



WIRTSCHAFT
FH MAINZ
UNIVERSITY OF
APPLIED SCIENCES

MA.IB -
MASTER OF ARTS
INTERNATIONAL
BUSINESS

www.fh-mainz.de

Master of Arts International Business (MA.IB)

Facts

Degree:	Master of Arts International Business
Duration:	4 semesters fulltime
Application Deadline:	15 July of the year
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Editorial



Prof. Dr. Ulrich Schüle

Programme Director

The Fachhochschule Mainz – University of Applied Sciences has always offered ambitious International Business programmes. Long before the implementation of the European Erasmus programmes, the European Credit Transfer System, and the Bologna process, we had established joint programmes with our partner universities in Europe and overseas. The former „Diplom“ programme in International Business provided our students with more double degree opportunities than similar programmes at other universities.

Based on many successful years of international business education, we have developed our new graduate programme Master of Arts International Business (MA.IB) into an innovative bundle of opportunities for students in search of a challenging high-level educational experience. The MA.IB is embedded in the prestigious Consortium of International Double Degrees (CIDD) programme which promotes exchange and double degree agreements amongst over a dozen high-quality universities worldwide. This programme has been established to enable students to gain the cross-cultural experience necessary to successfully apply their management skills in globally active companies.

The MA.IB programme's multi-disciplinary and multi-lingual approach, its focus on the application of management theories and tools in case studies, the professors' own management experience in multinational companies and cross-cultural consultancy, the applied projects in multinational companies, and the Master thesis in cooperation with international businesses, ensure that our graduates are perfectly prepared for an international business career.

We are looking forward to having you join this exciting and challenging programme.

Ulrich Schüle



About Mainz

Mainz is the capital of the Rhineland-Palatinate, one of the 16 states (Bundesländer) of the Federal Republic of Germany, and also part of the Frankfurt-Rhein-Main metropolitan area, Germany's financial centre and seat of the European Central Bank. Mainz is situated 27 km from the Airport of Frankfurt: due to its central location in Europe, nearly all European capitals are as close as a one or two-hour flight away.

The city of Mainz is an extremely attractive place for foreign students and a magnet for countless tourists. It is rich with cultural monuments, offers plenty of cultural events throughout the year and many leisure possibilities. Broad, spacious squares and open places, lovingly-restored half-timbered houses and magnificent Baroque churches give Mainz's Old Town, its inner city, its charming, 'old world and traditional' or 'gemütlich' character. With three universities in town, Mainz hosts about 35,000 students. The university campuses are located within the city limits and easily accessible by public transportation.

Without doubt: Mainz has an impressive past. Founded by the Romans 2000 years ago, Mainz has played a central role in German history. The cathedral, seat of the bishop of Mainz, dates back to 975. The city's most famous son, Johannes Gutenberg, printed the first bible in 1452. Attentive observers may soon notice that the city was heavily destroyed in February 1945 by air attacks. Meanwhile, even the rebuilding of the damaged city has become part of its history.

Who is eligible?

Do you have a Bachelor degree in "(Business) Management" or "Business Administration" and wish to continue your business education? Do you enjoy working in small international teams and plan to work as a manager in international business where people from different countries cooperate in projects and jointly add value to their companies? And are you interested in courses which focus primarily on applied studies rather than on developing new theories? Did you graduate with above-average results? Are you multi-lingual?

Then the MA.IB programme at Fachhochschule Mainz – University of Applied Sciences is the ideal programme for you.

The MA.IB programme is based on the Fachhochschule's own Bachelor programme "Betriebswirtschaft". It is also open to students from other universities and welcomes applications from students worldwide.

How will you benefit?

The MA.IB programme allows you to acquire skills needed in international business. It broadens your knowledge adding a truly international perspective to your business education and prepares you for middle management positions and helps you to further develop your leadership skills.

As a graduate of the MA.IB programme, future employers will appreciate your intellectual capacity, your ability to cooperate in and to lead culturally diverse working groups, and your willingness to be internationally mobile. You will have mastered applied projects and the final thesis, thus demonstrating your focus on practical, target-oriented work.

With the MA.IB degree, you will clearly stand out from many of the other business graduates.





Programme Objectives

The programme aims to prepare you for challenging positions in multinational companies or in internationally active public organisations. In particular, as an MA.IB graduate, you will be familiar with state-of-the-art techniques of international business and will have acquired leadership skills for a cross-cultural business environment. In individual cases, the programme may also serve as preparation for doctoral studies in Germany or abroad.

Professional competence: You will increase your professional competence by deepening your already existing knowledge of business issues and by adding the international dimension to skills and tools acquired in your undergraduate business or management studies.

Methodological expertise: You will further develop your ability to apply quantitative and qualitative analytical methods to business related studies.

