UNIVERSITY OF APPLIED SCIENCES ONLINE

100% flexibility for your international career

Degree Programmes

KICK-START YOUR CAREER IN EUROPE

Welcome at IUBH

ABOUT US

IUBH is a state-recognized and accredited private university with more than 550 employees, and professors, and more than 15,000 students. We have been successfully offering bachelor's and master's degrees at the highest level for more than twenty years.

Our distance learning approach uses an innovative way for you to experience a quality orientated degrees. with the the flexibility that comes with online education. You will experience the thrill of on campus learning, while in the comfort of studying in your own place, at your own time. This guarantees you maximum flexibility. We not only want to offer you the most flexible, but also the highest quality in distance learning. We are very proud that IUBH is one of the leading universities in Germany with five or more premium seals.

founded **1998**

17 campus locations & more than 40 examination centres in Europe

more than **3.000** business cooperations

4 study models: online, dual, part time, campus Studies

more than **27.000** students

from more than **110** nations

more than **80** bachelor´s and master´s programmes

550 professors and employees

* Currently in the official accreditation and approval process


Hamburg
Bremen
Dortmund
Hannover
Berlin
Essen*
Dusseldorf
Bad Honnef
Cologne*
Erfurt
Frankfurt
Nuremberg
Mannheim
Munich
Vienna*
Stuttgart*
Bad Reichenhall

Kick-start your career

BACHELOR´S PROGRAMMES

Bachelor of Science

DATA SCIENCE

Data Scientist has been famously described as the sexiest job of the 21st century. Why? On the one hand side, the field offers a diverse mix of capabilities, skills and corresponding opportunities for specialization that never gets boring. On the other hand, data science, i.e. the generation of insights and value from raw data is the fulcrum of truly digital businesses across all sectors. Here, data informs not only the optimization of existing processes. Even more importantly, it is the key enabler of entirely new business models.

Our international bachelor programme is an ideal opportunity to acquire the relevant skill-set, getting a headstart on your competition. Our graduates are going to take implementing roles in the current data revolution.

Degree
Bachelor of Science (B.Sc.)
(currently in the accreditation process)

Specialisations
- Data Engineer
- Data Analyst
- AI Specialist

Study model
100% online including a virtual campus with digital course material

Study start and duration
Start: earliest start date: February 1st, 2020, afterwards any time
(currently in the accreditation phase, minimum number of participants required)
Duration: 36 or 72 months

Fees
From 219 Euro/month (scholarships available)

Curriculum (180 ECTS full-time)

Title	Semester	ECTS
180 ECTS model	1	
Introduction to Data Science		5 ECTS
Introduction to Academic Work		5 ECTS
Introduction to Programming with Python		5 ECTS
Mathematics Fundamentals - Calculus		5 ECTS
Collborative Work		5 ECTS
Statistics - Probability & Descriptive Statistics		5 ECTS
	2	
Object oriented and functional programming with Python		5 ECTS
Mathematics Fundamentals - Linear Algebra		5 ECTS
Intercultural Decision Making		5 ECTS
Statistics - Inferential Statistics		5 ECTS
Database Modeling and Database Sytems		5 ECTS
Project: Build a Data Mart in SQL		5 ECTS
	3	
Business Intelligence		5 ECTS
Project: Business Intelligence		5 ECTS
Machine Learning - Supervised Learning		5 ECTS
Machine Learning - Unsupervised Learning and Feature Engineering		5 ECTS
Data Science Software Engineering		5 ECTS
Project: From Model to Production		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 (choose 1 out of 3) Data Engineer • Data Analyst • AI Specialist		10 ECTS
Electives B (choose 1 out of 7) Intern. Marketing and Branding • Applied Sales • Supply Chain Management • Financial Services Management • Automation and Robotics Smart Factory • Autonomous Driving		10 ECTS
	6	
Electives C (choose 1 out of 11) Data Engineer • Data Analyst • AI Specialist • Intern. Marketing and Branding • Applied Sales • Supply Chain Management • Financial Services Management • Automation and Robotics • Smart Factory • Autonomouse Driving • Foreign Languages		10 ECTS
Introduction to Data Protection & IT Security		5 ECTS
Model Engineering		5 ECTS
Bachelor Thesis & Colloquium		10 ECTS

Career perspectives

Why choose a B.Sc. in Data Science?

Since the term Data Scientist has been coined, the labour market demand of that profession has by far outweighed the supply. Our Bachelor programme opens the door for your career in this sector. After your graduation, you take care of the data pipelines of your enterprise and employ technical expertise in relevant Cloud and Big Data technologies together with current operational methodologies in order to reliably ensure access to data for all business functions.

Set your personal focus

During your studies, you can choose from several specialisations, including:

Data Engineer

The reliable provisioning of timely and accurate data in the right format for analytical processing is the foundation that any data analysis relies upon. Data engineers tackle this problem by transferring principles from DevOps to the world of data processing. This specialization will equip you with the right know-how and technical proficiency to fulfill this role.

Data Analyst

The field of analytical methods is incredibly rich and variegated. Consequently, this specialization both deepens and widens your understanding of the analytical landscape and the application of advanced analytics in business contexts. This ideally prepares you for a role as an analytic specialist.

AI Specialist

Machine learning techniques - in particular from the field of deep learning - are currently being explored in the automatization of cognitive tasks like vision, natural language processing and control. This specialization addresses these application areas, providing you the relevant knowledge to work in these important areas of technological progress.

Give your career a new direction

MASTER´S & MBA PROGRAMMES

Master of Science

DATA SCIENCE

Data is becoming the most important asset of data-driven enterprises and plays a pivotal role in tackling the challenges of tomorrow. From the optimisation of existing production lines to the creation of new business models, data-driven decisions are at the center of digital businesses.

Innovation springs from bright minds - our international Master programme puts you into the driver seat of your future career in Data Science. Graduates from our courses go to become technical gurus, team-leaders of successful data-science teams or value-driven masterminds who turn data into action.

