

International Management | EN (B.A.)

Business without borders

Globalisation and the speed of information in the 21st century has increasingly challenged established companies in regards to their processes and the way they have been operating. From the manufacturers, retailers and service providers to the consumers – old structures have more than once been turned upside down. The big economic crisis of 2008 has shown how quickly entire countries can slip into a recession. Modern and interdisciplinary management skills (T-shaped qualifications) have become vital in today's internationalised economy, where media and the speed of communication have become as important as the fundamentals of good business administration.

The International Management degree programme is one of our specialisations as part of the Management Bachelor Program and is aimed at students who would like to study management with a strong international and media focus at Germany's largest private university for media and communication.

Global success

Students of the International Management Programme will be prepared for a career in business administration, human resource management, distribution and marketing, public relations, corporate finance as well as management accounting or as a corporate strategist. A set of electives will allow you to deepen your expertise in the areas of commerce, service management or international innovation management.

Learning by doing

Throughout the programme, you will carry out practical projects, whereby theoretical knowledge is applied to real-life scenarios, usually in cooperation with external businesses and partner companies.

Internship

Macromedia cooperates with a large number of renowned companies where you will spend a full semester as an intern under the supervision of your professors. This is a very important part of the programme giving you the opportunity to gain your first practical experience and to start networking with the industry.

How to apply

Admission to Macromedia University may be granted in line with the Regulations on Qualifications for University Studies (§60 of the Bavarian University Regulations) of the Free State of Bavaria. Under these regulations, the general school leaving certificate (Abitur) or the entrance qualification for universities of applied sciences (Fachhochschulreife) is mandatory. School leaving certificates from outside Bavaria must be officially approved as being equivalent, where necessary. To apply, please provide us with your recognised school leaving certificate, recognised certificate of English proficiency (TOEFL iBT, at least 81 out of 120 points or IELTS, at least 6 out of 9), the Macromedia University application form and letter of motivation. After the assessment of your application, you may be required to pass an admissions interview.



SERVICES

Information events

At these events, student advisors, students and professors answer all your questions centred round the media industry, our university, admission and the application process. Just drop by.

macromedia-university.com/events

Career service

Offering support for you and your career of choice during and after your studies.

Internship support

Providing internship contacts and accompanying support all round your internship semester.

International office

Providing full-service support for your semester abroad.

Personal advisory service

If you're planning your future and studies with us, you likely have many questions. Our student advisory look forward to talking with you.

You can find your personal contact person under "Contact" below or on our website at

macromedia-university.com/student-advisory-service

Location

Check our website for details.

Start

Winter semester

Duration

7 semesters, 1 semester abroad (6+1)

Study abroad

The programme also includes one semester abroad at one of our international partner universities of your choice (Macromedia's 6+1 programme).
www.5cu.org

Tuition fee

Are you a highly motivated individual who is ready to invest in your future and to study at Macromedia University? We help you to make it happen by offering individual funding solutions as well as scholarships. Ask our student advisors for further information.

Students from countries belonging to the European Union:

5,150 € per semester
Registration fee 500 €

Students from countries which are not part of the European Union:

5,500 € per semester
Registration fee 750 €

macromedia-university.com/financing

210 ECTS	COURSE OVERVIEW
1 30 ECTS	Management Theory and Concepts Introduction to Trade Law Legislation and Corporate Governance Scientific Research and Project Management Macroeconomics Corporate Accounting and Business Mathematics Product Pricing and Promotion
2 30 ECTS	Business English Accounting Management Accounting and Business Intelligence Introduction to Logistics and Production Value Chain Processes Human Resource Management Leadership Brand Psychology Specialisation: Retail and Service Industry The Service Experience
3 30 ECTS	Semester abroad Intercultural Communication Business Planning Microeconomics
4 30 ECTS	Return on Investment Financing and Due Diligence Specialisation: Forms of Services Value Chain in the Service Industry Service Experience Online Services E-commerce
5 30 ECTS	Current Affairs in Management International Management Specialisation: Trends Innovation Concepts Current Affairs in International Management
6 30 ECTS	Internship and internship report Soft and communication skills Student project
7 30 ECTS	Bachelor thesis Entrepreneurship Information Management Strategy and Organisation Leadership Systems and Processes in Corporations
The semester abroad is in the 3rd or 4th semester.	

CONTACT/STUDENT ADVISORY SERVICE

Campus Munich
Phone: +49 89 544151-0
info.muc@macromedia.de

Campus Freiburg
Phone: +49 761 442266
info.freiburg@macromedia.de

Campus Hamburg
Phone: +49 40 3003089-0
info.hh@macromedia.de

Student Advisory Service Milan
Phone: +39 02 453885-10
international@macromedia.de

Campus Stuttgart
Phone: +49 711 280738-0
info.stgt@macromedia.de

Campus Cologne
Phone: +49 221 31082-0
info.koeln@macromedia.de

Campus Berlin
Phone: +49 30 2021512-0
info.berlin@macromedia.de

Contact us by using WhatsApp
+49 176 15098602