

IU International

STUDY YOUR WAY

iu.org

iu

INTERNATIONAL
UNIVERSITY OF
APPLIED SCIENCES



IU International

DUAL DEGREE OPTION WITH LONDON SOUTH BANK UNIVERSITY

EXTRA DEGREE, DOUBLE THE CAREER ADVANTAGE

London South Bank University (LSBU) stands out for its internationality and is committed to providing the best career opportunities. We have coordinated many of our study programmes with LSBU to give you the opportunity to acquire a British degree in addition to your German degree from us. Our cooperation has one goal above all: to qualify you for top jobs worldwide with a dual degree.

YOUR DUAL DEGREE AT A GLANCE



9 PROGRAMMES

- Master of Business Administration (with specialisations)
- Master of Management (with specialisations)
- M.Sc. Artificial Intelligence
- M.Sc. Computer Science
- M.Sc. Data Science
- B.B.A Business Administration
- B.A. International Management
- B.Sc. Computer Science
- B.Sc. Data Science



PRICE: €1,490

Plus, chance for early bird price of €990 when you register in your first week of studies.



RESUME BOOST

Increase international career prospects with your extra UK degree.



STUDY AS NORMAL

No extra courses or travel: Study with us and receive your degree from LSBU when you graduate.

UK DEGREE, WITH NO NEED TO TRAVEL

Simply let us know you would like your IU degree additionally validated by LSBU within the given deadlines (depending on your degree credits). Once you successfully complete your studies with us, you will automatically receive your British degree from LSBU on top, giving you an extra career advantage when applying to jobs internationally. Check out more at: iu.org/why-iu/dual-degree/

EST 1892
LSBU

iu INTERNATIONAL
UNIVERSITY OF
APPLIED SCIENCES



Reasons for IU

WHY STUDY WITH US?

01

MAXIMUM FLEXIBILITY

- Study online or on campus
- Full or part-time online studies
- Choose study location each semester!
- Balance studying with daily life

02

WE SUPPORT YOU

- 24/7 online support
- Competitive scholarships
- Simpler admission processes
- Online forums & chats

03

YOUR CAREER IN FOCUS

- Practical study content
- Career services & support
- Experienced professors
- Top name industry partners
- Boosted career prospects

04

BROADENING YOUR HORIZONS

- English study content
- 2 campuses in Germany
- International student community
- Large alumni network

05

ACCREDITATIONS & AWARDS

- No fixed exam periods
- Online exams
- Online seminars
- Get in touch with fellow students and tutors

01

MAXIMUM

FLEXIBILITY

On campus or 100% online

With our roots in Bad Honnef, near Bonn, we have grown to serve 70,000 students around the world. We maintain our original campus in Bad Honnef and also welcome students to our newer campus in the German capital of Berlin. You can choose if you want to study with us on campus or take your degree fully online. Our highly rated online learning tools and teaching methods provide you with all you need to study comfortable from home. At home, travelling the world, or on campus in Germany, so long as you can access our digital study materials, you choose where you want to study. Plus, you're free to change you mind for programmes that are available both online and on campus.

Ultimate freedom for your studies

A Unique Flexible Opportunity for Students: We are proud to offer you flexibility in your studies with our combined "Online/On Campus" study model. For programmes with this flexible option, you can choose where you want to spend which semester and switch between online and campus studies. You simply need to let us know in advance. Start online or on campus.

- Experience online learning and campus studies
- Study each semester where it makes most sense to you
- Be home when you need
- Experience a new city and campus life when you can

Full time or part time for online studies

When you study online with us, you have even more flexibility in your degree. We offer three study models for your studies: full-time, part-time, and extended. This means that you can study at the pace that suits you and give more time to any of your personal or professional commitments.

Study Online

STUDIES IN THE COMFORT OF HOME

True to our international approach and digital core, we provide study programmes that are fully online to help you study when and where is most convenient. Our digital, user-friendly learning materials and online support services give you the student experience with added flexibility to make studying suit your schedule. Wherever you are, you can gain an accredited and recognised degree while keeping up with work or family commitments.

All our online degrees are taught using digital, user-friendly learning materials and we provide many podcasts and eBooks for learning on the go. You can chat online with fellow students and your professors and access our online library for reading material.

- Learn on-the-go with podcasts and eBooks
- Chat online and receive remote coaching
- Take exams in a more relaxed environment
- Don't worry about visas, accommodation, or travel expenses
- Study alongside work and family commitments
- Demonstrate motivation and self-discipline to future employers

3 Study models

For online studies, you choose the best speed for your studies.

FULL TIME

The fastest way to your degree

PART TIME

Balance studying with daily life

EXTENDED

More time for your other commitments

ON CAMPUS WITH US

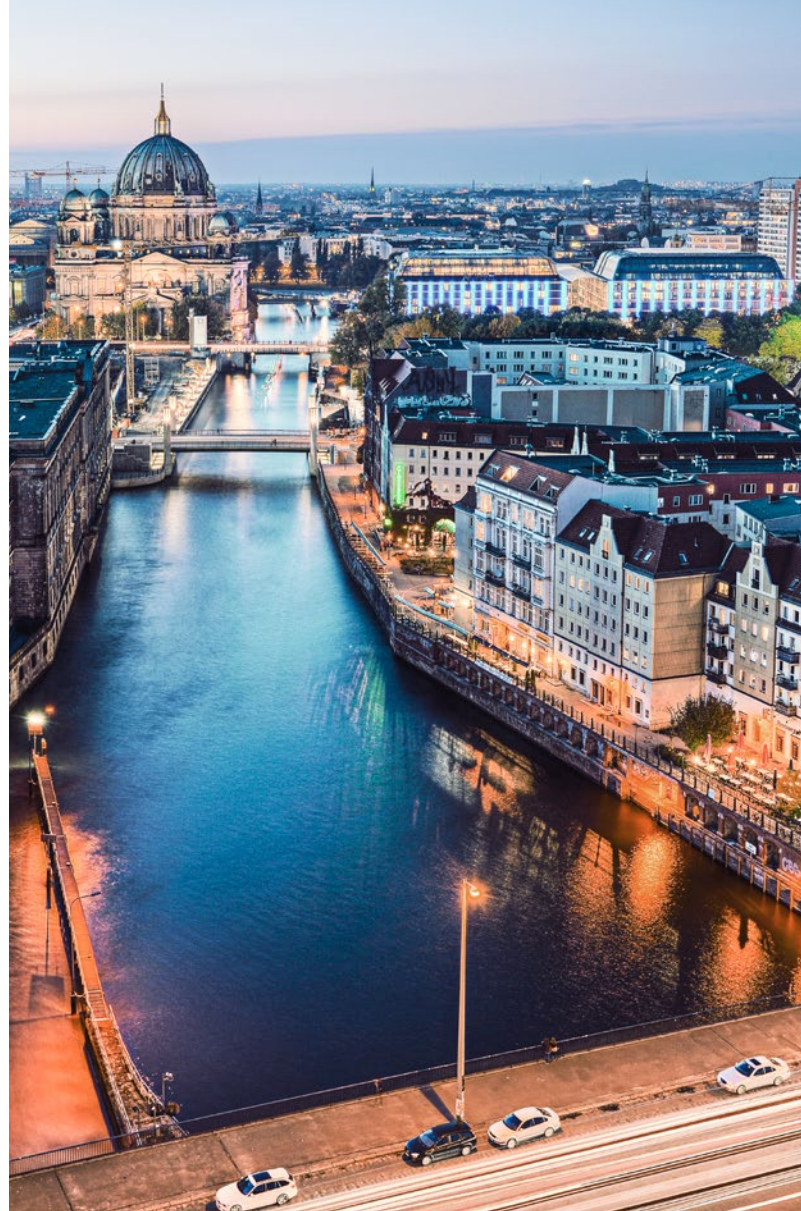
We have two great campuses located in Germany: one in the busy, international capital Berlin, and one in a picturesque spa town outside of Bonn, near to Cologne. In terms of educational quality, Germany is considered one of the top study destinations in the world and considered one of the best providers of education. A leader in innovation, business, and engineering, career prospects with a German degree are diverse and far reaching. Our university is at the heart of Germany with degree programmes accredited by the country's educational standards agencies.

- Benefit from a more structured way to learn
- Head to the library or study rooms to concentrate
- Experience a new city and the German lifestyle
- Study and network with international students in person
- Take advantage of on-site facilities and dining options
- Join sports clubs and associations

BERLIN CAMPUS

INTERNATIONAL CAMPUS IN THE GERMAN CAPITAL

Dynamic, progressive Berlin is set to become Europe's leading start-up hub and entrepreneurial capital. With a multinational population of around 3.76 million, the city is a powerhouse for networking and collaboration. The campus is located in the heart of Berlin, with around 2000 students studying in the cultural hotspot. Students have access to libraries and facilities across the city and we are happy to support in finding accommodation.



BAD HONNEF CAMPUS

A NEW HOME ON THE RIVER RHINE

The picturesque town of Bad Honnef is located in North Rhine-Westphalia, one of Germany's most beautiful regions. It offers amazing scenery, and the cultural centres of Cologne and Bonn are nearby (30 minutes by train). Our campus offers the most modern facilities housed in a mixture of historic and contemporary buildings. There is WiFi across campus, bars and restaurants for students to relax, and many sports clubs and societies for students to join. With our on-campus accommodation, students at IU quickly feel at home.

02

WE SUPPORT YOU

Student office

We want you to feel comfortable and prepared during your studies to ensure you graduate successfully and head straight into a great career. Your Student Office helps you find the support and services you need. Plus, the International Office is the first point of contact for incoming or exchange students. Whether you're moving to our campus in Germany to study or joining an exchange programme at a partner university, the team can provide you with information and support in finding the right documentation or contacts.

Connected, even from far away

Exchange ideas on study content on our online campus in chats and forums, work together using study wikis, or organise group work using our tools. Access all you need in your online learning environment and contact your professors over chat to schedule appointments. And, contact the Student Office and our team whenever you need support for your studies or personal advice.

Competitive scholarships

PROMOTING BETTER ACCESS TO EDUCATION FOR ALL

We value student diversity and believe in advancing excellence by investing in promising talents. Financial constraints should not stand in the way of you realising your professional potential. For this reason, we encourage you to apply for a scholarship to give you the financial boost you need on the path to success.

SCHOLARSHIPS OF UP TO 80% FOR ONLINE STUDENTS

Studying online? Let us know about your academic background, region, and future goals and we'll be happy to discuss scholarship options for your individual situation. Campus students also have a range of scholarships available to them such as for outstanding academic achievements, community contribution, or entrepreneurial spirit. Submit your application online and discuss your situation with our advisors. Visit iu.org/why-iu/affordable-tuition/ to explore your options.

Support That's Individual to You

We support you in a range of ways, from scholarships to academic support in online learning, as well as career services. We're here to ensure every student feels comfortable and can fulfil their potential.

03

YOUR CAREER IN FOCUS

BUILDING YOUR CAREER

We know that employability after graduation is very important to our students. Our international Career Office assists students in reaching their career goals. In fact, 94% of our graduates start careers within six months of graduating. Through individual consultations, workshops, networking opportunities and access to our exclusive job database, we will support you in finding a great position after graduation.

INVEST IN YOUR FUTURE

94% of our graduates have a job within six months of graduation.

75% of our graduates work in an international environment.

80% of our graduates move into a management position within two years.

CAREER OFFICE

The corporate world is looking for globally oriented professionals and motivated graduates. Take advantage of our excellent reputation in academia, extensive partner network, and individual support to build a successful career. Our team of professional advisors and educators support you with your search for internships, job placements, and events. We organise company presentations on campus, carry out applicant training and interview coaching, review your applications, and offer you advice to ensure you have every chance to boost your career. On campus or online, we are here for you.

Our professors have a minimum of 5 years' industry experience and help you develop practical and relevant skills.

04

BROADENING

YOUR HORIZONS

WELCOME TO GERMANY: POST-STUDY VISA

In Germany, skilled professionals are in high demand and around 20% of the German population has a migration background. The country is welcoming to educated immigrants and offers the EU Blue Card scheme for residency. Additionally, post-study visas are available: If you choose to carry out your last semester in Germany, you have the chance to remain in the country for 1.5 years after graduating to search for a job. You will need to find employment that has adequate compensation and is in the professional area relating to your completed studies.

BUILD YOUR INTERNATIONAL NETWORK

We're proud to have an ever-expanding community of international students and alumni, a network of 6,000 partner institutions, and 650+ Professors, lecturers & employees. We continue to grow and grow, and as we do your network grows, too. You can lean on our large community during your studies for extra support and advice and make long-lasting connections that could turn into profitable career partners for your future.

All programmes taught in English—the international business language

All studying content and teaching at is in English, widely recognised as the international business language. This can help boost your career prospects internationally once you graduate.

05

OUR ACCREDITATIONS

ENSURE OUR QUALITY

We offer high quality study programmes with career relevant content and a practical approach. Our study programmes, both online or on campus, have received multiple accreditations and awards, and IU is one of the top institutions on the CHE university ranking.

Build your international network

Our programmes are recommended by 60,000+ students, including students and alumni that work at:



Lufthansa

facebook

Allianz

HYATT



**BNP PARIBAS
REAL ESTATE**

accenture

Panasonic



McKinsey & Company

6,000+
business partners

98%
recommendation
rate

110+
countries represented

60,000+
students

WHY IU?