Degree
Master of Science (M.Sc.)
(currently in the accreditation process)

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

Study model
100% online including a virtual campus with digital course material

Study start and duration
Start: earliest start date: February 1st, 2020, afterwards any time
(currently in the accreditation phase, minimum number of participants required)
Duration 60 ECTS: 12 or 24 months
Duration 120 ECTS: 24 or 48 months

Fees
From 329 Euro/month (scholarships available)

Curriculum (60 ECTS full-time)

Data Science:

A programme that fits your desires:

Next to a 120 ECTS version of our programme you also have the possibility to enrol in our 60 ECTS version. The 60 ECTS Data Science Master programme gives you the possibility to achieve your Master degree after just one year. Furthermore, you can choose according to your personal interests and sharpen your professional profile. In your second semester, you have the possibility to choose between three different elective modules:

- Big Data and Software Engineering
- Smart Manufacturing Methods and Indutsrial Automation
- Applied Autonomous Vehicles

Depending on your choice, your programme will deepen your knowledge in this specific field of study.

Data Science

Title	Semester	ECTS
	1	
Advanced Statistics		5 ECTS
Use Case and Evaluation		5 ECTS
Seminar: Current Topics in Data Science		5 ECTS
Machine Learning		5 ECTS
Deep Learning		5 ECTS
Case Study: Model Engineering		5 ECTS
	2	
Electives		10 ECTS
Master Thesis & Colloquium		20 ECTS

Curriculum (120 ECTS full-time)

120 ECTS model	
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
Programming with Python	5 ECTS
Machine Learning	5 ECTS
Deep Learning	5 ECTS
Big Data Technologies	5 ECTS
Electives A (choose 1 out of 4)	10 ECTS
Data Science Specialist • Technical Project Lead • Data Engineer • Business Analyst	
IT Security and Data Protection	5 ECTS
Model Engineering	5 ECTS
Software Engineering for data intensive sciences	5 ECTS
Electives B	10 ECTS
(Selection of one module)	
Seminar: Current Topics in Data Science	5 ECTS
Master Thesis & Colloquium	30 ECTS

Depending on your choice, your programme will deepen your knowledge in this specific field of study.
Within our 120 ECTS, version you'll have the possibility to choose among different electives in the second and third semester. This version takes at least two years to finish and fits everyone, who wants to gain an even more comprehensive knowledge in the field of Data Science. In your second semester, you can choose between

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

The electives of your third semester offer you even more possibilities to choose among management, engineering or AI related fields of study.

Career perspectives

Why choose an M.Sc. in Data Science?

The Master in Data Science opens the door for your career in data-driven businesses. After your graduation, you are typically responsible for all aspects of transforming data into value, from designing the technical infrastructure to building advanced machine and deep learning models, as well as improving data quality and evaluating the performance of the predictions. It can also be your responsibility to help companies and teams to achieve their goals in becoming a predictive enterprise. In this case, you are responsible to identify potential use-cases, perform the initial project planning and define the relevant measures and metrics to define success.

Set your personal focus

During your studies, you can choose from several specialisations, including:

Data Science Specialist

This course gives you an in-depth overview of various manufacturing methods, rapid prototyping and tooling, 3D printing as well as cyber-physical systems. The latter bridges the gap between physical production plants and data-driven control and optimisation techniques. The course also gives a thorough introduction to the Internet of Things (IoT) focusing on design aspects, communication technologies and data storage and processing aspects unique to IoT.

Technical Project Lead

Leading data science teams requires not only skills in deep learning and other cutting edge techniques, but also detailed know-how to plan and manage projects. This specialisation equips you with necessary knowledge on how to plan data science projects, identify and prioritise work-packages and engage with all stakeholders of the project.

Data Engineer

Accessing and processing data is the foundation upon which advanced machine and deep learning models are built. This specialisation focuses on technological deep- dives around building data processing architectures at scale, designing micro-service and database topologies as well as building cloud services.

Business Analyst

Many companies have a rich data heritage which is an ideal starting ground for data science projects. This specialisation bridges the gap between Business Intelligence and Data Science and discusses data warehouses, ETL processes and various data models such as the OLAP cube.

Master of Science

COMPUTER SCIENCE

The Master programme Computer Science intends to intensify and extend the basic knowledge, students already gained within their Bachelor studies. Therefore, interdisciplinary content aims to prepare students for their future roles in the field of IT-Security.

You will study a mixture of advanced computer science topics in combination with relevant IT Security-knowledge.

Degree
Master of Science (M.Sc.)
(currently in the accreditation process)

Specialisation
- IT Security

Study model
100% online including a virtual campus with digital course material

Study start and duration
Start: earliest start date: May 2nd, 2020, afterwards any time
(currently in the accreditation phase, minimum number of participants required)
Duration 60 ECTS: 12 or 24 months

Fees
From 554 Euro/month (scholarships available)

Curriculum (60 ECTS full-time)

Title	Semester	ECTS
	1	
60 ECTS model		
Algorithmics		5 ECTS
IT Security and Data Protection		5 ECTS
Seminar: Advanced IT Security		5 ECTS
Cryptology		5 ECTS
Block Chain		5 ECTS
Seminar: Computer Science and Society		5 ECTS
	2	
Quantum Computing		5 ECTS
IT Project Management		5 ECTS
Master Thesis & Colloquium		20 ECTS

Career perspectives

Why choose an M.Sc. in Computer Science?

The Master's degree qualifies you as a specialist for the interface between man and computer. This opens the door to a variety of attractive professions that can meet your individual interests. You can work in the education sector, in public authorities, banks or commercial enterprises, or take the plunge and become self-employed, for example as an IT consultant.

The IT sector is an important economic sector and will continue to offer attractive and innovative jobs in the future. As in all computer-technical specialist areas, continuous further training is also a must in Computer Science for skilled personnel.

Master of Science

ARTIFICIAL INTELLIGENCE

Intelligent assistants, autonomous robots, self-driving cars - almost daily we can read about new spectacular successes about artificial intelligence based systems achieving what was considered impossible just a few years ago.

Innovation springs from bright minds - our international Master programme in Artificial Intelligence prepares you for an exciting career making the future happen now. Graduates from our courses go to become AI Specialists building the next generation of intelligent systems, team-leaders of successful AI project teams or AI designers working on the interplay of human and artificial intelligence.

