

# International Programs

Master | Bachelor | Study abroad



# Accredited quality

accadis has been pioneering private higher education in Germany since 1980 as already in 1993 we awarded the first Bachelor degrees in International Business, when these were as yet unheard of in Germany. In the state of Hesse we were also one of the first universities to provide a graduate dual course of study.



State  
recognized  
university of  
applied sciences



Institutional  
accreditation by the  
German Council  
of Science and  
Humanities



Foundation for  
International  
Business  
Administration  
Accreditation



Centrum für  
Hochschulentwicklung



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# International Office

## Welcome

### Welcome to the International Office at accadis Hochschule Bad Homburg

accadis Hochschule is a renowned **University of Applied Sciences** recognized in Germany and beyond for its academic excellence, strong links to business and the professional success of its alumni. As a small **private institution** with a strong international focus, the university provides high standard education with a personal atmosphere and student-oriented services.

accadis Hochschule is a university focused on **Business Management studies**. Our excellence is based on our highly qualified faculty members who are equipped with a wealth of practical experience in their fields.

At accadis Hochschule, you will find a cooperative and welcoming learning environment where entrepreneurial and human values flourish.

accadis Hochschule is located in the economically significant Rhein-Main-area, with **Frankfurt** as Germany's financial center.

This creates a favorable environment for a good cooperation with numerous firms and institutions outside of but adjacent to the academic field of teaching and research.

Within this framework, the International Office helps international students to apply to the university and is in charge of the international cooperations with universities and colleges all over the world. At our university, you will find students from all continents who wish to study either in a Study Abroad program or pursue one of our Bachelor or Master programs.

In this brochure, international students can find information about the university, our academic programs, application procedures and admission requirements, as well as the services available on campus.



**Britta Laudon-Reece**  
Head of International Programs



**Andreas Münch**  
International Office



**Markus Losert**  
Head of Marketing

# Why accadis?

## Nine points for accadis

There are many universities that offer studies in economic science. Which one is right for you depends especially on the education institution's philosophy – and this is not necessarily a question of good or bad, right or wrong. Rather, it is important whether the philosophy and profile of an institution matches your expectations and values or not. Therefore, we openly state our self-image as expressed through the following nine elements.

1. The education corporation accadis Hochschule has been **family-run since 1980**, making it a symbol of tradition and independence.
2. Our **reputation** as well as the official, state-approved university degrees and international accreditations (FIBAA) stand for quality and excellence in education.
3. accadis Hochschule emphasizes **internationality**: students from all over the world, study content of international relevance, lecturers from partner universities abroad, semester or internship abroad.
4. accadis Hochschule trains you in **methodology**, so you will go on to confidently guide your team as an executive.
5. accadis Hochschule develops your **social competence** so that you can hold presentations effectively, enjoy working in a team and do so successfully while also managing personnel.
6. accadis Hochschule offers **practical relevance** through guest lecturers from the economics sector. As a full-time student, you will experience working as a consultant and complete internships in Germany or abroad.
7. accadis Hochschule offers you **individual support** and excellent service in small study groups.
8. Due to its proximity to **Frankfurt**, Germany's financial and economic capital, there are many opportunities for our students to network with corporations in the region. accadis is synonymous with **employability**.
9. accadis Hochschule offers you a **target-orientated and efficient path to a degree**. It will prepare you ideally for the German and international job market. And who knows, maybe you would actually like to stay in Germany to work?

### Companies our graduates work for

- Accenture GmbH
- Advisory Commerzbank AG
- Commerzbank AG
- Deutsche Bank AG
- Deutsche Telekom AG
- Ernst & Young GmbH
- FC Bayern München AG
- Giorgio Armani Retail S.r.l.
- Hertz Autovermietung GmbH
- IBM Global Business Services
- J.P. Morgan Europe Ltd.
- KPMG Consulting GmbH
- McKinsey & Company Inc
- Media-Saturn-Holding GmbH
- Microsoft Deutschland GmbH
- PricewaterhouseCoopers AG
- RTL Television GmbH
- SAP AG
- Siemens AG
- UNICREDIT BANK AG
- Yahoo Inc., Korea
- and many more ...

