Master-Programs

Full-time and part-time Business Management studies
accadis has been pioneering private higher education in Germany since 1980, as already in 1993 we awarded the first Bachelor degrees in International Business, when these were as yet unheard of in Germany. In the state of Hesse we were also one of the first universities to provide a graduate dual course of study.
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**Your Study Guide**

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Welcome to the International Office at accadis Hochschule Bad Homburg

accadis Hochschule is a renowned University of Applied Sciences recognized in Germany and beyond for its academic excellence, strong links to business and the professional success of its alumni.

As a small private institution with a strong international focus, the university provides high standard education with a personal atmosphere and student-oriented services.

accadis Hochschule is a university focused on Business Management studies. Our excellence is based on our highly qualified faculty members who are equipped with a wealth of practical experience in their fields.

At accadis Hochschule you will find a cooperative and welcoming learning environment where entrepreneurial and human values flourish.

accadis Hochschule is located in the economically significant Rhein-Main-area, with Frankfurt as Germany’s financial center. This creates a favorable environment for a good cooperation with numerous firms and institutions outside of but adjacent to the academic field of teaching and research.

Within this framework, the International Office helps international students to apply at the university and is in charge of the international cooperations with universities and colleges all over the world. At our university you will find students from all continents who wish to study on one of our Master programs.

For further information see http://international-students.accadis.com or contact us at study.abroad@accadis.com or by phone under +49 6172 9842-35
There are many universities that offer studies in economic science. Which one is right for you depends especially on the education institution’s philosophy – and this is not necessarily a question of good or bad, right or wrong. Rather, it is important whether the philosophy and profile of an institution matches your expectations and values or not. Therefore, we openly state our self-image as expressed through the following nine elements.

1. The education corporation accadis Hochschule has been family-run for over 35 years, making it a symbol of tradition and independence.

2. accadis Hochschule trains you in methodology, so you will go on to confidently guide your team as an executive.

3. accadis Hochschule develops your social competence so that you can hold presentations effectively, enjoy working in a team and do so successfully while also managing personnel.

4. Our reputation as well as the official, state-approved university degrees and international accreditations (FIBAA) stand for quality and excellence in education.

5. accadis Hochschule emphasizes internationality: students from all over the world, study content of international relevance, lecturers from partner universities abroad, semester or internship abroad.

6. accadis Hochschule offers practical relevance through guest lecturers from the economics sector. As a full-time student, you will experience working as a consultant and complete internships in Germany or abroad.

7. accadis Hochschule offers you individual support and excellent service in small study groups.

8. Due to its proximity to Frankfurt, Germany’s financial and economic capital, there are many opportunities for our students to network with corporations in the region. accadis is synonymous with employability.

9. accadis Hochschule offers you a target-orientated and efficient path to a degree. It will prepare you ideally for the German and international job market. And who knows, maybe you would actually like to stay in Germany to work?

Companies our graduates work for
- Accenture GmbH
- Advisory Commerzbank AG
- Commerzbank AG
- Deutsche Bank AG
- Deutsche Telekom AG
- Ernst & Young GmbH
- FC Bayern München AG
- Giorgio Armani Retail S.r.l.
- Hertz Autovermietung GmbH
- IBM Global Business Services
- J.P. Morgan Europe Ltd.
- KPMG Consulting GmbH
- McKinsey & Company Inc
- Media-Saturn-Holding GmbH
- Microsoft Deutschland GmbH
- PricewaterhouseCoopers AG
- RTL Television GmbH
- SAP AG
- Siemens AG
- UNICREDIT BANK AG
- Yahoo Inc., Korea
- and many more …
You have the choice

Beyond having to choose the sector or function-related focus of your business management graduate program at accadis Hochschule, you will also be able to choose what format you wish to study in. The fundamental characteristics of the programs at accadis Hochschule e.g. international concentration and practical relevance, are a given in all study formats, possibly with varying emphasis. The following overviews will be providing you with indicators on what you can expect in each of the study formats available to you.

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Academic and Practical Orientation

The language of instruction of all Master programs is English!

One of the main features of studying towards a graduate versus an undergraduate degree is the strong emphasis on the level of academic focus. Nevertheless, there are differences to be found herein as well.