Degree
Master of Science (M.Sc.)
(currently in the accreditation process)

Specialisations
- Human - Machine Interaction Specialist
- Technical Project Lead
- AI Specialist
- Data Engineer

Study model
100% online including a virtual campus with digital course material

Study start and duration
Start: earliest start date: February 1st, 2020, afterwards any time
(currently in the accreditation phase, minimum number of participants required)
Duration 60 ECTS: 12 or 24 months
Duration 120 ECTS: 24 or 48 months

Fees
From 329 Euro/month (scholarships available)

Curriculum (60 ECTS full-time)

Artificial Intelligence:
A programme that fits your desires:

Next to a 120 ECTS version of our programme you also have the possibility to enrol in our 60 ECTS version. The 60 ECTS Artificial Intelligence Master programme gives you the possibility to achieve your Master degree after just one year. Furthermore, you can choose according to your personal interests and sharpen your professional profile. In your second semester, you have the possibility to choose between three different elective modules:

- Computer Vision and NLP
- Advanced Robotics 4.0
- Applied Autonomous Driving

Depending on your choice, your programme will deepen your knowledge in this specific field of study.

Artificial Intelligence

Title	Semester	ECTS
	1	
Machine Learning		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
	2	
Elective		10 ECTS
Master Thesis & Colloquium		20 ECTS

Curriculum (120 ECTS full-time)

1		
Artficial Intelligence	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	
2		
Programming with Python	5 ECTS	
Machine Learning	5 ECTS	
Deep Learning	5 ECTS	
NLP and Computer Vision	5 ECTS	
Electives B (choose 1 out of 4)	10 ECTS	
UI/UX Expert • Technical Project Lead • AI Specialist • Data Engineer		
3		
Inference and Causality	5 ECTS	
Reinforcement Learning	5 ECTS	
Software Engineering for data intensive sciences	5 ECTS	
Electives B (Selection of one module)	10 ECTS	
Seminar: Current Topics in AI	5 ECTS	
4		
Master Thesis & Colloquium	30 ECTS	

Within our 120 ECTS, version you'll have the possibility to choose among different electives in the second and third semester. This version takes at least two years to finish and fits everyone, who wants to gain an even more comprehensive knowledge in the field of Artificial Intelligence. In your second semester, you can choose between

- Human – Machine
- Interaction Specialist
- Technical Project Lead
- AI Specialist
- Data Engineer
- Business Analyst

The electives of your third semester offer you even more possibilities to choose among management, engineering or Data Science related fields of study.

Career perspectives

Why choose an M.Sc. in AI?

Artificial Intelligence is currently one of the hottest topics in the tech sphere - from start-ups to global industry players. The Master in Artificial Intelligence opens the door for your career in building the next generation of intelligent systems. After your graduation, you can be responsible for designing and developing AI- based systems such as intelligent assistant systems, automated decision systems or work at the intersection of human and artificial intelligence.

Set your personal focus

During your studies, you can choose from several specialisations, including:

Human - Machine Interaction Specialist

The future workplace will combine human and artificial intelligence. As a Human - Machine Interaction Specialist you will work at the intersection where humans and machines come together. You will design the interfaces of AI systems bridging the gap between natural and machine communication.

Technical Project Lead

Leading data science teams requires not only skills in deep learning but detailed know-how to plan and manage projects. This specialisation equips you with detailed knowledge on how to plan data science projects, identify and prioritise work-packages and engage with all stakeholders of the project.

AI Specialist

Like humans, AI systems learn about the environment by combining a wide range of inputs. Speech and vision are two of the most fundamental and pivotal. As AI Specialist you will combine state-of-the-art language processing and computer vision techniques. In-depth lectures and a real-world project will prepare you optimally for your future career.

AI Data Engineer

Accessing and processing data is the foundation upon which advanced AI systems are built. This specialisation focuses on technological deep- dives around building data processing architectures at scale, designing micro-service and database topologies as well as building cloud services.

MBA 60 ECTS or 90 ECTS

MASTER OF BUSINESS ADMINISTRATION

The online MBA programme provides an international orientation with a focus on intercultural and general management competences - the perfect starting-point for a successful career as a leader. The programme prepares you for demanding responsibilities in middle to upper management, in many industries. This programme offers business and non-business graduates, such as engineers, natural sciences and humanities graduates, the opportunity to extend their managerial skills and focuses on updating and increasing their general managerial knowledge. By the way: In the MBA distance learning ranking 2017 of vergleich.org our study course was the winner with the highest grade of 1.3.

Degree
Master of Business Administration (MBA)

Specialisations
In the 90 ECTS option you have the opportunity to specialise with added 20 ECTS to specialise in attractive roles and industries: Big Data Management, Engineering, IT Management, Finance & Accounting or Marketing

Study model
100% online including a virtual campus with digital course material

Study start and duration
Start: any time
Duration 60 ECTS: 1 or 2 years - Duration 90 ECTS: 18 or 36 months

Fees
60 ECTS: from 554 Euro/month (scholarships available)
90 ECTS: from 439 Euro/month (scholarships available)

Curriculum (60 or 90 ECTS full-time)

Title	Semester	ECTS
60 ECTS model	1	
Leadership		5 ECTS
Innovation and Entrepreneurship		5 ECTS
International Marketing		5 ECTS
Performance Measurement		5 ECTS
Financial Management		5 ECTS
Managerial Economics		5 ECTS
	2	
Strategic Management		5 ECTS
Change Management		5 ECTS
Managing in a Global Economy		5 ECTS
Capstone Project		15 ECTS

90 ECTS model	1	
Leadership		5 ECTS
Innovation and Entrepreneurship		5 ECTS
International Marketing		5 ECTS
Performance Measurement		5 ECTS
Financial Management		5 ECTS
Managerial Economics		5 ECTS
	2	
Strategic Management		5 ECTS
Change Management		5 ECTS
Managing in a Global Economy		5 ECTS
	2+3	
2 elective courses of 10 ECTS each (see course contents pages 8 - 17)		20 ECTS
	3	
Capstone Project		25 ECTS

Career perspectives

Why choose an MBA in International Business?

