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MASTER (M.A.) MANAGEMENT

International developments and globalisation as well as regional and industry-specific trends are changing the way that organisations, projects, and people are managed. Our Master's degree in Management trains your skills to prepare you for any challenge and ensure you're equipped with flexibility, agility, and great communication to manage the sustainable success despite modern challenges.

The IU Master of Management degree offers you the opportunity to concentrate on a specialist area to streamline your focus and expertise. Our course offers specialisations in International Marketing, Finance & Accounting, IT Management, Engineering Management or Big Data Management. No matter your academic background, with this degree you'll master management methods, learn communication strategies, and improve your business knowledge to become a great leader in your field. You'll graduate with a qualification in management that provides both the theoretical and practical knowledge you need to become a great leader and an asset to any company.



Degree

Master of Arts (M.A.)



Duration

Online: 12, 18, or 24 months

On Campus: 12 months



Study start

Start (online studies): Anytime

Start (on campus): Each Oct, Jan, Apr or Jul



Credits

60 ECTS



Study model and accreditation

- Online studies or On Campus
- German accredited institution, recognised by ZFU (German Central Office for Distance Learning)

Study Content (60 ECTS)

1. PRESENCE TIMEFRAME	2. PRESENCE TIMEFRAME	MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
Oct/Nov/Dec	Apr/May	Managing in a Global Economy	1	5 ECTS	E
Oct/Nov/Dec	Apr/May	Strategic Management		5 ECTS	E
Oct/Nov/Dec	Apr/May	Operations and Information Management		5 ECTS	WACS
Jan/Feb/Mar	Jul/Aug	Advanced Research Methods		5 ECTS	WAWA
Jan/Feb/Mar	Jul/Aug	Seminar: Managing People and Organizations		5 ECTS	WARE
Apr/May	Oct/Nov/Dec	Electives A & B		20 ECTS	
Online		Master Thesis	2	15 ECTS	WAMT & PC

E = Exam, OA = Oral assignment, PC = Presentation: Colloquium, WB = Workbook, BWB = Basic Workbook, AWB = Advanced Workbook, WABT = Written assessment: Bachelor thesis, WACS = Written assessment: Case study, WAMT = Written assessment: Master thesis, WAPR = Written assessment: Project report, WARE = Written assessment: Research essay, WAWA = Written assessment: Written assignment, OPR = Oral project report, P = Portfolio, POP = Proof of Participation

CHOOSE YOUR ELECTIVES

You can freely choose two electives or follow our suggested elective combinations to major in a specific area. Every elective module can only be chosen once.

Engineering Management

- Manufacturing Methods Industry 4.0 and Internet of Things
- Product Development and Design Thinking

Finance & Accounting

- Corporate Finance and Investment
- Advanced Management Accounting and Control

International Marketing

- Sales, Pricing and Brand Management
- Consumer Behaviour and Research

Big Data Management

- Data Science and Analytics
- Big Data

IT Management

- IT Project and Architecture Management
- IT Governance and Service Management

Internship*

Electives on Campus:

Those elective modules where the minimum number of participants is not reached will not be offered on campus but only online (distance learning). However, IU ensures that there are always electives on campus.

*Only available for on campus study programmes.

ELECTIVES

The elective courses that are a part of this study programme, are a cluster of courses dedicated to diving deep into a specific topic related to the programme. When choosing a specialisation, you get to explore a potential future career path, or just develop a strong knowledge base about a topic that particularly interests you.

In semesters 1 and 2 of this programme, you'll choose two electives, amounting to 20 ECTS.

You have a wide range of options to choose from, according to your interests and ambitions. Some of the electives offered are:

SALES, PRICING AND BRAND MANAGEMENT

For most companies, a major opportunity to grow their business involves looking for possibilities outside their native country. However, taking brands beyond national boundaries presents a new set of branding issues as the global marketplace is constantly changing. At the same time, various forms of regionalisation are taking place, adding another layer of complexity to managing a brand portfolio. Products, pricing and distribution are increasingly becoming commodities in their own right, and the new competitive arena is brand value, and creating long-term, profitable brand relationships. Establishing and maintaining a competitive customer interface is one of the major challenges for every company to assure successful revenue- and profit-management.

Learn how to optimise levers of customer interface. This includes advanced methods of market- and customer segmentation, channel management—including the design, setup and optimization of a customer oriented sales organization (e.g. key account management), practices for Salesforce effectiveness, sales optimisation levers, e.g. for customer penetration, and methods for price-differentiation and -realisation.

