



MASTER OF ARTS (M.A.)

# INTERNATIONAL BUSINESS AND INTERCULTURAL MANAGEMENT



business



english

FACULTY INTERNATIONAL BUSINESS

“Besides the sound business knowledge that is delivered, great emphasis is put on the intercultural aspect.”

Alessandro Gravina, Alumnum International Business and Intercultural Management (M.A.)

## CAREER PERSPECTIVES

The Master of Arts International Business and Intercultural Management (MIBIM) qualifies first-degree graduates for management positions in globally operating organisations. It is intended to equip future business leaders with the subject knowledge and skills – methodological, interpersonal and intercultural – that will enable them to excel and stand out as leaders in our rapidly changing business world.

## COURSE CONTENT

The course content is founded on a sound theoretical basis and includes experience-based and hands-on forms of learning such as case studies and project work. In the MIBIM master's programme you will

- › increase and foster consciousness on sustainability, intercultural management and global leadership issues
- › develop up-to-date competencies
- › learn the techniques to research, organise and present the results of your work
- › stimulate critical thinking and logical analysis
- › develop a sense of responsibility for attaining one's goal

## COURSE FOCUS

The MIBIM programme focuses on advanced studies in intercultural management and sustainability that will broaden participants' expertise in regard to leadership, strategic management, and marketing. Students will deepen their knowledge on company processes, specifically in human resource management, international management and financial analysis, allowing them to analyse the dynamic relationship between internal organisational structures and external environments.

## COURSE OF STUDY (FULL TIME)



### ADMISSION REQUIREMENTS

- > An excellent or good first degree in Business Studies or in a business-related discipline (210 ECTS credits and a German average grade of 2.5 or better or an equivalent international qualification)
- > At least 50 % of the Bachelor courses need to be related to business (Management, Economics, Finance, Controlling, Marketing)
- > High proficiency in English

### SELECTION PROCEDURE

The following criteria will be taken into account:

- > Work experience, preferably in course-related areas
- > International experience – working, studying or living abroad
- > Proved interest in international business, intercultural studies and sustainability

### START OF PROGRAMME

Winter term – September

**Closing date for applications:**

- > July 15<sup>th</sup>

Please note: Non-German first-degree applicants have to apply to “Studienkolleg Konstanz” first (application deadline: June 1<sup>st</sup>).

### APPLICATION

You will find all information you need for your application at [www.hs-heilbronn.de/master-application](http://www.hs-heilbronn.de/master-application)

### ADVICE

#### Academic advice

Prof. Dr. Michael Ruf, Programme Director  
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