OUR STUDENTS ARE OUR SUCCESS. HEAR FROM THEM.

See how studying at IU International University of Applied Sciences has helped our students and alumni get to where they want to be. Each of our graduates is one more reason we're proud to provide accessible, flexible, and practical higher education internationally.



“The international perspective that I developed during my studies at IU helps me tremendously in my everyday professional life. During my master’s degree programme I learned how international companies work strategically and how they operate locally. Every country, every market, every target group is different and requires a specific marketing and communication strategy. Studying at IU provides an opportunity to develop the ability to work with people from different cultures. In addition, the marketing curriculum in particular covers a wide range of subjects, but at the same time goes into depth and combines theory with practice. IU has excellent professors who really make the university as great as it is.”

Nienke Baas

“An MBA is one of the most prestigious qualifications and opens up career opportunities worldwide. In my search to find the right university, IU met all the criteria that were important to me. I also liked the fact that Berlin is a very international city and is currently evolving into being the hub of Europe’s start-up scene. What I learned during my studies at IU helps me a lot: Thanks to its international orientation, I became familiar with many cultures and this is very useful in my daily work. However, the most important advantage for me is that you can participate in IU events and establish an excellent network. My career proves it: networking is the key to success!”



Sandip Modha

Read more success stories from students on iu.org/why-iu/success-stories



IU International

BACHELOR (B.A.)

BUSINESS ADMINISTRATION

Bachelor of Business Administration students are in high demand in companies of all sizes, from start-ups to globally operating large companies or even social, cultural or public institutions. While many graduates go on to complete a master's or MBA, the skills learned during your studies in business administration are the perfect foundation to start a career running, optimising, or innovating businesses across the world.

At IU you can study business administration completely online. You'll gain key expertise in managing organisations, finances, the supply chain and more, as well as strengthening your leadership and decision making. With this degree in hand, you'll demonstrate to employers that you have the analytical mindset, communicative abilities, and managerial capabilities to drive their company success. Want to start a project of your own? This degree is the ideal foundation for the next generation of entrepreneurs and business makers.



Degree

Bachelor of Arts (B.A.)



Study start

Online: Anytime

On Campus: After October 4th 2021



Study model

Online, on campus or flexible



Duration

36 months



Credits

180 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS	
Academic Integrity and Writing for Business	1	5 ECTS	
Business 101		5 ECTS	
Managerial Economics		5 ECTS	
Introduction to Academic Work		5 ECTS	
Principles of Management		5 ECTS	
Global Corporations and Globalisation		5 ECTS	
Business Mathematics		5 ECTS	
Organisational Behavior	2	5 ECTS	
Management Accounting		5 ECTS	
Supply Chain Management I		5 ECTS	
International Marketing		5 ECTS	
Statistics—Probability and Descriptive Statistics		5 ECTS	
Corporate Finance and Investment		5 ECTS	
Entrepreneurship and Innovation		5 ECTS	
International HR Management	3	5 ECTS	
Service Operations Management		5 ECTS	
Collaborative Work		5 ECTS	
Intercultural and Ethical Decision-Making		5 ECTS	
Digital Business Models		5 ECTS	
Sustainability		5 ECTS	
International Accounting		5 ECTS	
Research Methods	4	5 ECTS	
Corporate Governance and Strategy		5 ECTS	
Leadership 4.0		5 ECTS	
International Brand Management		5 ECTS	
Seminar: Current Issues in International Management		5 ECTS	
Supply Chain Management II		5 ECTS	
Agile Project Management		5 ECTS	
Electives A	5	10 ECTS	
Electives B		10 ECTS	
Electives C		10 ECTS	
Bachelor Thesis & Colloquium		10 ECTS	
Electives B		6	10 ECTS
Electives C			10 ECTS
Bachelor Thesis & Colloquium			10 ECTS

CHOOSE YOUR SPECIALISATIONS

Choose two specialisations from the Electives A programmes:

- Applied Sales
- Business Intelligence
- Financial Services Management
- Managing People and Fundamentals of Business Psychology
- Online and Social Media Marketing

Choose two specialisations from the Electives B programmes:

- Fundamentals of Operations Research
- Introduction to Data Science and Programming with Python
- IT Service Management
- Smart Factory

Choose two specialisations from the Electives C programmes:

- Applied Sales
- Business Intelligence
- Financial Services Management
- Foreign Language: Italian, French, German, Spanish, Turkish
- Fundamentals of Operations Research
- Introduction to Data Science and Programming with Python
- IT Service Management
- Managing People and Fundamentals of Business Psychology
- Online and Social Media Marketing
- Smart Factory



IU International

BACHELOR (B.A.) DIGITAL BUSINESS

Digital disruption is transforming business models all over the world. Social commerce, smart solutions, innovative supply chains—these ever-expanding trends require an agile approach and excellent knowledge for management. More and more, companies require forward-thinking business minds and talented employees to drive long-term success in the digital economy.

With a degree in Digital Business, you'll learn to optimise processes for companies large or small with sustainability in mind. You'll understand how to harness the power of digital transformation, social networks, and consumer data to adapt to rapidly changing markets. This degree has a strong practical focus, enabling you to apply what you have learned to confidently to manage effectively and lead businesses to success throughout your career.



Degree

Bachelor of Arts (B.A.)



Study start

Online: Anytime

On Campus: After October 1st 2021



Study model

Online, on campus or flexible



Duration

36, 48, or 72 months



Credits

180 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
Business 101	1	5 ECTS
Digital Future Commerce		5 ECTS
Introduction to Academic Work		5 ECTS
Introduction to the Internet of Things		5 ECTS
Managerial Economics		5 ECTS
Software Engineering Principles		5 ECTS
Accounting and Balancing	2	5 ECTS
Digital Business Models		5 ECTS
Intercultural and Ethical Decision-Making		5 ECTS
International Marketing		5 ECTS
Requirements Engineering		5 ECTS
Introduction to Data Protection and IT Security		5 ECTS
Statistics - Probability and Descriptive Statistics	3	5 ECTS
Collaborative Work		5 ECTS
Management Accounting		5 ECTS
Database Modelling and Database Systems		5 ECTS
Online Marketing		5 ECTS
Agile Project Management		5 ECTS
Mathematics I	4	5 ECTS
Data Analytics and Big Data		5 ECTS
Statistical Computing		5 ECTS
Deep Learning		5 ECTS
Business Intelligence		5 ECTS
Project: Business Intelligence		5 ECTS
Product Development in Industry 4.0	5	5 ECTS
Seminar in Current Topics in Digitalisation		5 ECTS
Corporate Finance and Investment		5 ECTS
Project: Design Thinking		5 ECTS
Project: Smart Product Solutions		5 ECTS
Change Management		5 ECTS
Elective	6	10 ECTS
Leadership 4.0		5 ECTS
Entrepreneurship and Innovation		5 ECTS
Bachelor Thesis & Colloquium		10 ECTS

CHOOSE YOUR SPECIALISATION

Choose one elective out of the following list:

- Applied Sales
- Big Data and Cloud Technologies
- Business Ethics and Sustainability
- Financial Services Management
- Foundations of Programming with Python
- Innovative Technologies and Sustainability
- IT project and architecture management
- IT Security
- IT Service Management
- Managing People and Fundamentals of Business Psychology
- Smart Mobility
- Smart Services
- Supply Chain Management
- Sustainable Entrepreneurship



IU International

BACHELOR (B.A.) ENTREPRENEURSHIP

If you're someone with an innovative spirit and the motivation to push forward your own ideas, our Bachelor's degree in Entrepreneurship is right for you. Whether you want to realise your visions in your own start-up or be the change maker in a large corporation, this programme gives you the business management basics, methods and applications, and necessary entrepreneurial mind set to disrupt and innovate with instinct. In the first semester, you'll start right away on entrepreneurial projects with practical relevance that will run throughout your studies. You will be prepared to develop business ideas independently and to implement them successfully with enthusiasm, confidence, and sustainable thinking.



Degree

Bachelor of Arts (B.A.)



Study start

Official start date: August 16th, 2021



Study model

Online, on campus or flexible



Duration

36, 48, or 72 months



Credits

180 ECTS

*This programme is still in the process of accreditation and recognition. We expect approval from the relevant ministry by the programme's official start date. So far, all IU programmes have been accredited and approved successfully and on time.

Curriculum (180 ECTS)

MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
1			
International Marketing		5 ECTS	E
Introduction to Academic Work		5 ECTS	WB
Introduction to User Research		5 ECTS	E
Project: Development of Business Ideas		5 ECTS	OPR
Applied Sales I		5 ECTS	E
International Contract Management		5 ECTS	E
2			
Startup Financing		5 ECTS	E
Accounting and Balancing		5 ECTS	E
Agile Project Management		5 ECTS	WAPR
Applied Sales II		5 ECTS	E
Collaborative Work		5 ECTS	OA
Project: Prototyping and Validation of a Business Idea		5 ECTS	WAPR
3			
Management Accounting		5 ECTS	E/WAWA
Managerial Economics		5 ECTS	E
Pricing		5 ECTS	E
Corporate Planning and Control		5 ECTS	E
Intercultural and Ethical Decision-Making		5 ECTS	WACS
Project: Entrepreneurship		5 ECTS	WAPR
4			
Market Research		5 ECTS	E
Fundamentals of Product Management		5 ECTS	E
International Brand Management		5 ECTS	E
Personnel Psychology		5 ECTS	E
Agile Management		5 ECTS	E
Project: Business Model Development		5 ECTS	OPR
5			
Project: Minimum Viable Product		5 ECTS	P
Seminar in Current Topics in Digitalisation		5 ECTS	WARE
Online Marketing		5 ECTS	WAWA
Organizational Behaviour		5 ECTS	WACS
Electives A		10 ECTS	
6			
Electives B & C		10 ECTS	
Bachelor Thesis & Colloquium		20 ECTS	WABT & PC

CHOOSE YOUR SPECIALISATION

Choose one module from the

“Electives A” list:

- Digital Entrepreneurship
- Intrapreneurship
- Sustainable Entrepreneurship

Choose two modules from the

“Electives B & C” list:

- Business Ethics and Sustainability
- Innovative Technologies and Sustainability
- Internet of Things and Big Data
- Organizational Development & Change Management
- User Testing and Prototyping
- Working Environment 4.0



IU International

BACHELOR (B.A.)

INTERNATIONAL MANAGEMENT

The global business world needs motivated talent to develop business strategies, drive growth, and enable smooth operations between partners. As part of your degree in International Management with IU, you can gain extensive knowledge in marketing, sales, public relations, accounting, finance and controlling, and HR—and choose your major on the area that speaks to your interests.

IU puts major emphasis on practical experience and preparing you for an international career. Our professors can guide you with expert industry knowledge and help you find a focus industry that you are passionate about. With English as a language of instruction, you can also improve your skills in the most popular language for business that's used all over the world.



Degree

Bachelor of Arts (B.A.)



Study start

Online: Anytime

On Campus: After October 4th 2021



Study model

Online, on campus or flexible



Duration

36 months



Credits

180 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
Academic Integrity and Writing for Business	1	5 ECTS
Business 101		5 ECTS
Managerial Economics		5 ECTS
Introduction to Academic Work		5 ECTS
Principles of Management		5 ECTS
Global Corporations and Globalisation		5 ECTS
Business Mathematics	2	5 ECTS
Organizational Behaviour		5 ECTS
Management Accounting		5 ECTS
Supply Chain Management I		5 ECTS
International Marketing		5 ECTS
Statistics—Probability and Descriptive Statistics		5 ECTS
Change Management	3	5 ECTS
International Contract Management		5 ECTS
Intercultural and Ethical Decision-Making		5 ECTS
Intercultural Psychology		5 ECTS
International Brand Management		5 ECTS
Leadership 4.0		5 ECTS
Global Sourcing	4	5 ECTS
International HR Management		5 ECTS
Intercultural Management		5 ECTS
Corporate Finance and Investment		5 ECTS
Corporate Communication		5 ECTS
Customer Relationship Management		5 ECTS
Digital Business Models	5	5 ECTS
Agile Project Management		5 ECTS
Conflict Management and Mediation		5 ECTS
Seminar: Current Issues in International Management		5 ECTS
Electives A		10 ECTS
Electives B & C	6	20 ECTS
Bachelor Thesis & Colloquium		10 ECTS

CHOOSE YOUR SPECIALISATIONS

Choose two specialisations from the Electives A programmes:

- Applied Sales
- Business Intelligence
- Financial Services Management
- Managing People and Fundamentals of Business Psychology
- Online and Social Media Marketing

Choose two specialisations from the Electives B programmes:

- Fundamentals of Operations Research
- Introduction to Data Science and Programming with Python
- IT Service Management
- Smart Factory

Choose two specialisations from the Electives C programmes:

- Applied Sales
- Business Intelligence
- Financial Services Management
- Fundamentals of Operations
- Introduction to Data Science and Programming with Python
- IT Service Management
- Managing People and Fundamentals of Business Psychology
- Online and Social Media Marketing
- Research
- Smart Factory



IU International

BACHELOR (B.SC.) COMPUTER SCIENCE

Computer science is revolutionising industries from within and is at the core of innovation, efficiency, and improvement of our daily lives. From the way we live to the way we work, communicate and travel, computer science is enabling brand new concepts to be realised. As society expects more and more information at our fingertips and communication in an instant, computer science specialists are in high demand.