Our full-time Master program has the most marked emphasis on scientific work skills in the full-time format. With the module Academic Writing, scientific analysis skills are further developed. The Master thesis comprises 30 ECTS and is concluded with a defense thereof. The part-time Master of Arts programs also has the Academic Writing module. The difference lies in the fact that the studies are here concluded with a 20 ECTS thesis without a defense. The same goes for our MBA program, as here one presumes that in the dual or part-time study format the topic chosen will have a stronger practical orientation.
International focus

Business management without an international focus is no longer conceivable today. International content is therefore the basis of all our degree programs. The lecture language is English without exception.

While in the full-time program you may enroll in a semester abroad, this experience is “simulated” in the work-study (dual) and part-time format. After all, a semester abroad is not really feasible for students working in parallel. For that reason guest lecturers from Newcastle Business School (NBS) teach four modules.

Digitization

Omnipresent digital change is also reflected in our master’s program. For example, in our real life consulting cases our full-time students work with the agile variation of project management in order to master any digital challenges. All students attend the functional lecture Contemporary Internet Marketing. In parallel, the Strategy modules in many instances deal with digital transformation.

Organization

A characteristic feature of the study formats is the varying temporal organization. As a rule, a full-time study program trimester is structured in such a way that you will have three days of lectures per week over eight weeks (with about twelve contact hours per week). Two further weeks of the trimester are reserved for an additional module, which is organized as a block event. This means that international guest lecturers can also be involved.

As a work-study (dual) and part-time student (M. A. and MBA) you will have lectures on the first Saturday of a trimester. This is followed by a complete block week (Monday to Saturday). Subsequently you will have lectures on one further Saturday. You can then use the remaining weekends of the trimester for self-study, before your exams take place after the ten-week lecture period. This is how we will meet your expectations.
Both transnational reasoning and culture related action in complex scenarios in multinational companies are the most exciting fields of activity in International Management. Globally oriented leadership requires an integral approach to the challenges of continual change processes, good network and team structures as well as well-founded problem-solving skills for work in international fields of action.

To this end our graduate program International Management combines practice related specialist concepts into a generalist competence profile. This ensures that in their business practice the students will be able deliver cutting edge and competitive results. With creativity, systemic thinking as well flexible applications, we secure an optimal preparation of your career in an international company. ‘One step ahead’ has been our long-standing and successfully applied motto. You will be implementing this in your international career, and we greatly look forward to supporting you in this endeavor.

Prof. Dr. Andreas Huber
Head of Department
Marketing and Media
accadis Hochschule Bad Homburg
International Management
Master of Arts M. A.

You already have a clear vision of your future or are currently in the process of exploring your options? The accadis graduate program International Management provides you with the basis for both – international, cross-function and cross-sector. You may enroll directly subsequent to your Bachelor studies.

Your future career

All-rounders in International Business manage projects in global companies in every sector and across varying departments. Especially the transnational planning and coordination is particularly challenging. Business management and leadership skills, broad management expertise and creativity – this is what is required of successful graduates.

Program

The program has an international focus and is for all-rounders on their path to becoming a management leader, with a strong practice relevance or parallel employment. The graduate program International Management is laid out over two years with 120 ECTS credits. It can be completed in full-time or in a part-time study format.

It combines an analytic-systemic approach of management with an applied-practical one.

Relevant questions of globalization and the inherent international management tasks are reproduced in a unique combination of theoretical and practical lecture content.

In order that you are later able to thoroughly satisfy your management responsibilities, the modules in Strategy, Marketing and Finance form the core of your studies.

These – on the other hand – are organized according to various topics:

Generic modules with a major-specific assignment
- Applied Global Strategy
- Applied Global Finance
- Applied Global Marketing

Function related main topics
- International Leadership
- Contemporary Internet Marketing
- Management of Risk and Opportunities

Specialization modules
- Operations Management
- Shareholder Value Management
- Contemporary Economics

Beyond this there are modules in Philosophy and Business Ethics, academic methodology and social skills on the schedule during the program.
# International Management

**Master of Arts M. A.**

## Full-time Curriculum

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<td>Shareholder Value Management</td>
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<tr>
<td>Ethics and Behavioral Economics</td>
<td>Research Methods and Academic Writing</td>
<td>Communication Skills</td>
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**Function related main topics** | **Generic modules with a major-specific assignment** | **Specialization modules**

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## Part-time Curriculum

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**NBS - visiting professors from Newcastle in Bad Homburg** | **Specialization modules** | **Function related main topics**

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**Leadership skills** | **Key competences** | **Work based projects**
Program Components
- Full-time or part-time study format with one or more companies
- 120 ECTS credits
- Structure full-time program per trimester
  - eight weeks
    - at 12 contact hours each
  - two block weeks
- Structure part-time program
  - five block weeks throughout
  + 30 to 35 weekends
  + Online supervision
- Program held in English language
- Part-time study format: Modules by visiting professors from Newcastle Business School

Duration
- 24 months = six trimesters
- beginning in October

Degree
- Master of Arts M. A. International Management
- System accredited by FIBAA

A Maximum of International
Graduate programs at accadis provide you with a maximum of international focus. In their second year, full-time students may enroll in a semester abroad, while students in the dual or part-time programs profit from visiting professors from Northumbria University, Newcastle.