The Master of Business Administration qualifies you for a full scope of professional opportunities with international and transnational corporations. Graduates can work in export companies, the public sector, international banks and companies with subsidiaries abroad. Most employers offer attractive salary packages. The responsibilities assigned to a professional include leading projects related to international business. In the economic sector there is an enormous spectrum of career opportunities for management graduates with various specialisations.

Consultancy is another remunerative career for international business professionals. An international business consultant is responsible for various aspects of business development and market information for international companies. Graduates of our MBA programme can start as country managers representing a company in a foreign country. A country manager's job involves working to manage operations, develop business and increase the profitability of a company in a specific region or country.

MBA 90 ECTS

BIG DATA MANAGEMENT

Whether it's classic trade or online shopping, in financial services, aviation, travel and tourism or in telecommunications: in almost every industry it's data that determines the success of a business. It's not just about large quantities of gathered data. Instead, it's about processing this data and utilising it in a profitable way. As well as expert know-how, the MBA will help you gain in-depth knowledge in the field of General Management with a specialisation in Big Data Management.

Degree
Master of Business Administration (MBA)

Specialisations
In the 90 ECTS programme you have the opportunity to specialise with added 20 ECTS to specialise in attractive roles and industries.

Study model
100% online including a virtual campus with digital course material

Study start and duration
Start: any time
Duration: 18 or 36 months

Fees
From 439 Euro/month (scholarships available)

Curriculum (90 ECTS full-time)

Title	Semester	ECTS
	1	
Leadership		5 ECTS
Innovation and Entrepreneurship		5 ECTS
International Marketing		5 ECTS
Performance Measurement		5 ECTS
Financial Management		5 ECTS
Managerial Economics		5 ECTS
	2	
Strategic Management		5 ECTS
Change Management		5 ECTS
Managing in a Global Economy		5 ECTS
	2+3	
2 elective courses of 10 ECTS each (see course contents below)		20 ECTS
	3	
Capstone Project		25 ECTS

Course contents

- Introduction to the analysis of data
- Statistical bases
- Data Mining
- Big Data Methods and Technologies
- Legal Aspects of Data Analysis
- Application of big data in the industry/further areas of application

Career perspectives

Why choose an MBA in Big Data Management?

Large and fast growing companies are investing substantially in the implementation of data management systems and structures. As a result, qualified experts in the area have plenty of opportunities. Project managers specializing in the area of big data have excellent career opportunities in almost all forward-looking sectors, especially in the IT, media, and digital sectors, in the automotive and finance industries, as well as in marketing and sales. Your role as the responsible big data project manager is an important connector between management and technical support. You prepare tailored solutions for your company based on customer, market, and/or competitor information, and always have an eye on the latest developments, for example within the area of artificial intelligence.

Course objectives

- You can distinguish between information and data and understand the meaning of these terms for decision-making.
- After the programme, you can derive the Big Data problem, especially in connection with the Internet of Things, and describe it using examples.
- You understand the basics of the statistics, which are necessary for the analysis of large data stocks.
- You understand further legal framework for the application of data analysis in Germany and internationally.
- You know selected methods and technologies that are used in big data context and can apply them to simple examples.

MBA 90 ECTS

ENGINEERING MANAGEMENT

Engineers are required to display a large number of qualities such as precision, efficiency and reliability. In engineering management, you will learn how to manage these talented individuals while, in parallel, develop and improve market strategies, brand management and profitability. Within our MBA programme with specialisation in Engineering Management you will learn to distinguish between several aspects of the internet of things, including consumer, business, social and environmental issues.

Degree
Master of Business Administration (MBA)

Specialisations
In the 90 ECTS programme you have the opportunity to specialise with added 20 ECTS to specialise in attractive roles and industries.

Study model
100% online including a virtual campus with digital course material

Study start and duration
Start: any time
Duration: 18 or 36 months

Fees
From 439 Euro/month (scholarships available)

Curriculum (90 ECTS full-time)

Title	Semester	ECTS
	1	
Leadership		5 ECTS
Innovation and Entrepreneurship		5 ECTS
International Marketing		5 ECTS
Performance Measurement		5 ECTS
Financial Management		5 ECTS
Managerial Economics		5 ECTS
	2	
Strategic Management		5 ECTS
Change Management		5 ECTS
Managing in a Global Economy		5 ECTS
	2+3	
2 elective courses of 10 ECTS each (see course contents below)		20 ECTS
	3	
Capstone Project		25 ECTS

Course contents

- Internet of Things
- Product Development
- Manufactoring Methods
- Industry 4.0
- Design Thinking

Career perspectives

Why choose an MBA in Engineering Management?

The basic qualification as an engineer opens the door to high-level discussions with engineers-the additional qualification as a manager of engineers adds the perspective of leadership and contributes to a new level of success through engineering. You will learn to distinguish between several aspects of the internet of things, including consumer, business, social and environmental issues.

Course objectives

- You will develop an understanding of the different perspectives on the internet of things as well as of communication technology and standards it is built upon.
- You will acquire an understanding of the key skills in product development and will be able to evaluate different digital product development techniques and tools.
- You will evaluate and identify appropriate methods according to given manufacturing tasks, including modern processes towards rapid manufacturing and tooling.
- You will apply and reflect human-centered design principles to quickly develop and test prototypes.
- You will gain insights into various current issues in engineering management like, e.g. self-driving cars and cyber-physical production systems.

MBA 90 ECTS

FINANCE & ACCOUNTING

Which projects are worth investing in? What is the actual value of a company? What instruments are available to measure the value of a company and assess financial markets? How can one ensure an optimal balance between the competing goals of liquidity, safety, yield, and growth? Our MBA programme with specialization in Finance & Accounting offers answers to these and other complex questions on the topic of financing and investing. Upon completion of this programme, you will have a deep understanding of the capital structures of a corporation and have an awareness of important considerations when investing and undertaking necessary financing.

Degree
Master of Business Administration (MBA)

Specialisations
In the 90 ECTS programme you have the opportunity to specialise with added 20 ECTS to specialise in attractive roles and industries.

