

“GISMA really is a great university. My classmates are so friendly and helpful and the professors are as well. The professors are very competent to teach us the right thing and to also help and guide us in the way we would like to be guided.”

Grace Rattanadit
GISMA Student

This degree programme has been awarded the quality seal of the Accreditation Council Foundation. It was first assessed by FIBAA in a multi-stage accreditation procedure and then successfully accredited by the Accreditation Council Foundation. The Accreditation Council Foundation is a joint institution of the federal states of Germany for quality assurance in study and teaching at German universities. The quality seal of the Accreditation Council Foundation certifies, among other things, compliance with academic standards and formal requirements.

Get in touch

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GISMA
BUSINESS
SCHOOL

MSc

International Business Management

Global and practice-oriented
international business degree to help
you advance your career in Germany
and worldwide.



Dive into the fascinating world of international business and enjoy a unique experience amongst students from over 60 countries at GISMA Business School.

From leadership competencies in cross cultural environments and international strategic management to marketing and CEO decision making, this programme covers all areas of business that you need to master for a senior management position in an international organisation.

Invest in your career and study this programme which can be delivered at our brand new campus in Potsdam or entirely remote, as part of our Virtual Campus.

If you study the 2-year programme at our Potsdam campus you'll also have the opportunity to do an internship or business project or spend a semester abroad – choose from a selection of highly international cities such as London, Shanghai, and Singapore. In addition, the 2-year programme includes big data, cyber security, or cloud computing know-how, directly provided by renowned digital companies such as Amazon or Alibaba.

This programme is awarded by GISMA Business School.

Why study at GISMA?

GISMA Business School is state recognised. It also benefits from AMBA accreditation, which was awarded for the Global MBA and is an honour shared by only 6 business schools in Germany and 2% of all business schools worldwide. The prestigious AMBA accreditation represents innovation and excellence in education.

Who is the course suitable for?

This postgraduate degree is perfect for graduates in business management or a similar undergraduate business programme as well as graduates of closely related disciplines such as economics, psychology, law or other social sciences who wish to expand their general business knowledge to become qualified for a leadership role in an international company. This programme is also suitable for anyone who seeks to complement their undergraduate degree in engineering, computer science or computer engineering or closely related sciences with business skills, and anyone who has work experience in business administration and wishes to advance their career with a Master's degree.

How will you study?

You will have the option to study at our Potsdam campus or at our virtual campus. If you decide to study at our Potsdam campus, you will spend your lectures in class at our brand-new campus. These face-to-face phases are complemented by guided and interactive e-learning sessions. You will work on cases, reflect on readings, take part in online discussions, and participate in group exercises and projects.

If you prefer our virtual campus, you'll learn the programme 100% remotely via GISMA Business School's innovative e-learning platform. The course will be taught via interactive classes streamed in real time from our campus in Potsdam, Germany. Streamed lectures will be recorded, and are available together with our complementary teaching and e-learning package. The course delivered online will allow you to study around your

commitments, with live lectures you can easily access regardless of which time zone you're in. You will work on cases, reflect on readings, take part in discussions, and participate in group exercises and projects.

Career progression

The MSc International Business Management covers a broad range of international topics so that you'll be

perfectly equipped for your desired career path. This degree will help you advance your career in various fields such as finance, marketing, HR, and general business.

Our dedicated Career Centre will help students fulfil their career goals through a variety of specialised services and establishes long-lasting relationships with alumni and employers

Course modules

International Business

- International Strategic Management
- International Marketing
- Global Supply Chain Management
- International Economics

Leadership, action and intercultural competencies

- Management of People in Cross Cultural Environments
- Behavioural Competencies in Virtual Teams
- Emotional Agility in International Business
- CEO Decision Making and Case Studies

Study abroad or Internship or Business Project

Innovation and Sustainability

- Innovation Management and Digital Transformation
- Project Management
- Finance and Risk Management
- CSR, Diversity and Ethics

Digital competencies

- Electives in Cloud Computing, Big Data and Cyber Security from Amazon, Alibaba and Co.

Scientific and Methods Competence, Research

- Research Methods and Scientific Work
- Master Thesis

Campus: GISMA Potsdam campus

Study mode: Full-time

Start date: January, April, July and October

Duration: 12 or 24 months

Qualifications

- Bachelor's degree in a relevant discipline (business, economics or social sciences, psychology, law, engineering, computer science, or closely related sciences)
- English proficiency: IELTS (or equivalent) 6.0 overall, no less than 5.5 in any component

Application documents

- Completed application form
- Personal statement
- Passport copy / ID (can be identity card for EU students)
- Proof of bachelor's degree (certified copy; foreign language certificates must be accompanied by a German or English translation)
- Proof of required English language skills

Pricing

	Total tuition fees - 1 year Programmes	Total tuition fees - 2 year Programmes	Early bird discount / discount
EU students	€ 13,000	€ 17,000	Up to 20%**
International students	€ 15,500	€ 20,000	Up to 20%**

Regional discounts are available for CIS, MENA and LATAM regions. Please get in touch for more information.

** 20% early bird offer for applications submitted at least 8 weeks before orientation date.