

International and German
Business Certificate

International Students at the International School of Management



International Business Certificate (IBC)

- entirely taught in English
- semester program with 30 ECTS/ 6 courses with 5 ECTS each
- start in September or March

Students choose Block I or Block II + one of the following specialisations:

Core Business Subjects

BLOCK I

Strategic Management
International Business Law
Project Management
Operations Management

BLOCK II

Strategic Controlling
Crisis Management
Branding & Communication Management
Doing Business in a Global Economy

Specialisations

Tourism Track

Strategic Tourism Management
International Tourism Markets

International Management Track

Leading to high performance
Competitive Advantage

Finance Track

Implementation of Derivatives
International Financial Reporting (fall) / International Auditing (spring)

Communication Track

Strategic PR
Intercultural Communication

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Courses of the IBC and
GBC can be mixed

Core Business Subjects / BLOCK III

1. Business Ethics
2. Business Planning, Theory & Exercises
3. Moderation & Presentation
4. Capital Markets

Specialization COMMUNICATION TRACK

5. Intercultural Communication
6. Strategic Public Relations



German Business Certificate (GBC)

- entirely taught in German
- semester program with 30 ECTS/ 6 courses with 5 ECTS each
or full academic year with 60 ECTS / 12 courses with 5 ECTS each

Courses of the IBC and
GBC can be mixed

Courses starting in September:

1. Projektmanagement / Project Management
2. Internationaler Handel und Vertrieb / International Trade and Sales
3. Strategisches Management / Strategic Management
4. Leadership and Motivation
5. Internationales Finanzmanagement / International Finance Management
6. Erfolgreiche Geschäftsstrategien in Deutschland, Rechtsgrundlagen / Doing Business in Germany, Legal Basis

Courses starting in March:

1. Controlling in multinationalen Unternehmen / Controlling in multinational enterprises
2. Konsumentenverhalten & angewandte Marktforschung / Consumer Behaviour & Applied Market Research
3. Internationale Logistiksysteme / International Logistics Systems
4. Strategisches Personalmanagement & Personalcontrolling / Strategic Personal Management & Personal Controlling
5. Corporate Finance im Mittelstand / Corporate Finance in Medium Size Enterprises
6. Das deutsche Wirtschaftssystem / The German Economic System

:Obligatory: When choosing one of these courses you must take Business German (4 ECTS) in the first week of the semester!

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Core Business Subjects / BLOCK IV

1. International Trade & Sales
2. Strategic Management
3. Global Communications
4. International Finance Management

Specialization INTERNATIONAL MANAGEMENT TRACK

5. Leading to High Performance
6. Competitive Advantage



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Core Business Subjects / BLOCK V

1. Marketing Controlling
2. International Finance Management
3. Strategic Controlling
4. International Trade & Sales

Specialization PSYCHOLOGY & MANAGEMENT TRACK

5. Consumer Psychology
6. Structuring of Consulting Projects



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- start in March

Core Business Subjects / BLOCK VI

1. Strategic Controlling
2. Branding & Communications Management
3. Crisis Management
4. Doing Business in a Global Economy

Specialization LUXURY & FASHION MANAGEMENT TRACK

5. Marketing of Luxury Goods & Fashion
6. Luxury & Fashion Buying and Merchandising