Study model
100% online including a virtual campus with digital course material

Study start and duration
Start: any time
Duration: 18 or 36 months

Fees
From 439 Euro/month (scholarships available)

Curriculum (90 ECTS full-time)

Title	Semester	ECTS
	1	
Leadership		5 ECTS
Innovation and Entrepreneurship		5 ECTS
International Marketing		5 ECTS
Performance Measurement		5 ECTS
Financial Management		5 ECTS
Managerial Economics		5 ECTS
	2	
Strategic Management		5 ECTS
Change Management		5 ECTS
Managing in a Global Economy		5 ECTS
	2+3	
2 elective courses of 10 ECTS each (see course contents below)		20 ECTS
	3	
Capstone Project		25 ECTS

Course contents

- Portfolio and capital market theory and analysis
- Financing types, capital structure, and capital budgeting
- Company valuation procedures
- Acquisitions, corporate control and governance
- Finance planning
- Financing decisions and issuing securities
- Dividend policy and capital structure
- Debt financing and leasing
- Options and futures
- Takeovers, corporate control, and governance
- Solved and unsolved issues and the future of finance

Career perspectives

Why choose an MBA in Finance & Accounting?

In this course, you will obtain a broad understanding of the core components of corporate finance. You will learn the financial and mathematical basics of investing in ventures and managing on-going financing. You will be able to utilize several financial and mathematical methods for obtaining data critical for informed decision-making. Upon completion of this course, you will have a deep understanding of the capital structures of a corporation, and have an awareness of important considerations when investing and undertaking necessary financing. Finally, you will be able to utilize conventional methods of corporate assessment and understand the fundamentals of mergers and acquisitions.

Course objectives

- You can model financial models as an essential tool of corporate finance, analyse them and interpret them with regard to important financial key performance indicators.
- You can carry out business appraisals using standard market procedures and critically scrutinize the results.
- You know important milestones in the implementation of corporate transactions – such as the financial due diligence.
- You can analyse and evaluate the strategic economic objectives of companies in relation to corporate transactions.
- You can determine the applicable cost of capital.

MBA 90 ECTS

IT MANAGEMENT

Information is the most important capital for businesses. But who decides what information is valuable? How do you get the best out of this information? And which technology can be useful? These are the questions answered by the IT Management specialists. In our IT Management MBA, you will learn about the development and management of IT infrastructures, international project management concepts and the implementation of IT services for internal stakeholders and clients. You will also learn the basics of software engineering and investigate topics such as IT compliance, data protection and information security. In addition to expert know-how, you will deepen your knowledge in the area of general management.

Degree
Master of Business Administration (MBA)

Specialisations
In the 90 ECTS programme you have the opportunity to specialise with added 20 ECTS to specialise in attractive roles and industries.

Study model
100% online including a virtual campus with digital course material

Study start and duration
Start: any time
Duration: 18 or 36 months

Fees
From 439 Euro/month (scholarships available)

Curriculum (90 ECTS full-time)

Title	Semester	ECTS
	1	
Leadership		5 ECTS
Innovation and Entrepreneurship		5 ECTS
International Marketing		5 ECTS
Performance Measurement		5 ECTS
Financial Management		5 ECTS
Managerial Economics		5 ECTS
	2	
Strategic Management		5 ECTS
Change Management		5 ECTS
Managing in a Global Economy		5 ECTS
	2+3	
2 elective courses of 10 ECTS each (see course contents below)		20 ECTS
	3	
Capstone Project		25 ECTS

Course contents

- Principles and tasks in IT project management
- Software lifecycle
- Phases in the software process and role participations
- Procedures in software development
- Agile management and communication techniques
- Basics of IT service management
- IT Infrastructure Library (ITIL)
- IT outsourcing
- IT architecture management
- IT Application Portfolio Management
- Organizational structure of IT and architecture governance

Career perspectives

Why choose an MBA in IT Management?

These days, with information systems indispensable in every aspect of industry and business, there is increasing demand for well-trained IT managers equipped for leadership roles in the global marketplace. With their in-depth entrepreneurial and management skills, IT management postgraduates have excellent prospects in a wide range of careers, such as technology management, IT consulting, change or project management and business analysis.

Course objectives

- You can describe the structure of computer systems and communication networks.
- You can differentiate the phases of a SW life cycle.
- You can separate roles and phases in the software process.
- You are familiar with various process models of SW development.
- You know typical challenges and risks of industrial SW development.
- You know enterprise-modelling models relevant to IT support.
- You know techniques for identifying and documenting IT requirements.
- You can select suitable techniques and methods of engineering requirements.

MBA 90 ECTS

MARKETING

You will head international marketing and advertizing campaigns and work with partners, colleagues and agencies across the globe. An MBA in Marketing will open the door for a career as a marketing manager for a global company. This MBA programme 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 systematic relationship marketing (Customer Relationship Marketing) and increase customer life time value through an understanding and knowledge of long-term customer loyalty.

Degree
Master of Business Administration (MBA)

Specialisations
In the 90 ECTS programme you have the opportunity to specialise with added 20 ECTS to specialise in attractive roles and industries.

Study model
100% online including a virtual campus with digital course material

Study start and duration
Start: any time
Duration: 3, 4 or 6 semesters

Fees
From 439 Euro/month (scholarships available)

Curriculum (90 ECTS full-time)

Title	Semester	ECTS
	1	
Leadership		5 ECTS
Innovation and Entrepreneurship		5 ECTS
International Marketing		5 ECTS
Performance Measurement		5 ECTS
Financial Management		5 ECTS
Managerial Economics		5 ECTS
	2	
Strategic Management		5 ECTS
Change Management		5 ECTS
Managing in a Global Economy		5 ECTS
	2+3	
2 elective courses of 10 ECTS each (see course contents below)		20 ECTS
	3	
Capstone Project		25 ECTS

Course contents

- Construction and control of brands
- Brand value and brand management
- Management of brands over time
- International brand management
- Crisis management at brands
- Customer Relationship Marketing (CRM)
- CRM systems and IT-supported brand management

