



"It's my pleasure to be a part of HTW Dresden, students came from all over the world. Studying in international teams allowed me to experience different working styles and learning something new from each of them. Study groups are small which allows interaction and discussion with the professors."

Ahmad Barakat
Graduate
International Management

Career Prospects

- Functions in the corporate centre e.g. Strategy Development
- Product development and Innovation with international business partners
- International Marketing, Sales & Purchasing/Procurement

Study Requirements

- First degree (Bachelor or Diploma) in International Management or a field of business administration with a strong international orientation with 180 ECTS (3 years) with a significant portion of business administration training amounting to at least 60 ECTS credits
- English language skills at level C1 must be verified: TOEFL, IELTS, Cambridge
- German language skills at Level A2 are recommended

Application

- International applicants with a foreign university entrance qualification apply **via uni-assist**. Application deadline for winter semester: **15th June**
More information on how to apply:
www.htw-dresden.de/intdegrestudents
- Applicants with a German university first degree apply directly to HTW Dresden. Application deadline for winter semester: **1st May to 15th July**

More information: www.htw-dresden.de/bewerbung

Studying at HTW Dresden



High practical relevance in teaching and research



Personal study atmosphere in small groups



no tuition fees



Contact

Faculty academic advising

Prof. Dr. rer. pol. Anne-Katrin Haubold
E-Mail: anne-katrin.haubold@htw-dresden.de
Phone: +49 (0)351 462 2556
www.htw-dresden.de/wiwi

Coordinator for international prospective students

Ms. Britta Weber
E-Mail: international@htw-dresden.de
Phone: 0351 462 2015
www.htw-dresden.de/international

Student advisory service

(for german students with organisational questions)
E-Mail: studienberatung@htw-dresden.de
Phone: +49 (0)351 462 3993
www.htw-dresden.de/studienberatung

Hochschule für Technik und Wirtschaft Dresden
University of Applied Sciences
Friedrich-List-Platz 1
01069 Dresden

www.htw-dresden.de
Visit us at:



Hochschule für Technik und
Wirtschaft Dresden
University of Applied Sciences

HTWD



German Business Culture and International Management

Master of Arts

4 Semester



German Business Culture and International Management

The 4-semester Master programme in German Business Culture and International Management is ideal for students who require an introduction to German culture and language, as well as international business and management.

Are you interested in a management position in an international organisation? Do you want to be effective and make a difference in today's complex world of international business? Do you want to study in English as part of an international student cohort? Then it is worth taking a look at our 4-semester Master programme.



Compact Profile

Degree: Master of Arts (M. A.)

Study form: Full-time-studies on campus, third semester at a partner university in a foreign country, part-time-studies possible

Semester start: Winter semester

Study period: 4 semester

Teaching language: English

ECTS-credits: 120

Study Objective

After your studies, you will have gained knowledge and capability in the integration of complexity and change into management and decision-making. You will also have a command of core areas of international management.

This knowledge and capability opens up a number of opportunities for you as a practising manager. You will be competent in adopting a global perspective as a manager. Negotiation and decision-making will be key assets that enable you to operate effectively in a global business context. The ability to think holistically and consider the relationships between issues as they affect the organization will further support your managerial ambitions.

Furthermore, you will be able to bridge cultural differences across the organisation's activities and relationships. You will be qualified to study for a doctoral degree in Germany and abroad.

Study Progress

MASTER

1st Semester:
Understanding Germany
Business, Culture & Language

2nd Semester:
Professional studies
Expertise and specializations through elective subjects

3rd Semester:
Semester abroad
Studies in a comparable study programme at a foreign partner university

4th Semester:
Master Thesis
Master thesis (in cooperation with a partner abroad is possible)

Curriculum

1st Semester

Introduction to Business in Germany

Industry or Research Project

International Management and Globalization

Strategic Business Simulation

Intercultural Communication

Foreign Language (German as a foreign language, Spanish, French)

2nd Semester

International Economics

Strategy and Sustainability

Change & Conflict Management in Organisations

Management of Complex Leadership Tasks

Electives, e.g.

- Entrepreneurship
- Agile Control by Improv. Tools
- B2B Marketing
- Resources and Uncertainty in Strategic Management
- Diversity Management
- Current Issues in HRM
- Innovation Management
- International Marketing Management
- International Supply Chain and Sales Management

3rd Semester

Study Abroad (language, cluster, electives)

Academic Research Skills

4th Semester

Master Thesis

The standard period for this master programme is four semesters. The third semester is completed in a foreign country. It is also possible to complete the fourth semester abroad.