The IU bachelor's in computer science is designed to train you in the fundamentals of the field, while also teaching you practical application and human impact. You'll explore cutting-edge topics like Big Data, cloud computing, and you will learn to develop a variety of IT systems and software. You'll learn to adapt quickly to challenges, designing, developing, and applying computational processes to ensure high functionality and security for users. With our practical approach to learning, you'll earn a competitive advantage in the job market as a graduate, mastering both technical and soft skills that companies look for in potential candidates.



Degree

Bachelor of Science (B.Sc.)



Study start

Online: Anytime

Campus: Each Semester



Study model

Online, on campus or flexible



Duration

36 months



Credits

180 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
	1	
Introduction to Computer Science		5 ECTS
Introduction to Academic Work		5 ECTS
Mathematics I		5 ECTS
Object-oriented Programming with Java		5 ECTS
Data structures and Java class library		5 ECTS
Intercultural and Ethical Decision-Making		5 ECTS
	2	
Mathematics II		5 ECTS
Web Application Development		5 ECTS
Collaborative Work		5 ECTS
Statistics - Probability and Descriptive Statistics		5 ECTS
Computer Architecture and Operating Systems		5 ECTS
Project: Java and Web Development		5 ECTS
	3	
Database Modelling and Database Systems		5 ECTS
Project: Build a Data Mart in SQL		5 ECTS
Requirements Engineering		5 ECTS
Computer Networks and Distributed Systems		5 ECTS
Algorithms, Data Structures and Programming Languages		5 ECTS
IT Service Management		5 ECTS
	4	
Project: IT Service Management		5 ECTS
Theoretical Computer Science and Mathematical Logic		5 ECTS
Introduction to Programming with Python		5 ECTS
Software Quality Assurance		5 ECTS
Specification		5 ECTS
Project: Software Engineering		5 ECTS
	5	
Seminar: Current Topics in Computer Science		5 ECTS
Introduction to Data Protection and IT Security		5 ECTS
Cryptography		5 ECTS
Electives A		10 ECTS
	6	
Electives B		10 ECTS
Agile Project Management		5 ECTS
IT Law		5 ECTS
Computer Science and Society		5 ECTS
Bachelor Thesis & Colloquium		10 ECTS

CHOOSE YOUR SPECIALISATIONS

Choose two specialisations from the Electives A programmes:

- Big Data and Cloud technologies
- Business Intelligence
- IT Project and Architecture Management
- Mobile Software Engineering
- Software Engineering with Python

Choose two specialisations from the Electives B programmes:

- Big Data and Cloud technologies
- Business Intelligence
- IT Project and Architecture Management
- Mobile Software Engineering
- Software Engineering with Python



IU International

BACHELOR (B.SC.) DATA SCIENCE

Data Science encompasses the generation of insights and value from raw data and is the core of digital businesses across all sectors. It's a field that requires a diverse mix of capabilities and skills—and never gets boring. Data informs key decisions, leads to optimisation of existing processes, and is the enabler of entirely new business models via data insights and automation.

The IU bachelor in Data Science is an ideal opportunity to dive deep into the technical skills step-by-step—with a hands-on approach and expert guidance. Our professors make sure you gain the hacking skills, math and statistical knowledge, and domain expertise needed with the right balance of supervised and independent study. We put much emphasis on practical work throughout your degree, helping you to acquire a portfolio of projects to demonstrate your skills once you graduate. When you take a bachelor's degree in data science you join the data revolution that is leading major changes in businesses, economies, and societies today.

**Degree**

Bachelor of Science (B.Sc.)

**Study start**

Anytime

**Study model**

Online

**Duration**

36 months

**Credits**

180 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
	1	
Introduction to Data Science		5 ECTS
Introduction to Academic Work		5 ECTS
Introduction to Programming with Python		5 ECTS
Collaborative Work		5 ECTS
Statistics—Probability and Descriptive Statistics		5 ECTS
Mathematics: Linear Algebra		5 ECTS
	2	
Intercultural and Ethical Decision-Making		5 ECTS
Statistics—Inferential Statistics		5 ECTS
Object Oriented and Functional Programming with Python		5 ECTS
Database Modelling and Database Systems		5 ECTS
Project: Build a Data Mart in SQL		5 ECTS
Mathematics: Analysis		5 ECTS
	3	
Data Science Software Engineering		5 ECTS
Project: From Model to Production		5 ECTS
Business Intelligence		5 ECTS
Project: Business Intelligence		5 ECTS
Machine Learning - Supervised Learning		5 ECTS
Machine Learning - Unsupervised Learning and Feature Engineering		5 ECTS
	4	
Agile Project Management		5 ECTS
Big Data Technologies		5 ECTS
Data Quality and Data Wrangling		5 ECTS
Explorative Data Analysis and Visualisation		5 ECTS
Cloud Computing		5 ECTS
Seminar: Ethical Considerations in Data Science		5 ECTS
	5	
Time Series Analysis		5 ECTS
Neural Nets and Deep Learning		5 ECTS
Electives A		10 ECTS
Electives B		10 ECTS
	6	
Electives C		10 ECTS
Introduction to Data Protection and IT Security		5 ECTS
Model Engineering		5 ECTS
Bachelor Thesis & Colloquium		10 ECTS

CHOOSE YOUR SPECIALISATIONS

Choose two specialisations from the Electives A programmes:

- AI Specialist
- Data Analyst
- Data Engineer

Choose two specialisations from the Electives B programmes:

- Applied Sales
- Automation and Robotics
- Autonomous Driving
- Financial Services Management
- International Marketing and Branding
- Smart Factory
- Supply Chain Management

Choose two specialisations from the Electives C programmes:

- AI Specialist
- Applied Sales
- Automation and Robotics
- Autonomous Driving
- Data Analyst
- Data Engineer
- Financial Services Management
- Foreign Language: French
- Foreign Language: Italian
- Foreign Language: Spanish
- International Marketing and Branding
- Smart Factory
- Supply Chain Management



IU International

BACHELOR (B.SC.) BUSINESS & IT

Almost all economic processes are closely linked to IT systems. As a result of the ongoing global digitisation, the demand for IT specialists with top business management skills is constantly rising. Opportunities are continually opening up for roles in software development, business analysis, process management, IT consulting and more—requiring professionals with both technical and business knowledge to fill them.

The IU Bachelor in Business and IT prepares you with contents specifically for such roles. During your studies you will acquire IT expertise, such as in requirements engineering or in the field of data modelling and database systems, and comprehensive business management knowledge. You'll get to know all key aspects of business and master the ability to recognise technological potential and to use it optimally for any company's success. Your bachelor's degree in Business and IT will provide you with interdisciplinary know-how, turning you into a highly employable candidate on the job market after graduation.



Degree

Bachelor of Science (B.Sc.)



Study start

Online: Anytime

Campus: Each Semester



Study model

Online, on campus or flexible



Duration

36 months



Credits

180 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
	1	
Introduction to Computer Science		5 ECTS
Business 101		5 ECTS
Introduction to Academic Work		5 ECTS
Mathematics I		5 ECTS
Requirements Engineering		5 ECTS
Object-oriented Programming with Java		5 ECTS
	2	
Collaborative Work		5 ECTS
Corporate Finance and Investment		5 ECTS
Data structure and Java class library		5 ECTS
Statistics—Probability and Descriptive Statistics		5 ECTS
Database Modelling and Database Systems		5 ECTS
Introduction to Process Management		5 ECTS
	3	
Fundamentals of IT and ERP systems		5 ECTS
Web Application Development		5 ECTS
Programming Information Systems with Java EE		5 ECTS
Management Accounting		5 ECTS
Intercultural and Ethical Decision-Making		5 ECTS
Software Quality Assurance		5 ECTS
	4	
Data Analytics and Big Data		5 ECTS
Purchasing, Procurement and Distribution		5 ECTS
IT Law		5 ECTS
IT Project Management		5 ECTS
Project Software Engineering		5 ECTS
International Marketing		5 ECTS
	5	
Principles of Management		5 ECTS
Seminar: Software Engineering		5 ECTS
Digital Business Models		5 ECTS
Organisational Behaviour		5 ECTS
Electives A		10 ECTS
	6	
Electives B & C		20 ECTS
Bachelor Thesis & Colloquium		10 ECTS

CHOOSE YOUR SPECIALISATIONS

Choose two specialisations from the Electives A programmes:

- Big Data and Cloud Technologies
- Business Intelligence
- Data Engineer
- Foundations of Programming with Python
- IT Security
- IT-Service Management
- Java and Web Development
- Logic and Artificial Intelligence
- Mobile Software Engineering

Choose four specialisations from the Electives B & C programmes:

- Applied Sales
- Big Data and Cloud Technologies
- Business Intelligence
- Data Engineer
- Foundations of Programming with Python
- IT Security
- IT-Service Management
- Java and Web Development
- Logic and Artificial Intelligence
- Mobile Software Engineering
- Smart Factory
- Smart Services
- Supply Chain Management



IU International

BACHELOR (B.SC.) CYBER SECURITY

Cyber security is an area of expertise in great demand, as cyber-attacks can affect all areas of IT. Defence measures are based on the systematic documentation of TTPs (Tactics, Techniques and Procedures). A cyber security expert masters the basics of modern operating systems and is also familiar with distributed applications in the cloud as well as methods of software forensics and data analysis. In our practice-oriented distance learning programme for cyber security, you will be trained to detect cyberthreats and demonstrate leadership potential. You will acquire up-to-date knowledge in the area of cyber security and deal with the architecture, programming and maintenance of security systems. In addition to incident response and digital forensics, you'll learn aspects of penetration testing and reverse engineering in order to get to know the perspective of cyber criminals and protect against them.

**Degree**

Bachelor of Science (B.Sc.)

**Study start**

3rd May 2021

**Study model**

Online

**Duration**

36 months

**Credits**

180 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
Operating Systems, Computer Networks, and Distributed Systems	1	5 ECTS
Introduction to Data Protection and IT Security		5 ECTS
Mathematics: Analysis		5 ECTS
Introduction to Academic Work		5 ECTS
Introduction to Programming with Python		5 ECTS
Statistics—Probability and Descriptive Statistics		5 ECTS
Mathematics: Linear Algebra	2	5 ECTS
Collaborative Work		5 ECTS
Object Oriented and Functional Programming with Python		5 ECTS
Introduction to Network Forensics		5 ECTS
Requirements Engineering		5 ECTS
System Pentesting Basics		5 ECTS
Introduction to the Internet of Things	3	5 ECTS
Intercultural and Ethical Decision-Making		5 ECTS
IT Project Management		5 ECTS
DevSecOps and Common Software Weaknesses		5 ECTS
Algorithms, Data Structures, and Programming Languages		5 ECTS
Statistical Computing		5 ECTS
Cryptography	4	5 ECTS
IT Law		5 ECTS
Host and Software Forensics		5 ECTS
Specification		5 ECTS
Artificial Intelligence		5 ECTS
IT Service Management		5 ECTS
Seminar: Current Topics in Computer Science	5	5 ECTS
Advanced Data Analysis		5 ECTS
Project: Data Analysis		5 ECTS
Cloud Computing		5 ECTS
Elective A		10 ECTS
Elective B	6	10 ECTS
Elective C		10 ECTS
Bachelor Thesis & Colloquium		10 ECTS

CHOOSE YOUR SPECIALISATION

Choose one elective from “Electives A” list:

- DevSecOps
- Host Forensics
- IT Security Consulting
- Network Forensics
- Security in Complex Networks
- Social Engineering

Choose one elective from “Electives B” list:

- Business Intelligence
- Cloud Security
- Cyber Threat Intelligence
- Future Threats
- Industrial Systems Technology
- Mobile Threats
- Pentesting

Choose one elective from “Electives C” list:

- Automation and Robotics
- Business Intelligence
- Cloud Security
- Cyber Threat Intelligence
- DevSecOps
- Future Threats
- Host Forensics
- Industrial Systems Technology
- IT Security Consulting
- Mobile Software Engineering
- Mobile Threats
- Network Forensics
- Pentesting
- Security in Complex Networks
- Smart Factory
- Social Engineering
- Supply Chain Management



IU International

BACHELOR (B.A.)

HOSPITALITY MANAGEMENT

Hospitality covers a wide field of countless, often cross-industry opportunities. Gain valuable skills for this exciting environment in our Hospitality Management course to begin in a career that has a lot to offer. Learn how to deliver service excellence to guests, keep control over resources and your supply chain, develop business strategies or create winning marketing campaigns—our degree in hospitality management provides you with core knowledge and the chance to specialise in your area of interest. Once graduated, you'll be able to start your career already with management responsibilities whether you choose to enter the hotel sector, food and beverage, casinos and amusement parks, or any other field in this lively industry.

In the IU Bachelor in Hospitality Management, we focus on case studies, projects, and field trips to renowned companies to give you as much hands-on experience as possible. The internship in your fourth semester allows you to apply what you have learned and discover your ideal career post-graduation—as well as start building a network of industry contacts.



Degree

Bachelor of Arts (B.A.)