Social competences: You will improve your competences in self management and team work, in particular in a multi-cultural environment. Leadership skills, such as communication, motivation, and building trust in personal relations and organisations are developed further.

Language and cross-cultural management skills: A culturally diverse student body, one mandatory semester spent abroad, and the obligation to use foreign languages prepare you for the working environment in multinational companies and institutions.

International Focus

The MA.IB programme is truly international. Around 50% of the students are recruited from outside Germany, all modules are taught and assessed in English. The international focus of the programme consists of five components:

- 1 A one-semester study-abroad period is compulsory for you. As a stay in a foreign culture ideally prepares you for an international career and helps you to develop cross-cultural management skills, we strongly recommend a two-semester-stay abroad.
- 2 The integration of foreign students into the year in Mainz is embedded in the programme, so that cross-cultural experience is not limited to the stay abroad.
- 3 The exchange of professors and lecturers as well as joint research programmes will further develop the university's internationalisation.
- 4 Truly international contents of business classes which are added to your already existing knowledge of business management.
- 5 The use of English as the learning and teaching language and the obligation to use a second and even third language in the study programme prepares you for the reality of working life in multinational companies where English is the common language of video conferences and management meetings but where employees also communicate in local languages.

Partner Universities and Double Degree Opportunities

MA.IB students spend their third (and fourth) semester at a university of their choice. In order to guarantee the transfer of credits, we strongly recommend the programmes of our partner universities. More than a dozen partner universities in Europe, Asia, Australia, and both Americas guarantee the integration of MA.IB students into their program-

mes. Some of them even award their own degree in addition to the Mainz MA.IB degree.

A list of the current partner universities and double degree opportunities can be downloaded from the MA.IB programme's web page (<http://maib.fh-mainz.de>).

Learning and Teaching

Seminars, group discussions, case studies and role plays assigned to small teams of students are used to integrate the above-mentioned competences. The Master programme is based on a student-centred learning approach so that class-contact hours may be rather used for discussion than traditional lectures. Social competences and leadership skills are developed through field research, team assignments and projects, and the presentation and defence of the Master thesis.

Learning and teaching is focused on applied studies. Thus, theories and models are learned and taught within the context of their application to international business issues and applied in practical projects, case studies, and market analyses. Company visits and the invitation of company representatives to

participate in class discussions help to integrate the practical company view into academic studies. Also, the Master thesis deals with real-life issues of businesses in an international environment. Ideally, students write the thesis in co-operation with a company while combining desk with field research.

English as the language of instruction and assessment, courses in a second foreign language, the integration of visiting professors in teaching and exchange students in learning groups, the use of text books and articles published by authors from different parts of the world, and the obligation to spend one or two semesters abroad guarantee that students on this programme are immersed in an international setting suitable for preparing them for a career in multinational companies or international institutions.

Programme Structure

Semester IV	Master-Thesis (inkl. Master-Seminar) at FH Mainz or a partner university					
30 ECTS / 2 HpW	30 ECTS / 2 HpW					
Semester III	Applied Project	Option I (abroad)	Option II (abroad)	Option III (abroad)	Option IV (abroad)	Option V (abroad)
30 ECTS / 17 HpW		5 ECTS / 3 HpW	5 ECTS / 3 HpW	5 ECTS / 3 HpW	5 ECTS / 3 HpW	5 ECTS / 3 HpW
Semester II	10 ECTS / 4 HpW	Strategic Management	International Finance	International Marketing & Export Management	International Business Law	Foreign Language
30 ECTS / 20 HpW		5 ECTS / 4 HpW	5 ECTS / 4 HpW	5 ECTS / 4 HpW	5 ECTS / 2 HpW	5 ECTS / 4 HpW
Semester I	Leadership and Organisation	Quantitative Analytical Methods	Business Research	Financial Reporting	International Business Environment	Foreign Language
30 ECTS / 20 HpW		5 ECTS / 4 HpW	5 ECTS / 4 HpW	5 ECTS / 2 HpW	5 ECTS / 4 HpW	5 ECTS / 2 HpW
2 HpW	Induction Week (2 HpW)					
Total	120 ECTS / 61 HpW					
	HpW = Hours per week					



Programme Contents

Core Modules

International Business Environment: World trade and world financial flows as well as exchange rate issues are analysed from a macro-economic and business perspective. Students learn how political economy and business strategies of multinational companies are linked. The module also discusses the role of international institutions such as the WTO, IMF, and World Bank. Winter term.

International Business Law: The module describes and analyses the legal framework of international trade including UNCITRAL, EU law and international organisations. It also deals with access to markets including ICC rules on delivery and payment terms, licences, intellectual property rights, and anti-trust issues. Summer term.

Leadership and Organisation: Students learn about the interrelationship of leadership, organisational

behaviour, change, and economic success. They learn about theories of human interactions in organisations and broaden their view of management by adding components of organisational psychology. Winter term.

