------------|-----------|
| 3 rd Semester | | 4 th Semester | |
| Module | Cr. | Module | Cr. |
| International Legal Framework for Foreign Trade | 6 | Intercultural Management | 5 |
| Human Resource Management and Ethical Leadership in International Enterprises | 5 | Master Internship | 5 |
| Strategic Network Management | 6 | Master Thesis | 20 |
| International Protection of Intellectual Property | 5 | | |
| Master Seminar | 3 | | |
| Company Project II | 5 | | |
| Sum | 30 | Sum | 30 |
| Credits accrued during entire programme: 120 ECTS Credits | | | |

Management Knowledge

Methodology

Profile and Practice

Intercultural Skills

Last update: April 2014

RANKING & ACCREDITATION

MOST INTERNATIONAL UNIVERSITY IN GERMANY

With 30.3% international students, the SRH Hochschule Berlin ranks highest among all German universities for its percentage of students with foreign citizenship according to recent data gathered by the German Academic Exchange Service, the German Rectors' Conference, and the Alexander von Humboldt Foundation.

SRH Hochschule Berlin Ranks in the Top 5 for Outgoing Student Mobility

With more than 6 % of all SRH Hochschule Berlin students participating in an ERASMUS student exchange programme in the academic year 2010/11, SRH Hochschule Berlin ranked fifth nationwide. These results, published recently by DAAD, are remarkable considering that none of the established public universities made it in the Top 5.

In addition to our ERASMUS partner universities, which are located in Europe, for the first time, students now have the option to study abroad in Canada, Brazil, Mexico and the United States of America. Our international partner network will be continuously expanded and SRH Hochschule Berlin is looking forward to cooperating with even more international universities in the future.

FIBAA REACCREDITATION 2014

The well-known accreditation agency FIBAA has reaccredited our Master programme and ranked it as excellent in the following areas:

- international and intercultural focus
- communication skills and conflict resolution
- organization and administrative support
- faculty support and guidance for students
- career and placement service
- and overall competencies

The **internationality** of the student body in particular was ranked as outstanding. Furthermore, because the programme is career-oriented and internationally focused, it helps to realize the overall goals of the university. According to FIBAA, the career-oriented tasks of the programme provide the students with **practical experience** and make them highly employable once they graduate. The availability of faculty members and the organization of administrative services provide the students with **excellent support and academic guidance** throughout their studies. Finally, once students are looking for job placements, they can turn to the **excellent career and placement services** provided by the university. These are all reasons, among many others, which FIBAA cited in their reaccreditation report for the SRH International Management programme.

THE TOP THREE REASONS TO STUDY “INTERNATIONAL MANAGEMENT”

PRACTICAL RELEVANCE

All of our Master’s students take part in an **internship** during their second academic year. This serves as preparation for a professional career and allows you to use your newly acquired knowledge in an application-oriented manner. Furthermore, you will have the chance to create and implement corporate business solutions in a **real-life company projects**. In this way, students gain insight into the challenges of entrepreneurial business and will graduate with one and a half years of business experience on their CVs.

INTERNATIONAL SCOPE

Our programme prepares you for a career on the global stage. A large number of our faculty come from international backgrounds and our M.A. student body is 70% international, which means you will be exposed to diverse perspectives whether you choose to stay in Berlin or go abroad during the course of your studies. Our extensive **international network of partner universities** provides you with further opportunities to broaden the scope of your studies and we encourage all of our students to spend a semester abroad.

INDIVIDUAL ATTENTION

SRH Hochschule Berlin provides you with the close, individual attention that cannot be found at larger, public institutions of higher education. Because of our **small class sizes**, faculty get to know each student individually and there are plenty of opportunities for students to work on projects and publications with individual faculty members.

FUTURE PERSPECTIVES

The Master's programme "International Management" offers you many specialisations that allow you to prepare for the future position or industry where you want to work. Through company projects and the required internship you learn more about the business fields you are interested in and apply your knowledge professionally. Get in touch with potential employers and find out which professional direction suits you most!

A degree in International Management equips you with the knowledge and abilities necessary to work in job positions and fields, such as:

- International Strategic Management,
- Business Development,
- Risk and Contract Management,
- Market Analyst & Market Research,
- Special Assistant to the Executive Board,
- Country or Divisional Manager,
- Senior Consultant, and much more.

Our graduates work in large, multi-national firms as well as in fast growing, international start-ups. Many even establish their own businesses! Lay the foundation for your future career by focussing on branches such as luxury goods, e-business, renewable energy or art and wine management and become qualified for responsible management positions all over the world.