Study start

October/April



Study model

Campus



Duration

36 months



Credits

180 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
	1	
Business Statistics		5 ECTS
Principles of Organisation and HR Management		5 ECTS
Principles of Service Marketing and Management		5 ECTS
Financial Accounting		5 ECTS
Applied Restaurant Management		5 ECTS
Foreign Language I		5 ECTS
	2	
Business Mathematics		5 ECTS
Management & Cost Accounting		5 ECTS
Applied Property Management		5 ECTS
Hospitality Structures & Operations		5 ECTS
Professional Development		5 ECTS
Foreign Language II		5 ECTS
	3	
Principles of Research & Academic Writing		5 ECTS
Food & Beverage Management		5 ECTS
Managerial Economics		5 ECTS
Financial Management		5 ECTS
Intercultural Aspects of Communication		5 ECTS
Foreign Language III		5 ECTS
	4	
Internship		30 ECTS
	5	
Hospitality Sales & eCommerce Management		5 ECTS
Business & Marketing Research		5 ECTS
Entrepreneurship & New Venture Management		5 ECTS
Majors A		15 ECTS
	6	
Integrated Revenue Management		5 ECTS
Consumer Behaviour		5 ECTS
Legal Aspects in Hospitality		5 ECTS
Advanced Research & Academic Writing		5 ECTS
Bachelor Thesis & Colloquium		10 ECTS

CHOOSE YOUR SPECIALISATIONS

Internship

During your internship, you can use your academic knowledge outside of your studies. You will also get to know the industry better—which provides the perfect foundation for choosing your career. The internship is firmly integrated into your studies so of course you do not lose any time.

MAJORS A

Choose one of the following majors:

- Data Analytics
- Hotel Real Estate
- Sustainable Hospitality & Event Management



IU International

BACHELOR (B.A.) AVIATION MANAGEMENT

A degree in aviation management can open the door to an exciting career with travel opportunities and employee benefits as you work for airlines, airports, or service providers across the world. Professionals in aviation management demonstrate precision, quick thinking, and excellent time management whether they are employed in service operations, financial management, logistics, airport security, or airline marketing. It is a diverse field that is always looking for management talents.

The IU degree in Aviation Management gives you everything you need for a rewarding career in this fast-paced, lively industry. As a graduate in aviation management you'll ensure smooth operations on the ground or in the air, bringing passengers or goods to their destination in the shortest, safest and most convenient way possible and creating value for your company and customers. And we encourage you to take a hands-on approach during your studies. As part of your course, you'll undertake an internship in your fourth semester to learn by experience and get to know the industry from the inside. Here, you can also start building a network of connections to take your career further in future.

**Degree**

Bachelor of Arts (B.A.)

**Study start**

October/April

**Study model**

Campus

**Duration**

36 months

**Credits**

180 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
<hr/>		
	1	
Business Statistics		5 ECTS
Principles of Organisation and HR Management		5 ECTS
Principles of Service Marketing and Management		5 ECTS
Financial Accounting		5 ECTS
Microeconomics		5 ECTS
Aviation Transport Modes		2 ECTS
Introduction to Aviation Management		3 ECTS
<hr/>		
	2	
Business Mathematics		5 ECTS
Management & Cost Accounting		5 ECTS
Macroeconomics		5 ECTS
Aviation Policy		3 ECTS
Air Navigation Services		2 ECTS
Aviation Intelligence		5 ECTS
Aviation Project I/Project Management		5 ECTS
<hr/>		
	3	
Principles of Research & Academic Writing		5 ECTS
Business Communication		5 ECTS
Financial Management		5 ECTS
Airport/Slot Management		3 ECTS
Ground Services		2 ECTS
Logistics for Integrators		2 ECTS
Aviation Project II		3 ECTS
Airline Management		3 ECTS
Air Cargo Management		2 ECTS
<hr/>		
Internship		30 ECTS
<hr/>		
	4	
German Law		5 ECTS
International Law		5 ECTS
Advanced Research and Academic Writing		5 ECTS
Yield Management & Airline Sales		5 ECTS
Network Management		5 ECTS
Current Issues in Aviation		5 ECTS
Controlling Airlines & Airports/ Aviation Project III		5 ECTS
<hr/>		
	5	
Airline Management Simulation Game		3 ECTS
Aviation Security & Crisis Management		2 ECTS
Aviation Law		2 ECTS
Aviation & the Environment		3 ECTS
Electives A & B		5 ECTS
Electives C		5 ECTS
Bachelor Thesis & Colloquium		10 ECTS

CHOOSE YOUR SPECIALISATIONS

Choose one specialisation from the

Electives A programmes:

- Financial Management Airlines/
Aviation Project I
- Financial Management Airports/
Aviation Project IV

Choose one specialisation from the

Electives B programmes:

- HR in Aviation
- Safety Management and Human Factors
in the Aviation Business

Choose one specialisation from the

Electives C programmes:

- Airline Marketing
- Airport Marketing

Internship

During your internship, you can use your academic knowledge in a practical setting. You will also get to know the industry better which provides the perfect foundation for choosing your career. The internship is firmly integrated into your studies so of course you do not lose any time.

PILOT LICENCE TRAINING

At IU, you have the opportunity to pursue the Airline Transport Pilot Licence (ATPL) in parallel with your degree in Aviation Management. Learn to fly—flexibly alongside your degree studies.



IU International

BACHELOR (B.ENG.) INDUSTRIAL ENGINEERING AND MANAGEMENT

Industrial engineering has entered a revolutionary new phase with smart technologies increasingly used in manufacturing plants and supply chains across the globe. The demand for qualified engineers who are specialised in “Industry 4.0” and related fields is enormous.

The IU Bachelor in Industrial Engineering and Management prepares you with a combination of relevant business studies, expert knowledge of industrial engineering, and IT expertise that will allow you to understand and optimise processes for industrial companies everywhere. You’ll get to know features and applications for smart devices, smart technologies, and smart mobility—understanding how to use them create, innovate, and disrupt certain industries. You’ll become experienced with digital twins and similar technologies and be able to apply theoretical knowledge with the help of experimental kits and digital modelling in our virtual environment. After graduating, you’ll enter positions at the heart of digitisation and at the interface of many different industries.



Degree

Bachelor of Engineering (B.Eng.)



Study start

Online: Anytime

Campus: After October 4th 2021



Study model

Online or on campus*



Duration

36 months



Credits

180 ECTS

*After October, you will also be able to take advantage of “Flex” for this programme.

Study Content

MODULE TITLE	SEMESTER	ECTS
Mathematics I	1	5 ECTS
Business 101		5 ECTS
Introduction to Academic Work		5 ECTS
Collaborative Work		5 ECTS
Introduction to the Internet of Things		5 ECTS
Scientific and Technical Fundamentals		5 ECTS
Mathematics II	2	5 ECTS
Statistics—Probability and Descriptive Statistics		5 ECTS
Managerial Economics		5 ECTS
Electrical Engineering		5 ECTS
Production Engineering		5 ECTS
Object-oriented Programming with Java		5 ECTS
Management Accounting	3	5 ECTS
International Marketing		5 ECTS
Automation and Robotics		5 ECTS
Software Engineering Principles		5 ECTS
Corporate Finance and Investment		5 ECTS
Supply Chain Management I		5 ECTS
Entrepreneurship and Innovation	4	5 ECTS
Project: Design Thinking		5 ECTS
Data Analytics and Big Data		5 ECTS
Introduction to Data Protection and IT Security		5 ECTS
Agile Project Management		5 ECTS
Intercultural and Ethical Decision-Making		5 ECTS
Product Development in Industry 4.0	5	5 ECTS
Project: Smart Product Solutions		5 ECTS
Electives A & B		20 ECTS
Electives C	6	10 ECTS
Digital Business Models		5 ECTS
Principles of Management		5 ECTS
Bachelor Thesis & Colloquium		10 ECTS

CHOOSE YOUR SPECIALISATIONS

Choose two specialisations from the Electives A & B programmes:

- Smart Devices
- Smart Factory
- Smart Mobility
- Smart Services

Choose two specialisations from the Electives C programmes:

- AI Specialist
- Applied Sales
- Autonomous Driving
- Foundations of Programming with Python
- Industrial Robotics and Automation
- Introduction to Cognitive
- IT project and architecture management
- Mobile Software Engineering
- Programming of Robotic Systems
- Robotics
- Service Robotics

CHANGES ON THE WAY...

Updates are coming to this programme after 1st September 2021. If you want to join us on campus after that, be aware that your curriculum might change.



IU International

BACHELOR (B.ENG.) ROBOTICS

Mobility, healthcare, agriculture, and more—supply chains across the globe are becoming more and more dependent on robotic technology. Robots are creating faster, more efficient ways to design, construct, monitor, inspect, and transport with precision and agility. Robots may be programmed to take on many roles, yet industries still rely on talented professionals to design, test, and build this technology and ensure safety and reliability. Robotics is a huge and rapidly growing market, with vast career potential for those with the right expertise.

The IU Bachelor in Robotics combines know-how from mechanical, electrical, and control engineering with the basics of computer science, data science, and artificial intelligence. Through our mix of theoretical principles and practical projects, you will acquire all the necessary skills to build a career as a robotics specialist. Our programme prepares you with relevant technical skills, hands-on experience, and contextual knowledge of the latest technology and industry trends. Gain a solid foundation in the fundamentals of robotics and expert insights into the Internet of Things (IoT) and automation.

**Degree**

Bachelor of Engineering (B.Eng.)

**Study start**

Anytime

**Study model**

Online

**Duration**

36 months

**Credits**

180 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
1		
Introduction to Robotics		5 ECTS
Introduction to Academic Work		5 ECTS
Mathematics II		5 ECTS
Scientific and technical fundamentals		5 ECTS
Mathematics: Linear Algebra		5 ECTS
Technical Drawing		5 ECTS
2		
Production Engineering		5 ECTS
Introduction to Programming with Python		5 ECTS
Mathematics: Analysis		5 ECTS
Mechanics—Statics		5 ECTS
Electrical Engineering		5 ECTS
Project: Design with CAD		5 ECTS
3		
Sensor Technology		5 ECTS
Signals and Systems		5 ECTS
Mechanics – Kinematics		5 ECTS
Mechanics – Dynamics		5 ECTS
Collaborative Work		5 ECTS
Programming with C/C++		5 ECTS
4		
Mechatronic Systems		5 ECTS
Control Systems Engineering		5 ECTS
Project: Modeling and Simulation of Robots		5 ECTS
Project: Introduction to Robot Control		5 ECTS
Embedded Systems		5 ECTS
Project: Robotics		5 ECTS
5		
Seminar: Human-Robot Interaction		5 ECTS
Project: Applied Robotics with Robotic Platforms		5 ECTS
Seminar: Robots and Society		5 ECTS
Safety of Industrial Plants and Machine		5 ECTS
Electives A		10 ECTS
6		
Electives B & C		20 ECTS
Bachelor Thesis & Colloquium		10 ECTS

CHOOSE YOUR SPECIALISATIONS

Choose one specialisation from

Electives A list:

- Industrial Robotics and Automation
- Introduction to Cognitive Robotics
- Service Robotics

Choose two specialisations from the

Electives B & C programmes:

- AI Specialist
- Autonomous Driving
- Data Science and Deep Learning
- Foreign Language: Italian, French, German, Spanish
- Industrial Robotics and Automation
- Introduction to Cognitive Robotics
- IT Security
- Mobile Software Engineering
- Python for Software Engineering
- Service Robotics



IU International

MASTER (M.I.M.)

INTERNATIONAL MANAGEMENT

Demand is increasing for managers to be able to not just successfully operate in their home market, but also in the ever more globalised economy. Expansion into international markets presents companies with several challenges which require understanding, adaptation, and market-specific business best practices. This is exactly where our Master of Arts in International Management comes in. Our four-semester master's programme International Management is application-oriented and imparts in-depth knowledge in economic subjects and basic specialist knowledge in the elective area. With our Master in International Management degree, you have the opportunity to not only gain a top degree in business and management but also major in the career field most attractive to you. Plus, we have a shorter, two-semester option for this programme worth 60 ECTS credits—great for if you are looking to gain core fundamentals in management and soft skills.



Degree

Master of Arts (M.A.)



Study start

August 15th, 2021*



Study model

Online, on campus, or both



Duration

60 ECTS: 18, 24, or 36 months

120 ECTS: 24, 36, or 48 months



Credits

60 or 120 ECTS

*This programme is still in the process of accreditation and recognition. We expect approval from the relevant ministry by the programme's official start date. So far, all IU programmes have been accredited and approved successfully and on time.