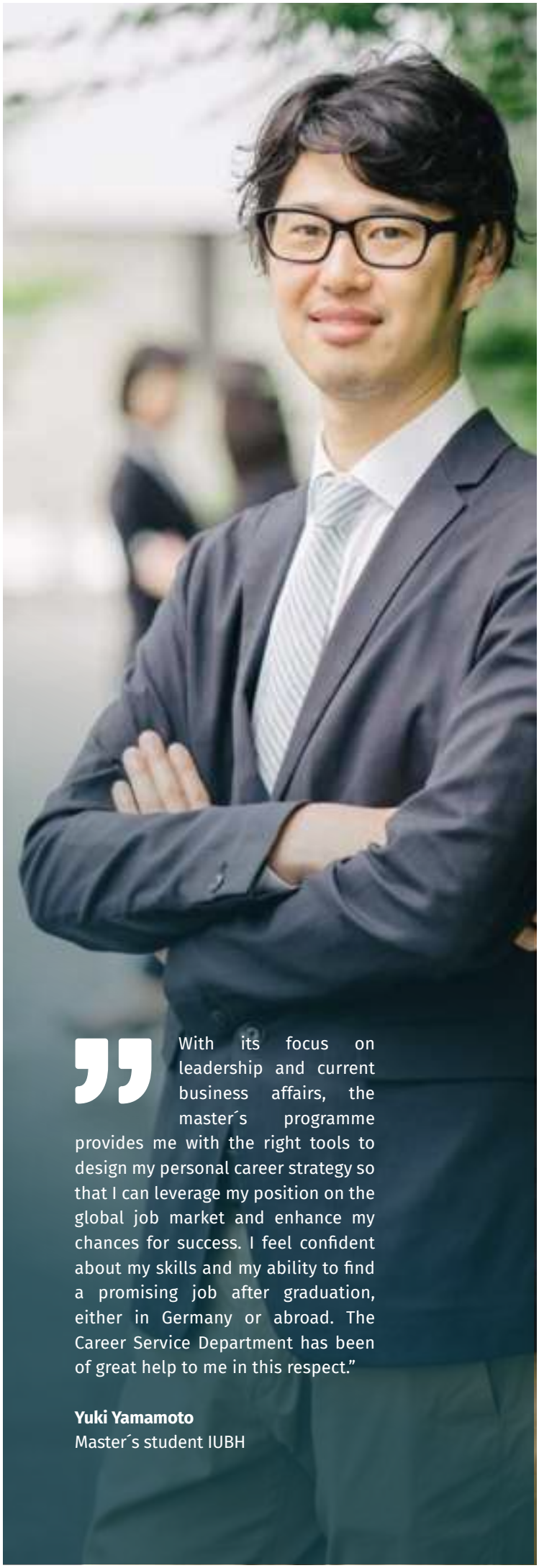
Career perspectives

Why choose an MBA in Marketing?

As a marketing expert, you can analyse brand values and determine the factors that drive the increase or loss of a consumer-based brand. Through the development and implementation of targeted marketing strategies, you enliven the day-to-day business in the business-to-business or business-to-costumer area. You position brands in the market, recognize and eliminate possible crises, integrate customer relationship concepts, organize social media activities and recognize employees as the key to success. In particular, maintaining customer relationships and customer satisfaction is your central focus in the company.

Course objectives

- You know and understand the most important challenges for international brands.
- You are able to recognize the current strategy of a brand.
- You can analyze the brand value of a brand.
- You know the factors that can lead to an increase or loss of consumer-based brand values.
- You can develop sound ideas for future options of a brand strategy.



> With its focus on leadership and current business affairs, the master´s programme provides me with the right tools to design my personal career strategy so that I can leverage my position on the global job market and enhance my chances for success. I feel confident about my skills and my ability to find a promising job after graduation, either in Germany or abroad. The Career Service Department has been of great help to me in this respect."

Yuki Yamamoto
Master´s student IUBH

How to study online at IUBH

Admission requirements Bachelor

Higher Secondary School Leaving Certificate with scores in the top 30% of your academic year.
Proof of English skills:

- TOEFL (min. 80 points) or
- IELTS (min. Level 6) or
- Duolingo English test (min. 51%) or
- Cambridge Certificate (min. B grade overall) or
- Equivalent proof

The proof must be provided before the start of the study and must not be older than two years. If English is your native language or you graduated from an English-speaking school/university, you do not have to prove your English skills.

Admission requirements Master & MBA

Preliminary studies

Completed undergraduate study from a public or officially recognized university/higher education institution in a relevant field; Degree certification of at least "Befriedigend" [lower second equivalent].

60 ECTS MA:

- With 240 ECTS from first degree: direct enrolment possible
- With 210 ECTS from first degree: pass an aptitude test (TASC)
- With 180 ECTS from first degree: pass an aptitude test (TASC)
- Only for **M.A. Data Science and M.A. Artificial Intelligence**: Completion of the courses „Advanced Mathematics" and „Programming with Python" or proof of comparable previous knowledge.

60 ECTS MBA:

- With 210 ECTS from first degree: direct enrolment possible
- With 180 ECTS from first degree: pass an aptitude test (TASC)

90 ECTS MBA:

- With 180 ECTS from first degree
- Final grade: Minimum grade point average of 3.0 according to the German grading system

120 ECTS MA:

- With 180 ECTS from first degree: direct enrolment possible

Work experience

60 ECTS and 120 ECTS MA (except M.Sc. Computer Science)

- At least 1 year of professional working experience after your first university level degree(this must be acquired after completion of the undergraduate studies; internships, traineeships or working student activities are excluded)

60 & 90 ECTS MBA:

- At least 1 year of relevant work experience before the study programme (this must be acquired after completion of the undergraduate studies; internships, traineeships or working student activities are excluded)
- 2 years by the end of the study programme

Language skills

- Proof of English Skills:
  - TOEFL (min. 80 points) or
  - IELTS (min. Level 6) or
  - Duolingo English test (min. 51%) or
  - Cambridge Certificate (min. B grade overall) or
  - Equivalent proof.

  The proof must be provided before the start of the study and must not be older than two years. If English is your native language or you graduated from an English-speaking school/university, you do not have to prove your English skills.