Our Network
Own achievements are the foundation for success. Trust-based co-operations with strong partners are the multiplier thereof. The same goes for accadis Hochschule Bad Homburg, which is tied into a global network and profits from strong partners.

In addition to partner universities on four continents, accadis Hochschule Bad Homburg above all can count on numerous collaborative partners in the business world. This is the case for the work-study (dual) program as well as for joint work-based and research projects. We work together with large corporations such as Fresenius SE & Co. KGaA, Deutsche Leasing AG or Ernst & Young GmbH, but also with many small and medium-sized companies from many different sectors. These co-operations warrant the practical viability and applicability of the knowledge which we impart at accadis Hochschule.
Digital change drives both our economy and society. Keywords such as Transformation, Big Data, the Internet of Things or Industry 4.0 accompany the current market disruption. Entire work sectors are disappearing, while digitization is creating many new positions. The industry therefore needs leaders who can confidently manage and strategically align digital transformation processes across national borders. This involves more than merely automating selected processes with the aid of technology. In order to not miss the boat, managers must question all previous business models. Success requires them to be able to implement the resulting new approaches into the existing business environment with caution. I invite you to learn how to design and implement digitally oriented corporate strategies in an innovative and stakeholder-friendly manner during your studies here at accadis.

Prof. Dr. Christoph A. Kexel
Managing Partner
accadis University of Applied Sciences
Bad Homburg
Digital Business Strategy
Master of Arts M. A.

Are you fascinated by the digital upheavals that are currently driving companies around the world? You are inspired by new technologies that not only optimize internal processes, but also redefine complete markets based on bold visions? In that case - for an international career in companies of all kinds - use our Master’s program in Digital Business Strategy to expand both the knowledge achieved in your undergraduate studies as well as your practical experience by the strategic expertise required to deal with digital transformation processes.

Your future career

As an expert in digital transformation, you will lead established companies through digital change or be a market driver in innovative start-ups. Exciting positions await you in a variety of sectors and departments, whereby the Master’s program in Digital Business Strategy particularly focuses on tasks in corporate strategy. In addition, you can further your career as an internationally active project manager in Process Management or Online Marketing, Customer Relationship Management, Consulting or Industry 4.0. With the international, business management and analytical competence you have acquired during your studies, you will be able to steer companies worldwide on their path to digitization.

Program

During your development as a digitally experienced manager, you will study in an internationally aligned and practice oriented manner or with a parallel professional occupation. The Master’s degree in Digital Business Strategy is a two-year program based on 120 ECTS, which you can complete in either full-time or as a work-study (dual) program. Expertise in digital corporate transformation, but also in the required change processes, will enable you to successfully face the challenges set by digital change. Through a coordinated combination of theoretical and practical lecture content, you will optimally grow into the responsibility of an executive in the digital age.

Generic modules with a major-specific assignment
- Applied Global Strategy
- Applied Global Finance
- Applied Global Marketing

Function related main topics
- International Leadership
- Contemporary Internet Marketing
- Management of Risk and Opportunities

Specialization modules
- Digital Transformation Strategy
- Digitalization and Society
- Change Management and Intrapreneurship
## Digital Business Strategy

**Master of Arts M. A.**

### Full-time Curriculum

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### Part-time Curriculum

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<tr>
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**Note:**
- NBS - visiting professors from Newcastle in Bad Homburg
- Specialization modules
Program Components
- Full-time or part-time study format with one or more companies
- 120 ECTS credits
- Structure full-time program per trimester
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  - two block weeks
- Structure part-time program five block weeks throughout
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- Program held in English language
- Part-time study format: Modules by visiting professors from Newcastle Business School

Duration
- 24 months = six trimesters
- beginning in October

Degree
- Master of Arts M. A.
- Digital Business Strategy
- System accredited by FIBAA

A Maximum of International

Graduate programs at accadis provide you with a maximum of international focus. In their second year, full-time students enroll in a semester abroad, while students in the dual or part-time programs profit from visiting professors from Northumbria University, Newcastle.

