

## Nuremberg – The perfect place to study International Business!



Germany is playing a major role in European and global business. Management decisions taken here are put into practice all over the world. Situated in Bavaria, in the Southern part of Germany, the Nuremberg metropolitan area is home to about 3.5 million people and hosts hundreds of internationally thriving companies, including the headquarters of several multinationals.

The city is a rapidly growing venue for trade fairs, including the world's largest toy fair.

Apart from the popular "Christkindles Market" and its famous "Lebkuchen" (gingerbread), Nuremberg has a lot more to offer: A historic castle with a romantic atmosphere, rich cultural life and picturesque surroundings. Car races on the Norisring and open air festivals are spectacles fit to be seen. People here like to gather in restaurants and pubs: Hospitality is more than just a word in Nuremberg.

### Our Address:

Georg Simon Ohm University of Applied Sciences  
International Business School  
Bahnhofstr. 87–89  
90402 Nürnberg (Germany)

Phone: ++49 (0) 911 / 5880-2777  
Fax: ++49 (0) 911 / 5880-2884

Internet: [www.ohm-university.de/ib](http://www.ohm-university.de/ib)  
Email: [ib-master@ohm-hochschule.de](mailto:ib-master@ohm-hochschule.de)

Responsible for the Master program in  
**International Marketing:**

- Prof. Dr. Margo Bienert

**International Finance and Economics:**

- Prof. Dr. Uwe Mummert



## Training Tomorrow's Managers for the Global Market



### International Master Programs in

- International Finance and Economics
- International Marketing

Accredited by



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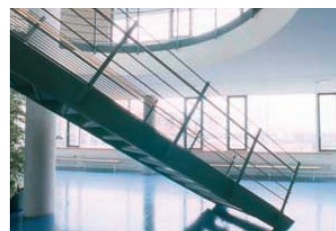
## Georg Simon Ohm University of Applied Sciences

Georg Simon Ohm University (OHM) is a university of applied sciences which offers a unique combination of theoretical and practical training. Students will benefit from our extensive company network which includes world renowned companies such as Deutsche Bank, Siemens, Adidas, Puma, Staedtler, Audi and BMW. Our full-time teaching staff has both excellent academic and professional credentials, and our part-time lecturers hold top managerial positions in major international firms.

The OHM is one of the oldest educational institutions of its kind in Germany. Founded in 1823 under the leadership of the eminent physicist Ohm, the OHM grew to become one of the largest universities of applied sciences in Germany, maintaining academic partnerships with more than 130 universities and institutions of higher education around the globe.

The OHM campus is situated next to the river Pegnitz, in a pleasant green area of Nuremberg, not far from the lively city center.

Our Business School numbers about 2.100 full-time students, offers a wide variety of specialized studies and is equipped with state-of-the-art computer labs and an excellent library system.



## Our International Master Programs



You are in the right place with us, if you do not want to spend three semesters in an „Ivory tower“!

### Specialization

We offer a strong specialization for graduates and equip them with a comprehensive and up-to-date knowledge of international financial economics and marketing. Emphasis is also placed on soft skills, like business ethics and intercultural management.

### International Exposure

Endorsed by a large number of international students who already successfully completed our study program, we are not just paying lip services but truly offer international exposure:

- The language of instruction is English.
- Multinational course participants
- If you have not had any prior international exposure you may enjoy a stay at one of our many partner universities.

### Practical Orientation

Closely linked to an extensive network of various international companies and organisations, our students get the most up-to-date knowledge and training. The cooperating firms, in turn, have access to a pool of highly qualified graduates needed for success.

### Our Students

Our students actively seek an intercultural atmosphere and are eager to spend some time of their life abroad. High academic ambitions and the capacity for hard work are the driving factors for them to embrace this demanding commitment.

### Your Benefits

We will provide you with a strong foundation in theory and practice.

You will gain the ability to apply a significant range of professional skills, practices and techniques. Your leadership skills and your ability to creatively work in a team will be reinforced.

### Schedule

Start of the programs twice a year:  
 Summer Term: March – July  
 Winter Term: October – February

## Master of Arts in International Marketing

The International Marketing sector has been rapidly growing over the last decade. Jobs in this area are diverse and open up profitable career opportunities.

The Master in International Marketing is of particular relevance for those who are seeking employment in:

- Marketing & Sales
- Innovation Management
- Consulting
- Market Research
- Public Relations
- Retailing & Franchising



**6. Electives in International Marketing**

- Strategic Marketing
- Media Management etc.

**5. Advanced Economics and Ethics**

- Business Ethics
- International Economics

**5. Applied Research**

- Applied Research Project
- Master Thesis
- Master Seminar

**4. Strategy and Business Development**

- Strategic Management in a Global Context
- International Market Development

**Study Modules**

**1. Analysis of and Access to International Markets**

- Int. Marketing Research
- Consumer Behaviour
- Cross Cultural Marketing

**2. Creation of International Market Offers**

- Global Brand Management
- Business-to-Business Marketing

**3. International Marketing Tools**

- Applied Quantitative Methods
- Advanced Distribution
- Supply Chain Controlling

Both programs, in general, are based on a full-time, 3 semester curriculum including two terms of lectures and one term for the Master thesis. However, a part-time study curriculum could also be chosen as a feasible option.

## Master of Science in International Finance and Economics

The Master in International Finance and Economics is tailored towards careers in the realm of international financing/banking and development. Our graduates, so far, have taken up positions in:

- Finance departments of global manufacturers and service providers
- International banks and insurance companies
- International financial and development institutions

**6. Electives in International Finance and Economics**

- Project Finance
- Mergers & Acquisitions
- European Monetary Policy etc.

**4. International Finance and Investment**

- Corporate Finance
- Corporate Evaluation
- Management of Exchange Rate Risks
- Investment Analysis

**5. Applied Research**

- Applied Research Project
- Master Thesis
- Master Seminar

**3. International Economics**

- Country Risk Assessment
- International Economics
- Current Issues in International Economics
- Economics of International Cooperation and Development

**1. Foundations**

- Applied Quantitative Methods
- Financial Accounting
- Business Ethics and Corporate Governance

**2. Strategic Management**

- Strategic Management in a Global Context
- Case Studies



## General Information and Application Procedure

### Am I eligible?

The following list shows our requirements:

- An above average first Bachelor degree in business/economics or equivalent results in a management admission test (e.g. GMAT or our own Master Admission Test)
- Proficiency in English (e.g. TOEFL or similar language test)
- Prior internship or job experience preferred
- Ideally, you should have some basic knowledge of German (i.e. A 1 language level of the Goethe-Institute [www.goethe.de](http://www.goethe.de))

For more details, please refer to: [www.ohm-university.de/ib](http://www.ohm-university.de/ib)

### Fees and Scholarships

As usual in Germany, the costs are largely born by the German government. Thus, tuition and fees are only 542 € per semester. A list of institutions providing financial aid or funding can be found on our website.



### Costs of Living

Costs of living in Nuremberg can vary considerably depending on the area and type of accommodation desired. On average, a single person will need approximately €600 to €1,000 per month. This figure includes accommodation, and assumes that the student is sharing an apartment with others. Costs for couples and those with children will be considerably higher.

### Application Procedure

Applications can be sent in throughout the year. Deadlines for the winter/summer term are January 15th/June 15th. Please submit the following documents:

- Completed Application Form (can be downloaded from [www.ohm-university.de/ib](http://www.ohm-university.de/ib))
- Curriculum vitae in English
- Certified\* transcript of university degree
- Results of language tests, proof of internship/work experience (if applicable)

\* Certification should be done by a German embassy or a public notary.