Aptitude Test TASC

The TASC examination is used to determine wether you have the knowledge and skills necessary to successfully pursue our degree programme to which you are applying. Preparatory study materials are available on our mycampus learning platform to all candidates who will be taking the test. The materials include further literature references and detailed instructions that make it possible to work, for the most part, independently in preparation for taking the test.

STUDY ONLINE IN EIGHT STEPS

1. Register online

2. Choose a course in „Online Campus“

3. Study materials received as a download

4. Continuous support with study scripts in self-study

5. Participate in online tutorials

6. Exam preparation by
- knowledge tests and
- exams directly online

7. Complete thesis

8. Graduation with certificate

Do you have any questions about studying at IUBH?
We are here to help start your journey.

info@iubh-online.org
phone +49 30.311987.20
iubh-online.org

The best choice for your career

REASONS FOR IUBH

01 Employability in Europe

- Post-Study work in the European Union
- EU Blue Card

02 Maximum flexibility

- Mobile learning
- No fixed examination phases & online exams
- Numerous specialisations
- Flexible time models – study start anytime possible

03 Effective learning

- Practical content
- Individual and group coaching

04 Highest quality

- 5 premium seals
- Top rating in CHE university ranking
- Top Business School 2018
- Permanent quality management

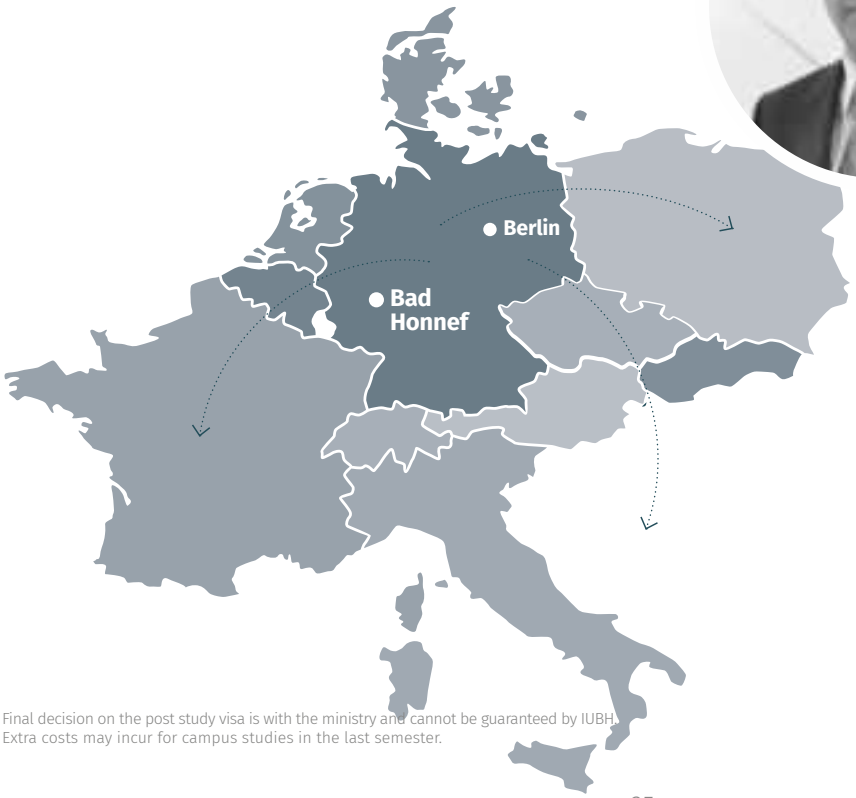
01 Employability in Europe

Students looking to work in Germany, can chose to do their last semester in Germany. If they opt for this route, they are able to apply for the **post-study work visa** required to stay in Germany to search for work.*

This VISA is usually granted for 18 months after successfully graduating with a degree. This option is especially for students who work in fields where there is a shortage of qualified specialists in Germany. If you are qualified in IT development, engineering, big data or one of the many areas with a skill shortage in Germany, you can take advantage of the post study work visa.**

Post-Study work in the European Union

Skilled professionals are in very high demand, which creates enormous career opportunities for you: Eager to attract immigrants to the country to offset a shortage of skilled labour due to demographic changes, the German government has introduced the EU Blue Card. It is targeted at well educated immigrants: It grants the right to work and live in Germany*. Thanks to the introduction of the EU Blue Card in Germany, the permanent immigration of highly educated skilled employees is made very easy. EU Blue Card holders are entitled to work in 26 Schengen countries and are eligible to apply for permanent resident status in Germany. As early as two years after receiving your German or EU Blue Card residence permit, you can apply for a permanent residence permit – that is, a residence permit without a time limit.



* Final decision on the post study visa is with the ministry and cannot be guaranteed by IUBH.
** Extra costs may incur for campus studies in the last semester.

"Germany is suffering a dearth of university graduate professionals in key disciplines, such as engineering. Demographic changes mean that Germany's continued strong growth will depend on skilled workers with a migrant background. Against this backdrop, Germany has created its version of the Green Card designed to ease immigration for qualified workers and make Germany more attractive to highly trained foreign graduates. We hope young talent from abroad will take advantage of this opportunity to study and begin their career in Germany!"

Frank Jürgen Weise
Former CEO Federal Employment Agency

02 Maximum flexibility

Mobile learning

Online course materials
Significant online learning materials and high quality study scripts give you detailed insight, and summaries, of the essential learning content. Prior to your examination, this online material will ensure you are prepared and have enough knowledge to pass the online exams.

Online-Campus myCampus
Not only can you assess your learning content on our online campus via your laptop or desktop, but you can also download content at any time on mobile devices like smartphones or tablets. Our Scripts that are available for download as PDFs, in addition to our vodcasts, podcasts and e-books, make this possible. Our Vodcasts are short 15-minute Video lectures in which your lecturers discuss the main topics of the individual courses.

Video-based online tutorials
A central component of our teaching concept is our online tutorial. These are video-based live events in which a tutor makes a presentation in a virtual classroom. The course content is presented in the same way as if it were a physical classroom, and the tutor is available for queries via chat. Furthermore, it is possible to make audio or visual contributions to the discussion. All of these presentations are available to download later for review.