Curriculum (60 or 120 ECTS)

MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
CURRICULUM (60 ECTS)			
Managing Across Borders	1	5 ECTS	E
Advanced Research Methods		5 ECTS	E
Intercultural Management		5 ECTS	E
Strategic Management		5 ECTS	E
Leadership		5 ECTS	E
Business Ethics and Corporate Governance		5 ECTS	WAWA
<hr/>			
Seminar: Current Issues in International Management	2	5 ECTS	WARE
Electives A		10 ECTS	
Master Thesis & Colloquium		15 ECTS	WAMT & PC
<hr/>			
CURRICULUM (120 ECTS)			
Managing Across Borders	1	5 ECTS	E
Advanced Research Methods		5 ECTS	WAWA
Intercultural Management		5 ECTS	E
Performance Measurement		5 ECTS	E
Applied Statistics		5 ECTS	E
Business Ethics and Corporate Governance		5 ECTS	WAWA
<hr/>			
Leadership	2	5 ECTS	E
International Marketing		5 ECTS	E
Negotiation		5 ECTS	OAOP
International Financial Management		5 ECTS	E
International Financial Accounting		5 ECTS	E
Seminar: International Human Resource Management		5 ECTS	WARE
<hr/>			
Strategic Management	3	5 ECTS	E
Seminar: Current Issues in International Management		5 ECTS	WARE
Electives B		20 ECTS	
<hr/>			
Master Thesis & Colloquium	4	30 ECTS	WAMT & PC

CHOOSE YOUR SPECIALISATION

Choose one module from “Electives A” list:

- Advanced Management Accounting & Control
- Advanced Robotics 4.0
- Artificial Intelligence
- Big Data
- Consumer Behaviour and Research
- Corporate Finance and Investment
- Data Science and Analytics
- IT Governance and Service Management
- IT Project and Architecture Management
- Manufacturing Methods Industry 4.0 and Internet of Things
- Product Development and Design Thinking
- Sales, Pricing and Brand Management
- Supply Chain and Sourcing Management

For the 120-credit degree, you will choose two modules from “Electives B” list:

- Advanced Management Accounting & Control
- Advanced Robotics 4.0
- Artificial Intelligence
- Big Data
- Consumer Behaviour and Research
- Corporate Finance and Investment
- Data Science and Analytics
- IT Governance and Service Management
- IT Project and Architecture Management
- Manufacturing Methods Industry 4.0 and Internet of Things
- Product Development and Design Thinking
- Sales, Pricing and Brand Management
- Supply Chain and Sourcing Management



IU International

MASTER (M.A.M.)

FINANCE AND ACCOUNTING

The financial world is constantly changing: Markets evolve, new instruments for management are created, and regulatory environments constantly change. Professionals in finance and accounting need to be adaptable, precise, and analytical to keep a business' finances in good order.

The IU Master of Management in Finance and Accounting Management combines two fields to give you comprehensive expertise in financial strategies for maximising returns and minimising risk, investment analysis, accounting management, controlling, and more. You'll learn to address uncertainties and implement appropriate strategies for a company's size, organisational life cycle phase, or ownership structure.

A key aspect of this degree in Finance and Accounting, is our practical approach. We focus on use cases and invite guest speakers from top companies where possible so you can learn first-hand to apply financial theory and corporate policy practically in daily business. Overall, you'll become an expert in planning, using, and controlling financial resources and an asset to any international company.



Degree

Master of Arts (M.A.)



Study start

Anytime



Study model

Online, on campus or flexible



Duration

12 months



Credits

60 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
<hr/>	1	<hr/>
Managing in a Global Economy		5 ECTS
Strategic Management		5 ECTS
Corporate Finance and Investment		10 ECTS
Advanced Research Methods		5 ECTS
Operations and Information Management		5 ECTS
<hr/>	2	<hr/>
Accounting		10 ECTS
Seminar: Managing People and Organisations		5 ECTS
Master Thesis & Colloquium		15 ECTS

WHAT YOU'LL LEARN

- Deepen your knowledge in the areas of business management and leadership and build soft skills such as communication and intercultural awareness.
- Develop skills in fiscal decisions on the international capital market, investment analysis, and portfolio management to improve the fiscal performance of businesses.
- Learn to control and manage profitability, assessing KPIs to identify potential challenges and room for optimisation, all in line with international and regional regulations.

CAREER

With a degree in Finance and Accounting Management, you'll acquire the specialist knowledge required for taking a managing role in the global investment advisory industry. Your enhanced understanding and insight could lead to a position in finance in roles such as chief financial officer (CFO), treasurer or financial treasurer. In accounting, you could head into roles like chief treasurer or controller in a multinational corporation, auditing or consulting firm.



IU International

MASTER OF MANAGEMENT (M.A.M)

Management today must be Online, on campus or mixed, future-oriented and progressive. 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, Big Data Management or Leadership. 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.)



Study start

Anytime



Study model

Online, on campus or flexible



Duration

12 months



Credits

60 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
<hr/> Managing in a Global Economy Strategic Management Electives A Advanced Research Methods Operations and Information Management <hr/>	1	5 ECTS 5 ECTS 10 ECTS 5 ECTS 5 ECTS
Electives B Seminar: Managing People and Organisations Master Thesis & Colloquium	2	10 ECTS 5 ECTS 15 ECTS

CHOOSE YOUR SPECIALISATIONS

Choose two specialisations from the Electives A programmes:

- Corporate Finance and Investment
- Data Science and Analytics
- IT Project and Architecture Management
- Leadership and Change
- Manufacturing Methods Industry 4.0 and Internet of Things
- Sales, Pricing and Brand Management

Choose two specialisations from the Electives B programmes:

- Advanced Management Accounting & Control
- Big Data
- Consumer Behaviour and Research
- IT Governance and Service Management
- Leadership and Corporate Governance
- Product Development and Design Thinking

WHAT YOU'LL LEARN

- Learn to analyse the economic environment and draw appropriate conclusions from a management perspective.
- Become a great negotiator and apply your theoretical knowledge to practical examples from professional work situations.
- Understand how to implement change successfully, to overcome challenges and improve the profitability, efficiency, and success of your team, project, or company.

CAREER

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.

A man in a dark suit and light shirt is smiling and gesturing towards a presentation screen. The screen displays a slide titled "CONSUMER EXPANSION" with a circular diagram and text. The background is a bright, modern office setting.

IU International


MASTER (M.A.M.)


LEADERSHIP MANAGEMENT

The IU Master of Management in Leadership Management teaches you the structure of global companies, strategic management skills, and the fundamentals of effective leadership. Whether you want to work in a start-up or a multinational corporation, and no matter your academic background, this course prepares you for a successful future in management.


In this master degree for leadership and management, you'll learn to analyse management processes and apply best practices as a team leader with a problem-solving manner. You'll acquire management tools for motivating employees and creating trust in your professional relationships. Through a mix of distance learning materials and expert advice from your professors, you'll get to know central design factors and leadership styles for a successful management culture and harmonious work environment for employees.

Across the globe, companies are constantly on the lookout for motivated, trained leaders to manage operations and bring teams and projects to success. With this degree, you'll show employers that you have the technical and soft skills to do just that.

 **Degree**
Master of Arts (M.A.)

 **Study start**
Anytime

 **Study model**
Online

 **Duration**
12 months

 **Credits**
60 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
<hr/>	1	<hr/>
Managing in a Global Economy		5 ECTS
Strategic Management		5 ECTS
Leadership and Change		10 ECTS
Advanced Research Methods		5 ECTS
Operations and Information Management		5 ECTS
<hr/>	2	<hr/>
Leadership and Corporate Governance		10 ECTS
Seminar: Managing People and Organisations		5 ECTS
Master Thesis & Colloquium		15 ECTS

WHAT YOU'LL LEARN

- Deepen your knowledge in the areas of business management and leadership through academic and practice-oriented modules.
- Learn how to analyse the economic environment and draw appropriate conclusions from a management perspective, while building your know-how in entrepreneurship and innovation.
- Master negotiation, apply your theoretical knowledge to practical use cases, and learn to implement change successfully.

CAREER

Our online master's programme in leadership and management is ideal for forming the future of specialists and executives in business. IU optimally prepares you for a career managing people, resources, processes, or entire organisations—talents that are in-demand by companies of all kinds in many regions.



IU International

MASTER (M.A.M.)

BIG DATA MANAGEMENT

From the optimisation of existing production lines to the creation of new business models, data-driven decisions are at the centre of digital business. A Master's specialising in Big Data Management will not only give you the skills to make critical decisions surrounding Big Data but also provide the management know-how to help you find your way as a leader in business.

In the IU Master of Management in Big Data Management, you'll learn how to prepare data, link data from different sources, and analyse data relationships. You'll get to know artificial intelligence methods for data analysis, including when and how to apply them, and examine societal impact and data protection issues to ensure ethical practice. With a degree in Big Data Management, you'll detect and deliver essential data insights to boost the success of any company you work for.



Degree

Master of Arts (M.A.)



Study start

Anytime



Study model

Online, on campus or flexible



Duration

12 months



Credits

60 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
<hr/>	1	<hr/>
Managing in a Global Economy		5 ECTS
Strategic Management		5 ECTS
Data Science and Analytics		10 ECTS
Advanced Research Methods		5 ECTS
Operations and Information Management		5 ECTS
<hr/>	2	<hr/>
Big Data		10 ECTS
Seminar: Managing People and Organisations		5 ECTS
Master Thesis & Colloquium		15 ECTS

WHAT YOU'LL LEARN

- Gather data and conduct reliable assessments of opportunities and risks related to business activities in different geographical markets.
- Understand data utilisation such as for problem solving and investigation as well as select the appropriate technologies for application scenarios.
- Learn to evaluate effectiveness, analyse performance, and identify challenges in different use cases—all while building soft skills such as communication and leadership.

CAREER

With a Master of Management in Big Data, you bring leadership competencies and comprehensive knowledge from all relevant big data disciplines to the table. Fast-growing companies are investing in the implementation of data management systems and structures and are looking for qualified experts in the area as a result. With a degree in Big Data Management you'll have a variety of great opportunities to step into a career filled with innovation and motivation once you graduate.





IU International


MASTER (M.A.M.) IT MANAGEMENT

The IU Master of Management in IT Management provides you with the fundamentals of business management before building your expertise in essential IT areas such as service management and compliance. You'll be introduced to handling IT service requests, incidents and changes to the IT environment, and the corresponding knowledge management required for a sustainable IT operation. You'll learn key elements within corporate governance, including the required leadership and organisational structures for maintaining IT to ensure business strategies and objectives are met.

With a Master in Information Technology Management, you can demonstrate to potential employers that you have the analytical, methodological, communicative and social competencies to shape their IT environment and manage resources effectively. You will be a top candidate for a career in an industry that is booming.

 **Degree**
Master of Arts (M.A.)

 **Study start**
Anytime

 **Study model**
Online, on campus or flexible

 **Duration**
12 months

 **Credits**
60 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
<hr/>	1	<hr/>
Managing in a Global Economy		5 ECTS
Strategic Management		5 ECTS
IT Project and Architecture Management		10 ECTS
Advanced Research Methods		5 ECTS
Operations and Information Management		5 ECTS
<hr/>	2	<hr/>
IT Governance and Service Management		10 ECTS
Seminar: Managing People and Organisations		5 ECTS
Master Thesis & Colloquium		15 ECTS

WHAT YOU'LL LEARN

- Deepen your knowledge in the areas of business management and leadership, while actively working on your soft skills such as communication and intercultural awareness.
- Gain insight into the concepts of IT business management and information security plus the art of defining IT strategies from existing business processes.
- Investigate how important IT services can be implemented across various departments, processes, and technologies to ensure excellent operations.

CAREER

With a Masters in IT Management, you might deal with information management internally in a company's IT department or carry out data centre management in world-wide operating enterprise. The entrepreneurial and management skills gained will provide you with great prospects in a wide range of careers, such as technology management, IT consulting, change or project management and business analysis.



IU International

MASTER (M.A.M.)

ENGINEERING MANAGEMENT

Tailored towards those with an existing academic background in engineering, our Master's in Engineering Management combines technical know-how with a variety of innovative topics from management theory and practice. The master's in Engineering Management at IU is designed to train you in strategic decision-making and engineering processes, giving you the expertise needed to take on high-level management responsibilities in an international environment.

Technical minds are often well-suited to management roles: Problem solving, critical thinking, and an analytical eye are a few key skills you probably already possess. The IU Master of Management in Engineering Management helps you take your skillset further and develop your abilities in communication, leadership, and motivation so that you can step into a new career, confident in your abilities to lead people, projects, and enterprises to success.

**Degree**

Master of Arts (M.A.)

**Study start**

Anytime

**Study model**

Online, on campus or flexible*

**Duration**

12 months

**Credits**

60 ECTS

*If you would like to study on campus, you will join us in Bad Honnef.

Study Content

MODULE TITLE	SEMESTER	ECTS
<hr/>	1	<hr/>
Managing in a Global Economy		5 ECTS
Strategic Management		5 ECTS
Sales, Pricing and Brand Management		10 ECTS
Advanced Research Methods		5 ECTS
Operations and Information Management		5 ECTS
<hr/>	2	<hr/>
Product Development and Design Thinking		10 ECTS
Seminar: Managing People and Organisations		5 ECTS
Master Thesis & Colloquium		15 ECTS

WHAT YOU'LL LEARN

- Acquire a firm foundation in management theory, with a focus on leadership, quality and process understanding.
- Receive all business training relevant to the areas of finance and project management.
- Expand your business knowledge from an engineering-related perspective, to the areas of process orientation, production management, company organisation and the integration of online methods and instruments.

CAREER

The M.A. in Engineering Management at IU is designed to train you in strategic decision-making and engineering processes, giving you the know-how you need to take on high-level management responsibilities in an international environment.



IU International

MASTER (M.A.M.)

INTERNATIONAL MARKETING

Marketing is a diverse field and a great career path. Combining creative, analytical, and strategic roles, marketing graduates can easily find a fulfilling role that speaks to their interests. However, those with a master's in management specialised in international marketing will be able to step into leading positions right away and enable projects, campaigns, and brands success.

In the IU Master of Management in International Marketing, you'll learn to analyse brand values and develop targeted marketing strategies for business-to-business or business-to-customer (B2B or B2C) companies. You'll come to understand consumer behaviour in depth, enabling confident decision-making in the fields of acquisition, consumption, and products and services. And, you'll master management skills to maintain excellent employee motivation, client relationships, and customer satisfaction.