Strategic Management: Participants learn about strategic management and business policy. The module integrates the various views of marketing, finance, accounting, and leadership modules into cases. Lectures are kept short; case studies in small teams in and outside class as well as presentations are used in order to strengthen the students' analytical skills, and encourage them to take a problem-related work approach. Summer term.

Financial Reporting: Students learn about international accounting principles and their application in different world trade areas. In particular, US-GAAP and IFRS form the basis of analysis. The module enables students to "read" income statements of

multinational enterprises published in different economic areas. They are also able to analyse the impact of these differences on selected accounting topics – from goodwill and intangibles to foreign currency transactions. Moreover, they understand the implications of the accounting principles on management control and budgeting practices. Winter term.

International Corporate Finance: This module covers issues of corporate finance in an international environment with a focus on multinational companies. Students apply the tools presented in class to exercises and cases. In contrast to finance modules at undergraduate level, students focus on multinational enterprises. The discussion of risk management and exchange rate issues are closely linked to the contents of the modules "International Business Environment" and "International Marketing and Export Management". Summer term.

International Marketing and Export Management: Students learn about the principles of export-based, multi-domestic and global approaches of international marketing and their implications for product and price positioning as well as placement and communication. They also understand and know how to apply the major management tools to export operations including export finance and risk management. The module consists of lectures and seminars - the

students apply their knowledge to cases and present the results of their cases in class. Thus, the module also trains self-management, working in small teams, and the students' ability to discuss the results of their work controversially. Summer term.

Quantitative Analytical Methods: The course gives an overview and stresses the application of intermediate mathematical and statistical methods to business cases. This enables the students to design and test their own research theses. In general, the course strengthens their knowledge of analytical research and provides them with the tools needed for analytical work in further studies. Winter term.

Business Research: Participants learn about academic standards and ethical questions in research, their application in desk and field research and writing papers. In particular, the role of description and analysis, the application of statistics and figures, citing and referencing are explained and trained in small exercises. Moreover, the course provides them with an overview of libraries and other sources for academic research. Students also learn to apply different interviewing techniques and questionnaire designs to several research objectives (for example, explorative versus representative studies) and to typical business-related research topics. Winter term.



Options

Options: Participants take courses at the host university and transfer the credits as options. Class contact hours and assessments are subject to the host university's rules. Exchange students from partner universities may transfer courses they took at their home university during the first year either as options or – if applicable – first year modules. In the case that incoming exchange students speak German, they are entitled to take courses of the German Master programme in Business Administration. These courses cover Marketing, HRM, Accounting, Management, PR and Communication and Finance topics. In addition, a module on "Doing Business in Germany" is offered to all incoming exchange students (undergraduate and post-graduate) which may be taken as option.



Language Options: FH Mainz – University of Applied Sciences offers courses of "German language and culture" at three different levels – beginners, intermediate and academic. These courses are open to undergraduate and post-graduate students. Participants are assigned to the courses according to their speaking and writing skills. Students proficient in German take courses in French, Spanish, or Chinese. Other languages might be offered in cooperation with other programmes. Winter and summer term.

Applied Project

Participants apply the analytical tools learned in the first two semesters to a real-life case. Ideally, students do the applied project work in an international company in the summer break between the first and second year of studies. As students usually move from Mainz to a partner university – or from the partner university to Mainz – the applied project may be supervised by the partner university abroad. In exceptional cases, in particular when students do not manage to find a company for their practical project, the partner university or FH Mainz – University of Applied Sciences will assign a larger case study to them as a practical project. After completion of the project, the learning success has to be reported back to the supervisor.

Master Thesis

In their final semester, students work on their Master thesis which consists of a research project on an international business issue. The Master thesis may be combined with an internship in a multinational company or consist of an independent research project. In the thesis, the students apply the theories and tools they learned in their studies to a real-life business problem. Usually, the student's own analysis is based on an empirical study. Depending on the nature of the study, the length of the paper may be between 12,500 and 17,500 words.



The Teaching Team

As the FH Mainz – University of Applied Sciences focuses on applied studies and research, professors and lecturers are required to prove their own management experience outside of the university world before they start teaching. As a prerequisite for teaching in the MA.IB programme, they are also required to have studied and/or worked in an English speaking environment abroad. Their experience ranges from expatriate status to independent business and government consulting. Furthermore, all of them are experienced in teaching classes in English to a culturally diverse audience. Their teaching sty-

les are participative and encourage students to develop their own viewpoint.

Professors and lecturers view themselves as a team; thus, they meet on a regular basis to discuss the course contents, to co-ordinate their activities and to jointly adapt contents to new developments in theories and business practices.

Visiting professors from abroad and guest lecturers from international companies regularly contribute to the programme.