Community Groups
With our online community groups, you can talk and exchange ideas with other fellow students. You already can join existing groups or create your own. We also have facebook groups that can be used for similar exercises.

Brainy flashcards
With the index card app BRAINYOO, are provided with different learning methods. This includes a long-term memory mode and a test mode, which makes learning more diverse and fun. Furthermore, with the app, you can continue learning this way without an internet connection.

No fixed examination phases

Online exams
Take exams whenever you are ready: weekdays and holidays, any time of day or night. Our online exams give you this flexibility. They meet the same demands and standards of validity and security as a written exam at one of our testing centres. All you need is a PC/laptop with webcam and an internet connection. A supervisor has a live connection to your webcam and computer screen to guarantee a smooth process and protect against fraud.

On-site exams
In addition to online exams, you have the option of taking your exams abroad at over 130 Goethe Institutes worldwide.

Numerous specialisations

Not only in terms of time but also content, you can study your needs adjust. You choose several specialisations from a large number of functional areas, industries or foreign languages.

Flexible time models

Enrol at any time
Our distance learning programs have no fixed deadlines or application dates. You can start your studies when you feel ready.

Full-time or part-time
You can do the online bachelor`s degree programme as a full-time or part-time student. The content is identical. In the part-time option, you have a lighter workload. As a full-time student you take 30 ECTS credits worth of course work per semester (this equates to approximately 900 working hours), as a part-time student a reduced amount. Part-time study is a particularly good option for those who already have a demanding workload or want to reduce the amount of monthly fees. A switch from part-time to full-time (and vice versa) is possible at any time, but subject to a notice period of three months.

4-week trial free
To make sure our online learning programme is the right one for you, you can test it out for the first four weeks after enrolment free of charge and without obligation. During these four weeks, you can take regular courses, order lecture notes, contact your advisor and even take exams. If within these four weeks you realise that the programme is not the right one for you, you can withdraw from the contract at any time and without stating reasons. You have no costs or other disadvantages.

Free extension
Independent of the time model you choose, you have the option to extend your study time by 12 months free of charge. After the period of study has expired, you still have access to all the course content, advising and services of our programme. You do not have to pay anything for this.

03 Effective Learning

Practical content

In your studies, you not only learn theoretical knowledge but also take part in extensive practice components included in the online programme. Due to the practicality of these components, you can implement what you have learned directly in your company from day one. In addition, our lecturers have many years of professional experience in the business sector and teach you using examples and techniques such as case studies, analysing realistic scenarios and discussing current business events.

Targeted coachings for your academic success

Distance learning, job, and private obligations: To master this balancing act successfully, we offer you three different coaching formats: group, individual and career coaching. While you work together with the coach and other students on general topics such as time management, work-life balance, motivation, etc. in our group coaching, you can individually select your key priorities in the individual coaching format. In our career coaching we take a look at your application documents in two 45-minute sessions and develop your personal career strategy together with you.

04 Highest quality

Quality is important to us

The quality of our programmes, delivered by IUBH University of Applied Sciences, is very important to us. For this reason, we not only introduced internal quality assurance procedures, but also subject our programmes to numerous external accreditations and certificates.

TOP BUSINESS SCHOOL 2018

In 2018, IUBH has been awarded the title “Top Business School” in the Focus Money DEUTSCHLAND TEST of educational providers. The award confirms the high level of student satisfaction with our university’s services. A total of 116 providers from eight categories were put to the test.

TOP RATINGS IN SCIENTIFIC CHE

The CHE University Ranking is one of the best-known study rankings in Germany. The IUBH achieved the following results:

- Top rating in the area „overall study“
- Top rating in the field of „practical relevance

GERMAN COUNCIL OF SCIENCE AND HUMANITIES

The German Council of Science and Humanities (Wissenschaftsrat) provides advice to the German Government on the structure and development of higher education and research. The council has granted us institutional accreditation for 10 years, the longest possible period. This is the best evaluation the council can award, and signifies that we provide services in teaching and research that meet established academic and scientific standards.

TOP RATINGS ON EXTERNAL PORTALS

Our students gave us excellent reviews on „FernstudiumCheck.de“, a leading portal for reviews of distance learning colleges as one of the top institutes in the category „most popular” online studies. From fernstudium-direkt.de, a comparison site for distance learning courses in Germany, we received an award for „Top distance schools in 2017“.

INNOVATION & EXCELLENCE AWARD

From autumn 2016 IUBH is the only university worldwide to receive recognition for online exams - anywhere, anytime, immediately and with a live invigilator. For this innovation we were in the leader board of the IT Innovation Award of German SMEs.

TEDQUAL BY UNWTO

In 2010, the United Nations World Tourism Organization (UNWTO) awarded us the TedQual Certificate. It thus confirmed the internationally recognised teaching standards of our tourism programmes. The IUBH was awarded this certificate as the first, and so far only, university in Germany.

GERMAN ACCREDITATION COUNCIL

All current study programmes of IUBH are accredited and bear the seal of the German Accreditation Council. Among other things, accreditation certifies that the curricula meet academic standards, that the programmes are structured in such a way as to meet all formal requirements and that the necessary resources are available in the form of qualified staff and sufficient equipment. They facilitate the international recognition of educational qualifications in all 48 states of the Bologna region. Five of our degree programmes were awarded the FIBAA premium seal. This award certifies the extraordinary quality of these programmes. It also makes the IUBH one of the leading universities in Germany with five or more premium seals.

SME INITIATIVE

IUBH is the only university in the world to offer online examinations that can be taken anywhere, at any time, without prior registration and with live supervision. For this innovation, the university was included in the top-best list of the IT-Innovation Award for medium-sized German enterprises (SME).

IUBH regularly receives top grades in university rankings (selection):

Our partners, memberships and sponsors (selection):

Imprint

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In legal matters relating to higher education the Ministry of Culture and Science of North Rhine-Westphalia is responsible for IUBH University of Applied Sciences at all study locations. Sponsor of IUBH is Career Partner GmbH, München.

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