Overall, a master degree in international marketing management will give you a well-rounded knowledge of business and expertise in marketing, turning you into a valuable leader in any company.



Degree

Master of Arts (M.A.)



Study start

Anytime



Study model

Online, on campus or flexible



Duration

12 months



Credits

60 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
<hr/>	1	<hr/>
Managing in a Global Economy		5 ECTS
Strategic Management		5 ECTS
Sales, Pricing and Brand Management		10 ECTS
Advanced Research Methods		5 ECTS
Operations and Information Management		5 ECTS
<hr/>	2	<hr/>
Consumer Behaviour and Research		10 ECTS
Seminar: Managing People and Organisations		5 ECTS
Master Thesis & Colloquium		15 ECTS

WHAT YOU'LL LEARN

- Expand your marketing and sales knowledge with a focus on international business management, including purchase decision making and creating global marketing strategies.
- Gain excellent command of leadership skills to manage projects, people, and resources for efficient and profitable business.
- Explore influences on consumer behaviour and conduct insightful market research to implement successful strategies and market launches.

CAREER

A Master in Management focused on International Marketing will shape your skills to become an expert in positioning brands in any market. With this degree, you'll show potential employers that you can identify and overcome potential risks, tailor campaigns to attract the right customers and regions, and enable the success of your team.



IU International

MASTER (M.A.)

MARKETING MANAGEMENT

Managers in marketing and sales are faced with an increasingly complex and interactive range of tasks. Your future fields of employment after graduating with this master's degree are initial management positions in the areas of marketing and/or sales—in agencies, in small and medium sized enterprises, large international corporations, or NGOs.

Our dedicated Master of Marketing Management sets you up for a great career that could take you into companies large or small, worldwide. Whether you want to head into a more sales-related position or enter the creative world of branding, marketing has something for everyone. With IUBH, you not only choose if you want to take a degree worth 60 or 120 ECTS credits, you can also choose specialist electives that suit the topics you're interested in.



Degree

Master of Arts (M.A.)



Study start

Official start date: 1 April 2021. Afterwards: Anytime*



Study model

Online



Duration

12 months (60 ECTS), 24 months (120 ECTS)



Credits

60 or 120 ECTS

*This programme is still in the process of accreditation and recognition. We expect approval from the relevant ministry by the programme's official start date. So far, all IU programmes have been accredited and approved successfully and on time.

Study Content

MODULE TITLE	SEMESTER	CREDITS (ECTS)
CURRICULUM (60 ECTS)		
	1	
International Marketing		5 ECTS
Advanced Research Methods		5 ECTS
International Consumer Behaviour		5 ECTS
Applied Marketing Research		5 ECTS
Online and Social Media Marketing		5 ECTS
Seminar: Current Issues in Marketing		5 ECTS
	2	
Digital Business Models		5 ECTS
Electives A		10 ECTS
Master Thesis & Colloquium		15 ECTS
CURRICULUM (120 ECTS)		
	1	
International Marketing		5 ECTS
Advanced Research Methods		5 ECTS
International Consumer Behaviour		5 ECTS
Applied Statistics		5 ECTS
Applied Marketing Research		5 ECTS
Online and Social Media Marketing		5 ECTS
	2	
Seminar: Marketing Responsibility		5 ECTS
Strategic Management		5 ECTS
Advanced Marketing Controlling		5 ECTS
Digital Business Models		5 ECTS
Digital Analytics and Strategies		5 ECTS
Seminar: Current Issues in Marketing		5 ECTS
	3	
Marketing Project		5 ECTS
Leadership		5 ECTS
Electives A & B		20 ECTS
	4	
Master Thesis & Colloquium		30 ECTS

CHOOSE YOUR SPECIALISATION

Choose one module from “Electives A” list:

- Business Analyst
- Communication and Public Relations
- E-Commerce
- Product Development and Design Thinking
- Sales Management
- Strategic Marketing and Branding
- UI/UX Expert

For 120 ECTS, you will also choose one module from “Electives B” list:

- Business Analyst
- Communication and Public Relations
- E-Commerce
- Product Development and Design Thinking
- Sales Management
- Strategic Marketing and Branding
- UI/UX Expert



IU International

MASTER (M.SC.)

ARTIFICIAL INTELLIGENCE

AI is the sweet spot where mathematical minds meet creativity and vision for a better, more efficient world. A Master's in AI at IU provides you with key technical knowledge, tools, and training and helps you apply this to practical use cases for innovation or industry disruption.

The exciting thing about a degree in artificial intelligence? The huge scope of industries you can enter once graduated. You could move into computer science, automotive, mechanical engineering, healthcare, or even the arts—AI is driving change in nearly all sectors. With this degree, you'll not only have the right skills to achieve top-level career positions but also a great understanding of the social impacts, risks, and business opportunities that AI presents; making you highly attractive to future employers.

At IU, you can select one of four different AI master programmes, including a 120-credit option with specialisations, a shorter 60-credit degree in Artificial Intelligence, or the “Artificial Intelligence for Robotics” and “Artificial Intelligence for Autonomous Vehicles” both also worth 60 ECTS credits. We offer great flexibility in our courses and in our approach to learning to suit your style, speed, and interests.



Degree

Master of Science (M.Sc.)



Study start

Anytime



Study model

Online



Duration

12 or 24 months



Credits

60 or 120 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
ARTIFICIAL INTELLIGENCE (120 ECTS)		
Artificial Intelligence	1	5 ECTS
Advanced Mathematics		5 ECTS
Use Case and Evaluation		5 ECTS
Seminar: AI and Society		5 ECTS
Advanced Statistics		5 ECTS
Project: AI Use Case		5 ECTS
<hr/>		
Programming with Python	2	5 ECTS
Machine Learning		5 ECTS
Deep Learning		5 ECTS
NLP and Computer Vision		5 ECTS
Electives A		10 ECTS
<hr/>		
Inference and Causality	3	5 ECTS
Reinforcement Learning		5 ECTS
Software Engineering for Data Intensive Sciences		5 ECTS
Seminar: Current Topics in AI		5 ECTS
Electives B		10 ECTS
<hr/>		
Master Thesis & Colloquium	4	30 ECTS
<hr/>		
ARTIFICIAL INTELLIGENCE (60 ECTS)		
Machine Learning	1	5 ECTS
Deep Learning		5 ECTS
Use Case and Evaluation		5 ECTS
Reinforcement Learning		5 ECTS
Seminar: Current Topics in AI		5 ECTS
Project: AI Use Case		5 ECTS
<hr/>		
NLP and Computer Vision	2	5 ECTS
Advanced NLP and Computer Vision		5 ECTS
Master Thesis & Colloquium		20 ECTS

CHOOSE YOUR SPECIALISATIONS

Choose two specialisations from the Electives A programmes:

- AI Specialist
- Data Engineer
- Technical Project Lead
- UI/UX Expert

Choose two specialisations from the Electives B programmes:

- Advanced Robotics 4.0
- Applied Autonomous Driving
- Consumer Behaviour and Research
- Corporate Finance
- DevOps for Data Applications
- Innovate and Change
- Management
- Sales, Pricing and Brand Management

WHAT YOU'LL LEARN

- Apply the concepts covered in your course to build a running AI model or system which you can add to your portfolio of projects.
- Get to know reinforcement learning approaches and the fundamentals of neural networks, natural language and image processing, and more.
- Understand the trade-off between exploration and exploitation and place your studies within an ethical context: self-driving cars, service robots, and social impacts.

MODULE TITLE	SEMESTER	ECTS
ARTIFICIAL INTELLIGENCE FOR AUTONOMOUS VEHICLES (60 ECTS)		
Machine Learning	1	5 ECTS
Deep Learning		5 ECTS
Use Case and Evaluation		5 ECTS
Reinforcement Learning		5 ECTS
Seminar: Current Topics in AI		5 ECTS
<hr/>		
Project: AI Use Case	2	5 ECTS
Architectures of Self-Driving Vehicles		5 ECTS
Case Study: Localisation, Motion Planning and Sensor Fusion		5 ECTS
Master Thesis & Colloquium		20 ECTS
<hr/>		
ARTIFICIAL INTELLIGENCE FOR ROBOTICS (60 ECTS)		
Machine Learning	1	5 ECTS
Deep Learning		5 ECTS
Use Case and Evaluation		5 ECTS
Reinforcement Learning		5 ECTS
Seminar: Current Topics in AI		5 ECTS
Project: AI Use Case	2	5 ECTS
Master Thesis & Colloquium		20 ECTS

CAREER

Senior AI Scientist

A Senior AI Scientist is typically responsible for designing and developing AI based systems such as intelligent assistant systems and automated decision systems, often working at the intersection of human and artificial intelligence. Senior AI scientists might also be responsible for mentoring junior team members

AI Team Lead

AI Team leads need to be proficient in a wide range of skills. They are typically charged with the development of a team of senior and junior AI specialists—including hiring and personnel decisions. Team leads are typically also responsible for ensuring all projects are run on-scope and deliver high quality results. As a team-leader you are often engaged with the internal and external stakeholders of projects and are consulted in the setup and scoping of new projects.

AI Interaction Designer

Combining human and artificial intelligence is one of the big challenges building the workplace of the future. AI Interaction Designers are responsible for reshaping the work environment so that humans and AI systems can work together.



IU International

MASTER (M.SC.) COMPUTER SCIENCE

Computer Science is at the centre of our daily lives, transforming the way we live, work, travel, and much more. Developments in this area are rapidly changing many industries and if you become an expert in computer science, you could start an exciting career in a field of your choosing. Many people enjoy the interaction between computer science and the human experience, so use their degree to gain great positions in companies at the forefront of technological advancements. Whether mobility, medicine, design, or communications, with this degree, you can become a central key in creating and developing new systems and tech for a better, faster, more efficient world.

In IU's Master in Computer Science, you continue your journey with a focus on data science, cyber security, and artificial intelligence and elective modules of your choosing. This will give you all the skills you need to get started in the international job market and in a career that speaks to your interests.

**Degree**

Master of Science (M.Sc.)

**Study start**

Anytime

**Study model**

Online, on campus or flexible

**Duration**

24 months

**Credits**

120 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
<hr/> Programming with Python Software Engineering: Software Process Advanced Mathematics Advanced Statistics Data Science Project: Software Engineering <hr/>	1	5 ECTS 5 ECTS 5 ECTS 5 ECTS 5 ECTS 5 ECTS
<hr/> Algorithmics Cyber Security and Data Protection Seminar: Computer Science and Society Artificial Intelligence Big Data Technologies Project: Computer Science Project <hr/>	2	5 ECTS 5 ECTS 5 ECTS 5 ECTS 5 ECTS 5 ECTS
<hr/> Seminar: Current Topics in Computer Science Networks and Distributed Systems Electives A Electives B <hr/>	3	5 ECTS 5 ECTS 10 ECTS 10 ECTS
<hr/> Master Thesis & Colloquium <hr/>	4	30 ECTS

CHOOSE YOUR SPECIALISATIONS

Choose two specialisations from the Electives A programmes:

- Advanced Cyber Security and
- Blockchain and Quantum Computing
- Cryptology
- IT Governance and Service Management
- UI/UX Expert

Choose two specialisations from the Electives B programmes:

- Business Analyst
- Data Engineer
- Machine Learning and Deep Learning
- Technical Project Lead
- Use Case Identification and Evaluation for Analytical Applications

WHAT YOU'LL LEARN

- Jump into software engineering and build your knowledge of the mathematical and statistical basics.
- Gain skills in data science and artificial intelligence and deal systematically with the design, evaluation, and use of algorithms.
- Dive into cyber security and data protection and look at the influence of your work on society—discussing current topics in Computer Science and analysing network systems.

CAREER

Private sector, public service or freelance: Computer scientists are in a very high demand in all branches of industry, including finance, automotive, commerce and many more. Our Master of Computer Science is a clear boost for your career and will pave many ways to a successful entry into the job market.



IU International

MASTER (M.SC.) CYBER SECURITY

With digitalisation, cyber-attacks on software and system structures in companies are on the rise. To ensure the confidentiality of important data, just about every company, organisation, and government agency alike requires competent cyber security professionals. There is now a huge and unmet demand for security experts with a keen eye to identify and defend against cyber-attacks. With the IU Master in Cyber Security, a programme taught fully online, you will acquire all the skills you need to protect data and ensure top security measures for systems used by companies worldwide. You'll become a specialist in securing infrastructures against attacks, risks or malware using statistical and digital forensic methods. This degree is offered as a consecutive 120-ECTS programme or a shorter non-consecutive version worth 60 ECTS credits.



Degree

Master of Science (M.Sc.)



Study start

60 ECTS: 1st November 2021.

120 ECTS: 3rd May 2021.



Study model

Online



Duration

60 ECTS: 12, 18, or 24 months. 120 ECTS: 24, 36, or

48 months.