Assessment

Assessment takes place in the form of written and oral examinations, essays, case studies, presentations, and the Master thesis. This mix allows you to demonstrate a wide range of abilities and is a fair basis for assessment. Assessment focuses on your analytical skills and their application to cases as well as on the development of solutions to international business problems. The marking system is based on ECTS rules.

Accreditation

The MA.IB programme is accredited by the German accreditation agency AQAS and the State Ministry of Education. Moreover, it is incorporated in the Consortium of International Double Degrees (CIDD).

ECTS

ECTS stands for European Credit Transfer System and consists of two components:

- 1 Work load of students. 30 ECTS credits correspond to one semester and are based on the students' total study time including class contact hours as well as time spent on research and library work.
- 2 ECTS marks. Marks achieved in different national systems are translated into a pan-European marking system. Thus, marks achieved in different systems are made comparable.



Admission Requirements

If you wish to apply for the MA.IB programme at the School of Business you need to meet the following criteria:

1. **You hold a degree in Management!**

You hold a Bachelor degree in Management or Business studies (3 years fulltime or 180 ECTS minimum) with above-average marks. The minimum requirement is ECTS mark „C“, or an average grade of your bachelor degree of 2,5 (according to the German grading system) or better.

2. **You are multilingual!**

You speak at least three different languages whereof one has to be English (e.g. English, German, Russian or English, French, Chinese etc.). A working knowledge of two languages other than English is required for admission to the programme. German is not a requirement. However, if you start in the MA.IB courses of German language and culture are mandatory for students with no or rudimentary skills in German.

English:

- o If English is your native language:
high school diploma
- o If English is not your native language, you must present one of the following tests:
 - the TOEFL, not older than two years, with at least 92 points (Internet-based) or 237 points (Computer-based)
 - an IELTS score of at least 6.5
 - a TOEIC score of at least 800 points

Your native language (if other than English):

- high school diploma

Other languages:

- certificates issued by government agencies, universities or language training institutes which certify that you master the language at the level B2 of the Common European Framework (CEFR) – you may use the form in the application package.

The MA.IB board of examiners decides upon the equivalence of evidence.

3. **You are highly motivated!**

You are asked to present a letter (approximately two pages) explaining your motivation for studying the MA.IB Programme. The MA.IB board of examiners has the right to conduct (telephone) interviews in order to test your motivation.

4. **You have a regional preference**

We ask you to indicate your regional preferences for your study abroad stay in the application you submit.

5. **Please Note:**

- o You must add the application form (direct applicant or exchange student) when sending your application papers.
- o You must send certified copies of your certificates.
- o You must present clear and legal documentation that can you fulfil the MA.IB pre-requisites.
- o Application deadline is July 15th of the year!



Application

If you are interested starting the MA.IB Programme please complete the application form corresponding to your pre-requisites.

1. Applicants from partner universities
 - o Please download the Application Package for Exchange Students and send it to the FH Mainz – University of Applied Sciences
2. German applicants and applicants with a Bachelor degree awarded by a university within the European Union
 - o Please download the Application Package for Direct Applicants and send it to the FH Mainz – University of Applied Sciences
3. Applicants with a Bachelor degree awarded by a

university outside of the European Union

- o Please download the Application Package for Non-EU Applicants and send it to Uni-assist

4 For German Students only:

Ab dem Wintersemester 2011/12 ist eine Bewerbung nur noch in elektronischer Weise möglich. Hierzu steht über den Internetauftritt der Fachhochschule Mainz (www.fh-mainz.de) die Funktion einer Online-Bewerbung zur Verfügung. Das elektronisch ausgefüllte Antragsformular ist vor Ablauf der Bewerbungsfrist an die Fachhochschule zu übermitteln. Darüber hinaus ist sicherzustellen, dass das ausgedruckte und unterschriebene Antragsformular samt den erforderlichen Unterlagen (Application Package unter Punkt 2) fristgerecht der Fachhochschule Mainz zugehen.

Tuition

The question of tuition is being discussed in several European countries. Some have already introduced tuition fees, others are expected to do so soon.

1 First year in Mainz

Students with a German or international Bachelor degree: tuition free!

Students with a German „Diplom“ degree and students who already hold a Master degree: tuition fee of EUR 650.00 per semester (applicants with a credit balance on their Rhineland-Palatinate „Studienkonto“ may use these credits).

2 Social fee: all students will have to pay a social fee of approx. EUR 220,- per semester which also includes a public transport ticket for the Rhine-Main area.

3 Second year at partner universities

Tuition for the second year stay at the partner university follows the cost of the host university. Therefore, tuition has to be paid at the partner university.

In some countries, a limited number of MA.IB students are accepted tuition free.

The current tuition fees and exemptions through tuition swap can be downloaded from the MA.IB programme's web page (www.fh-mainz.de).





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