# International Studies

## at accadis Hochschule

**accadis Hochschule puts a strong focus on internationality. We co-operate with universities and colleges all over the world. As part of these partnerships, our students can participate in an integrated semester abroad in Europe or overseas. Additionally, international study content, lecturers from partner universities teaching at accadis Hochschule and internships abroad are also international elements.**

At accadis Hochschule, you can meet students from all continents. They are here as exchange students through a Study Abroad semester or as transfer students in one of several international Bachelor or Master programs.

International Studies can mean **studying in English**. However, if you are looking to give your degree a competitive edge, why not **take courses in both English and German?**

Studying abroad also helps you experience different cultures. The intercultural competencies established this way are popular with employers and will be to your advantage when you are applying for jobs.

**So come and gather experience in Germany, one of the most important markets worldwide!**

**Foreign languages** are also an essential element at accadis Hochschule. Apart from the common European languages like English, French and Spanish, you can also study Chinese.

Internationality is a key factor for success in an increasingly globalized world. In this context, foreign language skills and cultural awareness are just as important as expert knowledge.

**We open the door to an international career for you!**



# Master Programs

## Master of Arts M. A. | Master of Business Administration MBA

Expertise in Strategy, Marketing and Finance are of key significance for any career in senior management. Indeed these are all course modules that comprise the basis of your graduate studies at accadis. In all accadis Master programs you will gain the required detailed specialized know-how in the concentrated modules and consulting case of your chosen major.

**Study formats** full-time | part-time

**Duration** 2 years

**Credits awarded** 120 ECTS

**Language** English

**Intake** October

At accadis Hochschule – in comparison with other private higher education institutions in Germany - all international students benefit from being fully integrated into regular study groups alongside with German students. You will experience first-hand our academic excellence and strong links to business.

All Master degrees are official university degrees and accredited by FIBAA. Application deadline: June 15<sup>th</sup>

### The following academic programs are available

- **International Management**  
M. A. Master of Arts
- **Digital Business Strategy**  
M. A. Master of Arts

- **Strategic Supply Chain Management**  
M. A. Master of Arts
- **Global Sports Management**  
M. A. Master of Arts
- **International Football Management**  
M. A. Master of Arts
- **International Health Care Management**  
M. A. Master of Arts
- **Brand and Luxury Goods Marketing**  
M. A. Master of Arts
- **Global Marketing Management**  
M. A. Master of Arts
- **Management and Leadership**  
MBA Master of Business Administration – Part-time only



International Management



Digital Business Strategy



Strategic Supply Chain Management



Global Sports Management



International Football Management



International Health Care Management



Global Marketing Management



Brand and Luxury Goods Marketing



Management and Leadership

# 4-Year International Studies Program

## Bachelor of Arts B. A.

**The 4-Year International Studies Program starts in October and addresses applicants from abroad which formally comply with the required university admission eligibility for Germany, but who cannot provide confirmation of sufficient language skills in German (C1 Level) for a direct entry into our Bachelor program mainly taught in German.**

In this 4-year program, the students initially complete a **first year solely taught in English** language which includes modules from International Management and Social Media Marketing as well as Business English language training.

Once you have successfully completed year one, you may enter one of our Bachelor program majors. The language of instruction at Bachelor level is primarily German. Therefore, by the start of your second year, your language skills in German need to meet the requirements of the C1 Level. Acquiring this level of German proficiency during year one of the program is the responsibility of the student.

### **Language Requirements:**

German B1 level

English IELTS 5.5 or comparable

### **The following majors are available:**

- **General Management**
- **Digital Business Management**
- **International Sports Management**
- **International Marketing Management**
- **Marketing and Event Management**
- **Media and Creative Industries Management**
- **Business Communication Management**
- **Tourism Marketing Management**

You may find further information on these programs (in German language) at [www.accadis.com/broschuere](http://www.accadis.com/broschuere)

Application deadline: June 15<sup>th</sup>





# Bachelor Programs

This full-time program addresses applicants from abroad (free-mover or transfer students) who formally comply with the required university admission eligibility for Germany and, in addition, can provide confirmation of sufficient language skills in German and English for a direct entry into our regular Bachelor program.