Credits

60 or 120 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
60-ECTS MODEL		
Cyber Security and Data Protection	1	5 ECTS
Networks and Distributed Systems		5 ECTS
Programming with Python		5 ECTS
Agile Software Development Techniques and Methods		5 ECTS
Advanced Research Methods		5 ECTS
Cyber Systems and Network Forensics		5 ECTS
Seminar: Standards and Frameworks	2	5 ECTS
Electives A		10 ECTS
Master Thesis & Colloquium		15 ECTS

MODULE TITLE	SEMESTER	ECTS
120-ECTS MODEL		
Corporate Governance of IT, Compliance, and Law	1	5 ECTS
Advanced Mathematics		5 ECTS
Cyber Security and Data Protection		5 ECTS
Programming with Python		5 ECTS
IT Project Management		5 ECTS
Advanced Statistics		5 ECTS
Advanced Research Methods	2	5 ECTS
Cyber Risk Assessment and Management		5 ECTS
IT Systems: Software		5 ECTS
IT Systems: Hardware		5 ECTS
Cyber Systems and Network Forensics		5 ECTS
Theoretical Computer Science for IT Security	3	5 ECTS
Seminar: Standards and Frameworks		5 ECTS
Project: Current Challenges of Cyber Security		5 ECTS
Electives A		10 ECTS
Electives B	4	10 ECTS
Master Thesis & Colloquium		30 ECTS

CHOOSE YOUR SPECIALISATION

Choose one elective for the 60-ECTS model from “Electives A” list:

- Advanced Cyber Security and Cryptography
- Artificial Intelligence
- Audit- and Security Testing
- Blockchain and Quantum Computing
- Continuous and Lifecycle Security
- Data Engineer
- Systems Management

Choose one elective for the 120-ECTS model from “Electives A” list:

- Advanced Cyber Security and Cryptology
- Blockchain and Quantum Computing
- Cyber Criminality
- DevSecOps
- Secure Networking

Choose one elective for the 120-ECTS model from “Electives B” list:

- Artificial Intelligence
- Audit- and Security Testing
- Business Analyst
- Continuous and Lifecycle Security
- Data Science and Big Data Technologies
- Industrial Automation and Internet of Things
- IT Law for IT Security
- Organizational Transformation



IU International

MASTER (M.SC.) DATA SCIENCE

Data Science encompasses the generation of insights and value from raw data and is the core of digital businesses across all sectors. It's a field that requires a diverse mix of capabilities and skills—and never gets boring. Data informs key decisions, leads to optimisation of existing processes, and is the enabler of entirely new business models via data insights and automation. The IU bachelor in Data Science is an ideal opportunity to dive deep into the technical skills step-by-step—with a hands-on approach and expert guidance. Our professors make sure you gain the hacking skills, math and statistical knowledge, and domain expertise needed with the right balance of supervised and independent study. We put much emphasis on practical work throughout your degree, helping you to acquire a portfolio of projects to demonstrate your skills once you graduate. When you take a bachelor's degree in data science you join the data revolution that is leading major changes in businesses, economies, and societies today.

**Degree**

Master of Science (M.Sc.)

**Study start**

Anytime

**Study model**

Online

**Duration**

12 or 24 months

**Credits**

60 or 120 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
MASTER IN DATA SCIENCE (120 ECTS)		
1		
Data Science		5 ECTS
Advanced Mathematics		5 ECTS
Seminar: Data Science and Society		5 ECTS
Advanced Statistics		5 ECTS
Use Case and Evaluation		5 ECTS
Project: Data Science Use Case		5 ECTS
2		
Programming with Python		5 ECTS
Machine Learning		5 ECTS
Cyber Security and Data Protection		5 ECTS
Deep Learning		5 ECTS
Case Study: Model Engineering		5 ECTS
Software Engineering for Data Intensive Sciences		5 ECTS
3		
Electives A		10 ECTS
Electives B		10 ECTS
Big Data Technologies		5 ECTS
Seminar: Current Topics in Data Science		5 ECTS
4		
Master Thesis & Colloquium		30 ECTS
MASTER IN DATA SCIENCE (60 ECTS)		
1		
Machine Learning		5 ECTS
Deep Learning		5 ECTS
Use Case and Evaluation		5 ECTS
Advanced Statistics		5 ECTS
Seminar: Current Topics in Data Science		5 ECTS
Case Study: Model Engineering		5 ECTS
2		
Big Data Technologies		5 ECTS
Software Engineering for Data Intensive Sciences		5 ECTS
Master Thesis & Colloquium		20 ECTS

CHOOSE YOUR SPECIALISATIONS

Choose two specialisations for the 120-ECTS model from Electives A programmes:

- Business Analyst
- Data Engineer
- Data Science Specialist
- Technical Project Lead

Choose two specialisations for the 120-ECTS model from Electives B programmes:

- Applied Autonomous Driving
- Cognitive Computing
- Consumer Behaviour and Research
- Corporate Finance
- Industrial Automation and Internet of Things
- Innovate and Change
- Management
- Sales, Pricing and Brand Management
- Self-Learning Systems

MODULE TITLE	SEMESTER	ECTS
DATA SCIENCE FOR SMART MANUFACTURING (60 ECTS)		
Machine Learning	1	5 ECTS
Deep Learning		5 ECTS
Use Case and Evaluation		5 ECTS
Advanced Statistics		5 ECTS
Seminar: Current Topics in Data Science		5 ECTS
Case Study: Model Engineering	2	5 ECTS
Manufacturing Methods Industry 4.0		5 ECTS
Industrial Automation		5 ECTS
Master Thesis & Colloquium		20 ECTS
DATA SCIENCE FOR AUTONOMOUS VEHICLES (60 ECTS)		
Machine Learning	1	5 ECTS
Deep Learning		5 ECTS
Use Case and Evaluation		5 ECTS
Advanced Statistics		5 ECTS
Seminar: Current Topics in Data Science		5 ECTS
Case Study: Model Engineering	5 ECTS	
Architectures of Self-Driving Vehicles	2	5 ECTS
Case Study: Localisation, Motion Planning and Sensor Fusion		5 ECTS
Master Thesis & Colloquium		20 ECTS

WHAT YOU'LL LEARN

- Understand the concepts behind advanced algorithms used to process, analyse, and predict data and observations—and apply relevant programming and visualisation methods.
- Reflect on societal and political implications of data science models and develop own problem-solving skills to overcome challenges.
- Select a career focus and sharpen your skills in this area to become a specialist in Data Science for the industry of your choice.

CAREER

Our international Master programme in Data Science is the ideal foundation to gain a head start into a successful career analysing, optimising, or innovating businesses anywhere in the world. Graduates from our courses go to become technical gurus, team-leaders of successful data-science teams or value-driven master-minds who turn data into action.



IU International

MASTER (M.ENG.)

ENGINEERING MANAGEMENT

It is becoming increasingly important in our digital world to combine technical expertise with relevant skills in leadership and communication—especially for engineers. Our Master of Engineering Management combines in-depth technical know-how with a variety of innovative topics from management theory and practice. From project management to leadership to managerial economics, this practice-oriented programme will give you the knowledge, confidence and authority to assert yourself as a leader at the interface between engineering and management.



Degree

Master of Engineering (M.Eng.)



Study start

Campus: Spring or Autumn Intake

Online: Official start date 15th October 2021.



Study model

Online, on campus



Duration

12, 24, 36 months



Credits

60 ECTS

*The online distance learning version of this programme is still in the process of accreditation and recognition. We expect approval from the relevant ministry by the programme's official start date. So far, all IU programmes have been accredited and approved successfully and on time.

Study Content (60 ECTS)

MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
<hr/>			
	1		
Internet of Things		5 ECTS	E
Manufacturing Methods Industry 4.0		5 ECTS	E
Leadership		5 ECTS	E
Seminar: Current Issues in Engineering Management		5 ECTS	WAPR
International Marketing		5 ECTS	E
Product Development		5 ECTS	E
<hr/>			
	2		
Performance Measurement		5 ECTS	E
Quality Management and Sustainability		5 ECTS	E
Strategic Management		5 ECTS	E
Master Thesis & Colloquium		15 ECTS	WAMT & PC



IU International

MBA

ONE-YEAR MBA

There are many reasons to study a Master in Business Administration—no matter your academic background or point in your career. With an MBA you bring leadership competence and comprehensive knowledge from all core business disciplines to the table, developing expertise in finance, economics and leadership which will prepare you for any management role. An MBA teaches you how to analyse competitors and markets, develop new products and business ideas, advise customers, lead departments and teams or strategically position a brand. It is an excellent choice for anyone looking to enter a role in leadership or entrepreneurs that want to start their own business.

Our highly-rated “One-Year MBA” prepares you for the global job market with a hands-on approach and international orientation. You’ll gain a solid foundation for business administration and management and start to build a network of business contacts that could fuel your success later in your professional journey. You can also choose to extend your MBA, specialising in one of five areas and focusing on your ideal career. Our team and academics are always on hand to give you support and advice.



Degree

Master of Business Administration (MBA)



Study start

Anytime



Study model

Online, on campus or flexible



Duration

12 months



Credits

60 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
<hr/>	1	<hr/>
Leadership		5 ECTS
Innovation and Entrepreneurship		5 ECTS
International Marketing		5 ECTS
Performance Measurement		5 ECTS
Corporate Finance		5 ECTS
Managerial Economics		5 ECTS
<hr/>	2	<hr/>
Strategic Management		5 ECTS
Operations and Information Management		5 ECTS
Business Ethics and Corporate Governance		5 ECTS
Capstone Thesis and Defence		15 ECTS

WHAT YOU'LL LEARN

- Learn about corporate strategies, how to create and analyse performance metrics, and how to measure the success of teams, projects, and companies.
- Gain skills to lead team members, through change processes, personal development, and company success.
- Understand risk in managerial decision-making and challenges that companies regularly face while gaining a firm grasp on methods to overcome them.

CAREER

An MBA is recognised around the world and prepares you with methods, tools, and skills to make your mark on the business world. Whether you want to start your own business or enter top positions at big-name companies across the world, the “One-Year MBA” from IU will help you get to where you want to go.



IU International

MBA

MASTER OF BUSINESS

ADMINISTRATION

A Master in Business Administration (MBA) is a great choice for anyone looking to enter top management positions around the world or start their own venture as an entrepreneur. An MBA prepares you for a successful career with a solid foundation in administration and management. It's also a great place to start building a network of business contacts of professors, business heads, and fellow students that you can rely on for the rest of your professional journey.

With this IU MBA option, you are able to select electives based on an industry area of your choice. This gives you time, skills, and research opportunities to ensure you're adequately equipped for your ideal career. Our MBA programme is recognised around the world and delivers the methods, tools, and insights you need with a hands-on, practical approach. Our team and academics are always there to support you and to help you follow the right path to your perfect career.



Degree

Master of Business Administration (MBA)



Study start

Anytime



Study model

Online, on campus or flexible



Duration

18 months



Credits

90 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
<hr/>	1	<hr/>
Leadership		5 ECTS
Innovation and Entrepreneurship		5 ECTS
International Marketing		5 ECTS
Performance Measurement		5 ECTS
Corporate Finance		5 ECTS
Managerial Economics		5 ECTS
<hr/>	2	<hr/>
Strategic Management		5 ECTS
Operations and Information Management		5 ECTS
Business Ethics and Corporate Governance		5 ECTS
Electives A		10 ECTS
Electives B		10 ECTS
<hr/>	3	<hr/>
Capstone Thesis and Defence		25 ECTS

CHOOSE YOUR SPECIALISATIONS

Choose two specialisations from the Electives A programmes:

- Corporate Finance and Investment
- Data Science and Analytics
- IT Project and Architecture Management
- Manufacturing Methods Industry 4.0 and Internet of Things
- Sales, Pricing and Brand Management

Choose two specialisations from the Electives B programmes:

- Accounting
- Big Data
- Consumer Behaviour and Research
- IT Governance and Service Management
- Product Development and Design Thinking

WHAT YOU'LL LEARN

- Build soft skills in management, communication, and intercultural collaboration in an international context, while developing your ability to lead projects, teams, and companies.
- Improve your judgment and critical thinking to be able to solve practical challenges and confidently make decisions based on data and industry knowledge.
- Gain experience in theory and practice and expand your industry knowledge to position yourself as a thought leader and specialist in your field.

CAREER

MBA graduates are highly attractive to employers all over the world. From exciting start-ups to large corporate leaders, an MBA from IU will help you find your path to a successful career in international management, all the while focusing on your specialist area.



IU International

MBA

FINANCE AND ACCOUNTING

A successfully run business requires an analytical mind and keen eye when it comes to cash flow and profitability. Finance and Accounting are two areas that a company needs to make sure are managed with expert precision and dedication. Our Master of Business Administration (MBA) specialised in Finance and Accounting, combines these two areas with vital knowledge of business management.

When you join this course, you gain expertise in all areas of business and in-depth understanding of how to operate tightly managed finances and identify opportunities for boosted revenue. You will further your entrepreneurial instincts with an awareness of important considerations, corporate strategies, and risk analysis when investing and or dealing with investors. You'll learn to analyse trends and markets, develop new products and innovations, advise customers, and lead departments and teams. This degree programme is at the absolute core of business and economics sectors and provides graduates with excellent prospects for successful careers.