CORPORATE FINANCE AND INVESTMENT

In an increasingly international business world, financial instruments and market valuations are becoming more complex, with a large number of variables affecting one another. In this specialisation, you'll be given tools for understanding the modern financial world, the economic theory behind it, and the ways in which companies interact with it. You'll learn about pricing, financial policy and corporate control and analysis. You'll familiarise yourself with investment strategies and portfolio building, in order to successfully manage company investment portfolios after graduation. Build your practical work skills by critically assessing different investment strategies, and learn how to maximise returns while minimising risk. By the end of this specialisation, you'll have a strong working knowledge of investment and corporate finance best practices, and be prepared for a career in international finance management.

CAREER OUTLOOK

Management can take you pretty much anywhere in the business world. No matter the project, company, or industry, talented managers and team leads are always in high demand. With this master's degree in management, you'll not only gain the transferrable skills that businesses everywhere are looking for, but be able to focus your skills to an area of your choice. Start an exciting and rewarding career in your field of interest, already with management responsibilities and higher starting salaries, with this qualification.

CHANGE MANAGER

Change Management involves all projects, activities, measures and duties that effect wide-reaching changes in a business. For the most part, it involves pursuing new strategies, change developed strategies, updating technical and organisational systems, improving processes and procedures or shaping and changing the habits of organisation employees. As a Change Manager, you will accompany and guide your company through these processes.

PROJECT MANAGER

As a Project Manager, you take the reins for a company project. You lead, organise, budget and keep view of the bigger picture. You are responsible for the planning, implementation, acceptance and post-processing of projects. This can involve product launches, website relaunches, business restructuring and similar projects. As part of these projects, your role is primarily to coordinate and delegate the corresponding roles and be available as the project contact partner.

CONSULTANT

As a Consultant, you advise various businesses. These consultations could be on general management of the business or how to precisely implement change. You can easily adapt your basic consultation concept to the individual needs and assignments of your client, but ensure all parties reach their targets fairly and on time.

ADMISSION

We try to keep admission as simple as possible at IU. To successfully enrol, there are just a few requirements we need you to prove.

GENERAL ADMISSION REQUIREMENTS

- Completed undergraduate degree with 240 ECTS.
- Your degree must be from a state or state-recognised higher education institution/university
- You must have achieved a final grade of at least "satisfactory" or Grade C equivalent in your previous undergraduate degree

- Proof of at least one year's professional work experience completed prior to the start of study programme. Work experience must have been gained after completion of your undergraduate studies

FURTHER ADMISSION OPPORTUNITIES

Depending on your previous education, the following entry options are applicable for the 60-ECTS Master's degree:

- undergraduate degree with 210 ECTS: you can bridge the gap of 30 ECTS with the proof of one year qualified work experience
- undergraduate degree with 180 ECTS: you can bridge the gap of 60 ECTS with the proof of two years qualified work experience

Recognition of knowledge and abilities acquired outside of higher education is possible in principle.

WORK EXPERIENCE

For the 60 ECTS programme:

- Proof of at least one year's qualified work experience completed prior to the start of the study programme (the work experience must be gained after the completion of your undergraduate studies).
- Don't have a year's worth of qualified work experience? Don't worry! With the Scholarship Programme, you can start your studies right away, and gain your professional experience alongside your studies. You'll need to achieve the one year's worth of experience before you complete your Scholarship Programme.
- You can provide us a translation of your employment contract and your pay slip or you can ask your company to fill out this form in English, sign it, apply the company stamp and send it to us.

SCHOLARSHIP PROGRAMME

Start in our scholarship programme as a participant with immediate access to 50% of your courses. Once admission and the courses are completed, you can finish your degree.

- To start a 60-ECTS degree, you will need a minimum of 240 ECTS credits from your previous studies but can "bridge" up to 60 ECTS with 2 years of professional experience.

Questions? Speak to your study advisor, they will guide you through every step of the process.

ENGLISH SKILLS

At IU, we teach in English to prepare you for the international market. We therefore ask for proof of your English language skills*. If English is your native language or you graduated from an English-speaking school/university, you don't need to prove your English skills.

Accepted certifications:

- English Courses (complimentary when signing up with IU)**
- TOEFL (min. 80 points) or
- IELTS (min. Level 6.0 out of 9 points) or
- Duolingo English test (min. 95 points) or
- Cambridge Certificate (min. B grade overall) or
- Equivalent proof

*Proof must be provided before the start of the study and must not be older than five years.

**Please note that English Courses aren't accepted as a language certificate for on campus study programmes.

8 STEPS TO COMPLETE YOUR STUDIES

1

Register and apply online

2

Choose your course

3

Download your study scripts

4

Work independently with study scripts

5

Take part in Q&A sessions

6

Prepare for exams and take them either:

- directly online, or
- at an IU examination centre (remember to register in time).

7

Master thesis and colloquium

8

Complete your studies with certificate