A Master's degree from SRH Hochschule Berlin is not only an excellent foundation for tackling management tasks in the industry but also a step on the path towards a doctoral degree.

ALUMNI REVIEWS*



Ariuna, Class of 2010, from Mongolia

“Working collaboratively with fellow students was a truly memorable experience. I developed the ability to work in a team with others: discussing problems, expressing my viewpoint, and learning from the diverse backgrounds which make up our academic community. SRH has a warm atmosphere and it was there that I was able to find new ambition and realize my vision for my life.”

Tim, Class of 2011, from Germany

“What I thought was really good at SRH were disciplines like Strategic Networking and Management, offered not only from the company side, but answered questions like: How can I create innovations through networking through strategic management? How can I be more efficient? The soft skills part was really intensive and also necessary and is now benefiting my job.”



Melanie, Class of 2012, from Indonesia

“One very good feature of SRH is the small size of the classes. You have more interaction with the students [and] you can interact more with the professors... They know your name. You know everyone in the class.”

Elise, Class of 2013, from Hawaii

“SRH provided for an environment in which students could form groups with individuals from around the world - thus giving fruitfulness and creativity in group dynamics. Lecturers were on point combining a fusion of professional experience with teaching, which gave students an open field for inquiries and curiosity.”



Francis, Class of 2013, from Ghana

“The broad network of professors at SRH Hochschule Berlin made it very easy for me to establish formal network among some of the most popular companies and institutions across Europe. I was also impressed that the University took an extra step to offer outstanding students internal financial support or link them up with external scholarship foundations. It was through this effort that I became a scholar of the Friedrich Naumann Scholarship Foundation during my 2nd semester of my studies.”

* For more alumni reviews please see the programme’s website.

ADMISSION REQUIREMENTS

ACADEMIC REQUIREMENT

Bachelor or equivalent academic degree

- In the fields of Business Administration, Economic Engineering, or Information Systems. They generally contain the essential academic experience for admission.
- In a field not related to business: Applicants who do not possess a degree in Business or Economics are still welcome to apply. Their qualification will be determined by individual consideration by our admissions committee. Students with a non-business degree will complement their academic background during **Business Refresher courses** that is offered during the first and second semester.

LANGUAGE SKILLS

The entire programme is taught **in English**, including all the courses at our partner universities participating in the Tripartite Master Programme. No other language skills are required for the programme. There are two options for being accepted into the programme: directly and indirectly via our **Pre-Master's programme** (for more information please visit our website). All non-native English speakers must submit **proof of sufficient English language skills**. The following tests and minimum scores are accepted:

- TOEFL-Test score of 87 (CBT 227), (for a score between 79-86, a supplementary conditional agreement will be issued)
- IELTS (Academic): minimum score of 6.5 (minimum of 6.0 in all skills)
- TOEIC: Listening/Reading 785, Speaking 160, Writing 150
- CAE (Grade A, B, or C)
- CPE (Grade A, B or C)
- Pearson English Test Academic (PTE-A): 58 points

Native speakers, applicants in whose country of origin English is the official language, or applicants with a university degree from an English speaking country can be exempted from submitting lingual proficiency test results upon request. Test results must be no more than 24 months old. All documents will be reviewed.

Although the language proficiency levels described above are mandatory for final acceptance, we also offer conditional acceptance for applicants, who have not yet acquired complete lingual proficiency at the time of application submission. Qualifying test results must be provided no later than three months following the commencement of their Master programme.

APPLICATION, GETTING TO KNOW EACH OTHER AND INTERVIEW

Please submit your application by using the **online application form**. You can send your application at any time.

Admission to the programmes is based on both national admission regulations and on personally conducted selection interviews with the Graduate Programme Director. Based on your submitted documents, as well as through our impression of you during the personal interview, we evaluate academic performance, language proficiency, cognitive skills, as well as motivation towards this programme. Our admission process also takes into account the applicant's personality as well as distinctive work and life experiences in order to assure a diverse and competitive student body. The final decision will be made by the Graduate Programme Director.

We do not charge an application or a matriculation fee.

TUITION FEES AND FINANCING

We guarantee a high quality programme with an up-to-date focus on the business world.

Tuition fee is **€ 700 a month**. This fee is fixed for the entire two-year study programme. Examination fees are not included and will vary depending on your study destination.

There are numerous ways to finance your studies. We will support you in finding the necessary options to cover your financial needs (i.e. student educational funds, scholarship programmes or student loan).

CONTACT

Make an individual appointment with us to find out more!

Your contact

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Further information and
application

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