Degree

Master of Business Administration (MBA)



Study start

Anytime



Study model

Online, on campus or flexible



Duration

18 months



Credits

90 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
<hr/>	1	<hr/>
Leadership		5 ECTS
Innovation and Entrepreneurship		5 ECTS
International Marketing		5 ECTS
Performance Measurement		5 ECTS
Corporate Finance		5 ECTS
Managerial Economics		5 ECTS
<hr/>	2	<hr/>
Strategic Management		5 ECTS
Business Ethics and Corporate Governance		5 ECTS
Operations and Information Management		5 ECTS
Advanced Corporate Finance		5 ECTS
Investment Analysis and Portfolio Management		5 ECTS
Advanced Management Accounting & Control		5 ECTS
<hr/>	3	<hr/>
Current Issues in Accounting		5 ECTS
Capstone Project		25 ECTS

WHAT YOU'LL LEARN

- Gain excellent well-rounded knowledge of business administration and build your personal skills for management in a demanding environment.
- Learn to work with financing options for global capital markets as well as accounting in compliance with international standards.
- Get to know the area of investment analysis and portfolio management to improve the fiscal performance of businesses and develop skills in preparing and carrying out fiscal decisions.

CAREER

No matter your academic background, an MBA is a great next career step. You'll draw on your leadership competence and comprehension of all relevant management disciplines to open up a wide range of opportunities. Your skills in finance, economics and leadership will help you take on leading positions with budget responsibility and be an attractive candidate for companies internationally.



IU International

MBA

BIG DATA MANAGEMENT

Whether commerce, financial services, healthcare, software or telecommunications: in almost every industry, it's data that determines the success of a business. Knowing how to prepare, process and utilise data is key and those who have expertise in data science and analytics are in high demand in the business world.

Our MBA specialising in Big Data Management teaches you how to leverage data to optimise and innovate any company you will work for. On this course, you'll learn how to plan, control, and execute resources, optimise the supply chain with use of information systems, and take advantage of commercial or open-source solutions for data analytics. We adopt a hands-on approach with case studies and application scenarios to help really imagine the power of data science in certain industries. As part of a small team, you'll design, organise, and present an idea, based on sprint planning and goals defined by a Product Owner—a fun challenge to develop your skills. Overall, this course delivers a solid foundation in business management and an excellent overview of Big Data, creating diverse career opportunities for you.



Degree

Master of Business Administration (MBA)



Study start

Anytime



Study model

Online, on campus or flexible



Duration

18 months



Credits

90 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
<hr/> Leadership Innovation and Entrepreneurship International Marketing Performance Measurement Corporate Finance Managerial Economics <hr/>	1	<hr/> 5 ECTS 5 ECTS 5 ECTS 5 ECTS 5 ECTS 5 ECTS <hr/>
Strategic Management Business Ethics and Corporate Governance Operations and Information Management Data Science Analytical Software and Frameworks Data Utilisation <hr/>	2	<hr/> 5 ECTS 5 ECTS 5 ECTS 5 ECTS 5 ECTS 5 ECTS <hr/>
Application Scenarios and Case Studies Capstone Project	3	<hr/> 5 ECTS 25 ECTS <hr/>

WHAT YOU'LL LEARN

- Gain essential skills for management and general business as well as specialist expertise in strategy and operations.
- Prepare data in a target-oriented manner, combine data from different sources to analyse in context, and learn methods based on artificial intelligence for data analysis.
- Learn to critically assess various solution options and providers, considering ethical, social and data protection issues.

CAREER

Companies of all sizes are investing substantially in the implementation of data management systems and structures. As a result, there is high demand for qualified experts in the area of data and management. With an MBA degree in Big Data Management you could be at the core of a start-up or take the reins on innovation for a large corporation. No matter the industry you're focused on, you're sure to find an exciting career in Big Data management.



IU International

MBA

IT MANAGEMENT

This Master of Business Administration (MBA) focuses on IT Management, an essential task in the digital age. Technologies are becoming much more complex and the competitive market demands high performance and efficiency of all systems. In this programme, you'll learn techniques to develop and manage IT infrastructures, methods and concepts to apply for effective project management, and how to implement solutions and services for individual department or entire international companies. You'll gain fundamental knowledge of software engineering and explore important topics such as compliance, data protection, network policies, and information security according to regional and international standards.

This unique programme combines an exciting career field that is shaping the world around us with a degree that will impress recruiters in all kinds of companies. An MBA in IT Management can take you into a fast-paced, challenging, and technological work environment where you will have the talent and knowledge to manage IT infrastructures, projects, and teams successfully.



Degree

Master of Business Administration (MBA)



Study start

Anytime



Study model

Online, on campus or flexible



Duration

18 months



Credits

90 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
<hr/>	1	<hr/>
Leadership		5 ECTS
Innovation and Entrepreneurship		5 ECTS
International Marketing		5 ECTS
Performance Measurement		5 ECTS
Corporate Finance		5 ECTS
Managerial Economics		5 ECTS
<hr/>	2	<hr/>
Strategic Management		5 ECTS
Business Ethics and Corporate Governance		5 ECTS
Operations and Information Management		5 ECTS
IT Project Management		5 ECTS
IT Architecture Management		5 ECTS
IT Service Management		5 ECTS
<hr/>	3	<hr/>
IT Governance and Compliance		5 ECTS
Capstone Project		25 ECTS

WHAT YOU'LL LEARN

- Gain an overview of central concepts of corporate management in the IT sector and ensure efficient and secure information systems.
- Analyse how necessary IT services can be efficiently implemented by different departments, processes, technologies and employees.
- Design procedures for designing high-quality software and understand how to manage projects according to international standards.

CAREER

Whether you deal with information management in a department or with data centre management in world-wide operating enterprise, you'll ensure great management with your analytical, problem-solving, and creative abilities. With an MBA in IT Management you'll be an attractive talent for companies and start-ups worldwide, in positions such as technology management, IT consulting, change or project management and business analysis.



IU International

MBA

ENGINEERING MANAGEMENT

The IU Master of Business Administration (MBA) and Engineering Management gives technical minds essential skills to become great leaders and communicators. During your studies you will deepen your management techniques and learn how to lead teams to success in roles such as Engineering Project Manager. You'll deal with budgeting, planning, and coordinating as well as evaluating quality and performance which will prepare for top career roles at the cross over of management and technology.

This course is a direct path for fresh new talent looking to start a management career with a technical core. If you have already gained initial professional experience in this field, this specialist MBA will help you take your career a step further or step onto your own path with strong business knowledge as an entrepreneur.



Degree

Master of Business Administration (MBA)



Study start

Anytime



Study model

Online, on campus or flexible



Duration

18 months



Credits

90 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
<hr/>	1	<hr/>
Leadership		5 ECTS
Innovation and Entrepreneurship		5 ECTS
International Marketing		5 ECTS
Performance Measurement		5 ECTS
Corporate Finance		5 ECTS
Managerial Economics		5 ECTS
<hr/>	2	<hr/>
Strategic Management		5 ECTS
Business Ethics and Corporate Governance		5 ECTS
Operations and Information Management		5 ECTS
Internet of Things		5 ECTS
Manufacturing Methods Industry 4.0		5 ECTS
Product Development		5 ECTS
<hr/>	3	<hr/>
Design Thinking		5 ECTS
Capstone Project		25 ECTS

WHAT YOU'LL LEARN

- Master your management skills and train your analytical skills to become a confident leader in your field.
- Develop a sound understanding of general and engineering-related activities in project management.
- Understand relevant concepts and processes of product development, modern supply chains, and be able to differentiate different areas of the Internet of Things.

CAREER

Once you graduate with this MBA degree, you'll be met with excellent career prospects. You'll thrive in roles that require interdisciplinary knowledge of technology and business—which could take you into any sector. With the highly valuable skills learned in this course, you could move on to create innovative products, inspire motivated teams, and build brave new companies.



IU International

MBA

INTERNATIONAL MARKETING

The IU Master of Business Administration (MBA) in International Marketing expands your knowledge of marketing specifically in the areas of international branding and marketing of products and services. Among other things, you will learn how to implement quality customer relationship marketing (CRM) and increase customer value through an understanding of long-term customer loyalty.

Once you graduate with an MBA in International Marketing, you can analyse brand values and determine the factors that drive consumer-based brands. You'll be able to confidently develop targeted marketing strategies and communicate them convincingly to your team. Marketing is a diverse field. You might lead marketing activities for business-to-business (B2B) or business-to-customer (B2C) companies or even political or charitable organisations. No matter where your path takes you, you will lead with a great instinct for market potential and risk, crises management and dealing with clients, social media opportunities and more—while recognising the potential in your employees and fuelling their development. Your team, your business partners, and especially your customers will be the central focus of your work which you will manage with energy and expertise.



Degree

Master of Business Administration (MBA)



Study start

Anytime



Study model

Online, on campus or flexible



Duration

18 months



Credits

90 ECTS

Study Content

MODULE TITLE	SEMESTER	ECTS
<hr/>	1	<hr/>
Leadership		5 ECTS
Innovation and Entrepreneurship		5 ECTS
International Marketing		5 ECTS
Performance Measurement		5 ECTS
Corporate Finance		5 ECTS
Managerial Economics		5 ECTS
<hr/>	2	<hr/>
Strategic Management		5 ECTS
Business Ethics and Corporate Governance		5 ECTS
Operations and Information Management		5 ECTS
Global Brand Management		5 ECTS
Sales and Pricing		5 ECTS
International Consumer Behaviour		5 ECTS
<hr/>	3	<hr/>
Applied Marketing Research		5 ECTS
Capstone Project		25 ECTS

WHAT YOU'LL LEARN

- Develop excellent skills in management, leadership, and communication and learn to base confident decisions on marketing data and business context.
- Expand your knowledge in marketing and sales related issues with a focus on international business management.
- Use practice-oriented concepts to develop your skills in planning, implementation and control as well as international market launch and cultivation strategies.

CAREER

Marketing can take you just about anywhere in the world and into a variety of company types. It's a competitive market and one that moves fast. With an MBA specifically tailored to marketing in an international context, you can head straight into a top role and quickly move your way up into the career of your dreams.



IU International

PREPARATORY PATHWAY PROGRAMME

Recent IU research has shown that the success of students and graduates highly depends upon communication skills in academic and business English. The IU Pathway Programme builds the skills you need to leverage your academic success and give you the best possible start into your degree. You'll live on campus, get acquainted with all facilities and your fellow students from over 110 nationalities, and settle into your new surroundings. Once your programme starts, you can entirely focus on your studies and your personal success, with a solid foundation to build on.

**Study start**

October/April

**Study model**

On Campus

**Duration**

2 Semesters



IU International

PREPARATORY ORIENTATION PROGRAMME

The Orientation Programme at IU is especially designed for students who want to study a course without having to sign up for a full degree. With this option, you can gain one year of access to our library of courses and select one to try.

Once you've found one that suits your interests, you will be able to take the course using our online learning platform. After successfully completing the course, you will receive a certification of participation.

Discover our high-quality courses and see how we can help you build your future career! Signing up for this programme requires no previous knowledge.

**Study start**

Anytime

**Study model**

Online

**Duration**

1 year access



IU International

PREPARATORY PRE-STUDIES PROGRAMME

Our two month-long programme builds key skills and helps you have a smooth start to studying in Germany. Once you join us on campus, you'll get to know all the facilities, including dining areas, our world-class library, and places to relax and study. You can meet fellow students from all over the world and explore your surroundings. We want you to feel as comfortable as possible during your stay with us, so give you time to take a look around before studies begin.

Once the Pre-Studies programme starts, you can begin to focus on preparing for your personal study success. We can help you get your language (German or English) and academic skills up to speed with seminars, small work groups, and individual time with tutors. We also, where possible, encourage guest lecturers and trips to companies to give you first-hand insights into what it's like working in the real world after you graduate.

The IU Pre-Studies Programme is a great start into study life, helping you get settled and motivated to begin this next chapter in your personal journey.



Study start

January/July



Study model

Full time



Duration

2 months

USEFUL TERMS

FOR YOUR STUDIES

The most important terms explained briefly

ECTS

ECTS stands for European Credit Transfer System. This points system allows previous achievements from across Europe to be compared and recognised more easily. The credit points specifically show how much time it will take you to complete a module. One credit point corresponds to 30 hours of work. The credit points are awarded to you when you have successfully completed the module in question, regardless of your grade. The number of credit points you'll receive for your courses is specified in the curriculum.

CURRICULUM

The curriculum tells you which modules you have to complete for your online course. You can find your curriculum online on myCampus and here in this brochure.

GRADUATION

Graduation is when your academic degree is officially awarded at IU. This is when you'll receive your Bachelor's or Master's degree certificate, and you'll also be able to use the title of Bachelor or Master from this point on.

MODULE

A module is a teaching unit consisting of one or several lectures on a topic area. Your knowledge on this area will be tested in an exam at the end of the module. The module guide tells you exactly what you'll learn in a module.

MODULE GUIDE

The module guide describes the individual modules of your course in detail. You can find the module guide online on myCampus.

EXAMINATION REGULATIONS

The examination regulations govern the examination requirements and procedure. They are legally binding and the conditions of study are based on them. The conditions of study explain how the course is structured and what you need to prove to pass the exam. You can find the examination regulations and the conditions of study online on myCampus.

MYCAMPUS ONLINE CAMPUS

You can conveniently study anywhere using myCampus, our online campus. You just need a smartphone or tablet with an internet connection for 24/7 access to your lecture notes which we provide in PDF format – as well as in paper form – and in an e-book version, as the Interactive Book. On myCampus you'll also find: – A free introductory seminar where you'll learn more about how online courses work and progress – Online consultation sessions in which you can ask your tutor specific questions – An overview of your current modules and courses and the associated lecture notes, online consultation sessions, video tutorials, etc. – Opportunities to exchange ideas with your tutor and fellow students via online forums

IMPRINT

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