## German-taught Bachelor's degrees:

- General Management
- Digital Business Management
- International Sports Management
- International Marketing Management
- Marketing and Event Management
- Media and Creative Industries Management
- Business Communication Management
- Tourism Marketing Management

## Language Requirements:

IELTS 5.5 or comparable  
German C1 level

All Bachelor degrees are official university degrees and are accredited by FIBAA.

Application deadline: June 15<sup>th</sup>

For international students, full integration into campus life is guaranteed, as they will attend regular courses together with German students.



General Management



Digital Business Management



International Sports Management



International Marketing Management



Marketing and Event Management



Media and Creative Industries Management



Business Communication Management



Tourism Marketing Management

# Study Abroad Program

## Bachelor of Arts B. A.

**The Study Abroad Program at accadis Hochschule Bad Homburg has been designed for free-mover or exchange students from our partner universities. International students can study at accadis Hochschule for up to three trimesters (approx. one academic year) and can achieve a maximum of 60 ECTS. Students can choose from our varied programs at undergraduate level. The language of instruction is German and English.**

For an updated list of available modules taught in English, please contact us at [study.abroad@accadis.com](mailto:study.abroad@accadis.com). The Study Abroad Program is part of the official Bachelor degree programs at accadis Hochschule. All Bachelor degrees are accredited by FIBAA. For international students, full integration into campus life is guaranteed, as they will attend regular courses together with German students.



one  
step  
ahead

# Services

**The staff at accadis Hochschule distinguish themselves through its friendliness and helpfulness. Personal support and excellent service are natural to us. Don't hesitate to contact the International Office, Student Services and the Career Center. We are here for you.**

There is always a **contact person** available at the International Office who can support you in all organizational matters. You will be guided through the application process and matriculation and all necessary information and documents will be provided for you.

All academic questions about the daily course of studies may be directed at the lecturers and the Head of Studies. They will support you in all aspects of your academic career, like studies, exams and internships.

The students are assisted in finding **accommodation** in Bad Homburg or Frankfurt. Whether it is a student hall of residence, flat or shared flat, we help you find the right place to stay.

The campus is equipped with a **state-of-the-art infrastructure**. Students receive efficient IT support. They are also set up with a personal email account from accadis Hochschule.

Through the Student Association, you can meet new friends and exchange ex-

periences about all aspects of your personal and academic life. It is a great opportunity for a successful **integration**.

The International Office organizes **excursions** and extracurricular activities in the Bad Homburg and Frankfurt area.

**Buddy Program:** German students partner with new students and explain to them how the campus works. This helps you to get to know your fellow students quickly.



**What matters in lectures is relevant for leisure time also. That is why the ideals of the accadis-family are also present in the many extracurricular activities, initiatives and events happening all year round. Different sports, festivities, excursions and competitions complement lectures and thus offer an intense and varied university experience.**

Bad Homburg lies a mere 15 kilometers from the financial metropolis of **Frankfurt am Main** (federal state of Hesse). Frankfurt is home not only to the headquarters of Deutsche Bank and European Central Bank (ECB), but to many international corporations. It is one of the most relevant cities in the country, with a globally recognized reputation, largely due to the many fairs and exhibitions held here, some of which are the biggest in the world. From Bad Homburg, you can reach Frankfurt city center in about 20 minutes by train or subway. Frankfurt is also one of the biggest university cities in Germany, creating a pleasant, international atmosphere. This European metropolis is full of cultural and entertainment opportunities.

Life in **Bad Homburg** is pleasant, appealing and culturally diverse. Bad Homburg, with its 52,000 inhabitants, also has much to offer. Since the 19<sup>th</sup> century, this spa town is one of the most recognized in the world. The German Emperor as well as many Russian Tsars enjoyed spending their summers here. Even today, it has a rich cultural life with events big and small, concerts, art exhibits and festivals, but also wellness and sports all year round.

Due to its central position within **Germany**, many cities like Cologne, Dusseldorf, Stuttgart, Berlin and Munich can be easily reached from Bad Homburg. International destinations like Strasbourg (France), Prague (Czech Republic) and Brussels (Belgium) are also quickly accessible.

Thanks to the many international corporations residing here, Bad Homburg can legitimately lay claim to the title of important business location in the Frankfurt and **Rhein-Main-area**.