

International Business Management

Hochschule Fresenius, Campus München
Master of Science



Program

Your Master's Program: International Business Management

Given the significant shifts in the economy resulting from digitalization, globalization, and climate change, international companies must adapt to remain successful. To address these challenges, companies need effective strategic approaches and transformation processes. During this practice-oriented program, you'll acquire comprehensive knowledge of strategic management, as well as an extensive understanding of international corporate structures and transformation processes. If you aspire to become a respected authority in this field and seek answers to the pressing questions of today, the Master's program in International Business Management (M.Sc.) is an excellent choice.



Contact

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Program Details

The Master's program in International Business Management (M.Sc.) offers a comprehensive education in various fields, such as:

- **Strategic Management:** You'll gain extensive knowledge of analyzing, developing, and evaluating corporate and business strategies across companies of all sizes.
- **International Management:** You'll acquire a comprehensive understanding of strategic analysis, evaluation, and implementation of internationalization steps and the establishment of global and transnational corporate strategies.
- **Transformation Management:** You'll develop vital skills necessary for planning, implementing, and communicating change and transformation processes, as well as managing complex data and information on trends and future changes in a global context.
- **Advanced Management Essentials:** You'll learn critical leadership-oriented management skills to lead projects and teams and manage companies in a future-oriented and agile manner.
- **Research Methods & Empirical Skills:** You'll understand how research informs business-related decisions and acquire a range of specific methods to gather and analyze data.

You'll also have the option to improve your language and intercultural skills by enrolling in a German or foreign language course.

Structure

Program Structure

Our M.Sc. program in International Business Management spans a total of four semesters. The first two are dedicated to building the fundamental knowledge necessary for a successful career in business. Some of the initial courses include:

- International & Global Management
- Corporate Strategy
- Leadership & Management
- Advanced Project Management
- Applied Strategic International Management
- Managing Transformation & Change
- Innovation Management & Design Thinking
- Quantitative & Qualitative Methods for Business

This degree also offers you the flexibility to explore your personal interests and enhance your professional profile. During your 3rd semester, you can choose from the following elective modules:

- Corporate Finance
- Sustainability Management & CSR in a Global Context
- International Relations & Current World Affairs
- Consumer Behavior & Psychology
- Strategic Marketing & Brand Management

Alternatively, you may choose to complete an internship in lieu of an elective module or opt for a semester abroad. During your 4th semester you'll finalize your degree with your Master's Thesis.

Career

Career Prospects

The internationally oriented Master's program in International Business Management (M.Sc.) provides you with a broad portfolio of strategic approaches and methods, as well as specialized knowledge of cross-industry internationalization and expansion concepts. For example, you will learn both to identify the challenges of international companies and to develop strategically suitable solutions. This expertise will open up many career prospects.

Once you have completed your Master's degree in International Business Management (M.Sc.), you will have the knowledge and skills to start a successful career in international management. You will be able to take on positions in domestic and international companies, work for non-profit organizations and other institutions, or start your own business. Your career prospects include:

- Roles in strategic teams at a corporate or business unit level
- Positions in teams that promote the international expansion and multinational presence of such corporations and organizations
- Functional and cross-functional leadership positions
- Positions in change management and corporate transformation
- In-house consulting roles in which you may deliver strategy, internationalization, and transformation services
- Strategic activities and international and transformational management roles in business associations and other interest groups
- Management consulting positions in global and transnational consultancies

Master's graduates also have the option of pursuing a doctorate.

Admission

Admission Criteria

To be eligible for admission to the Master's program in International Business Management (M.Sc.) at Hochschule Fresenius, you must meet the following requirements:

- You possess a Bachelor's degree with a minimum of 180 credit points.
- In your Bachelor's degree, you must have gained 60 credit points in the fields of business or economics.
- You can demonstrate English language proficiency at Level B2 of the European Framework of Reference for Languages.

If you have not yet completed your Bachelor's degree, you can still enroll in the Master's program at Hochschule Fresenius, provided you have completed at least 80 percent of the required credit points. Additionally, Bachelor's students at Hochschule Fresenius will only be required to pay monthly Master's tuition fees when beginning their Master's program.

For further details, please contact our Study Advice Service.