Our Network

Our own performance is the foundation of our success. The trusting cooperation with strong partners acts as a multiplier. This also applies to accadis University of Applied Sciences Bad Homburg, which is part of a worldwide network and benefits from strong partners. In addition to partner universities on four continents, accadis University of Applied Sciences Bad Homburg has many cooperation partners in industry - both in the work-study (dual) programs and in joint work-based and research projects. We work together with large corporations such as Fresenius SE & Co. KGaA or Deutsche Leasing AG, but also with numerous small and medium-sized companies as well as start-ups and start-up networks, which all wish to proactively shape digital change in their own way. These cooperations ensure the practical suitability and applicability of the knowledge imparted here at accadis.
In order to exploit the efficiency potential of globalization, it is necessary to have a comprehensive perspective of the integrated supply chain. This is not about the management of isolated logistics sub-areas, but about the strategic corporate goal of optimally aligning networking in the international flow of goods with the respective business model. This requires fundamental strategic management knowledge gained in a business studies degree program together with the know-how of design and planning paradigms of Supply Chain Management. Positions in this area additionally require confidence when working in an international environment. Students at accadis are optimally prepared for this.

Cirkeline Möller
Guest lecturer
accadis University of Applied Sciences
Bad Homburg
Supply Chain Manager Global SCM
Fresenius Kabi Germany GmbH
Are you fascinated by global procurement and global sales markets? With our Master’s program Strategic Supply Chain Management, you will be well prepared for the challenges of a corporate role that is becoming increasingly important in all industry sectors. With this program you will successfully start your career in Supply Chain Management (SCM) or further develop it.

Your future career

Today almost all companies are trying to take advantage of the opportunities provided by globalization. This results in international supplier structures, globally distributed production sites and global sales markets. Controlling the flow of goods in this global network is a particular challenge for companies. Industry and retail companies are therefore seeking qualified managers who can analyze, design and control complex supply chains holistically i.e. excellent and exciting perspectives for graduates of the Master’s degree program in Strategic Supply Chain Management.

Program

On your way to becoming an executive, the Master’s program Strategic Supply Chain Management prepares you to think, optimize and control supply chains holistically. With a strong practice orientation or parallel employment, the accadis Master’s degree program is two years in duration and is designed for 120 ECTS credits. You can study in full-time or in part-time in the dual work/study program. As a Bachelor’s degree graduate in logistics management as well as students with a general business studies degree you will extend your know-how to include the current topics of globally steered supply chains.

The Core Supply Chain Processes module forms the basis on which the currently relevant topics Strategic SCM Paradigms and Supply Chain Planning and IT are built, so that you can fulfill your responsibilities as a manager of global supply chains to perfection. Together with the international know-how in the areas of strategy, marketing and finance required by an executive, these form the core of your studies. Furthermore modules on business ethics, academic methodology and social skills are also on the program.
# Strategic Supply Chain Management

Master of Arts M. A.

## Full-time Curriculum

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</tbody>
</table>

### Function related main topics
- International Leadership
- Applied Global Strategy
- Core Supply Chain Processes
- Ethics and Behavioral Economics

### Generic modules with a major-specific assignment
- Contemporary Internet Marketing
- Applied Global Marketing
- Strategic SCM Paradigms
- Research Methods and Academic Writing

### Specialization modules
- Management of Risk and Opportunities
- Applied Global Finance
- Supply Chain Planning and IT
- Communication Skills

### Leadership skills
- Key competences

## Part-time Curriculum

<table>
<thead>
<tr>
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<tr>
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<tr>
<td>Project 1: Business Modeling</td>
<td>Systemic Leadership – &quot;denkberatung&quot;</td>
</tr>
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</table>

### Function related main topics
- International Strategic Challenges (NBS)
- Core Supply Chain Processes
- Ethics and Behavioral Economics
- Project 1: Business Modeling

### Specialization modules
- International Marketing Management (NBS)
- Strategic SCM Paradigms
- Research Methods and Academic Writing
- Project 2: Strategy

### Leadership skills
- Key competences

### Work-based projects
- Project 3: Marketing
- Project 4: Finance
- Project 5: Internality
Program Components
- Full-time or part-time study format with one or more companies
- 120 ECTS credits
- Structure full-time program per trimester
  - eight weeks at 12 contact hours each
  - two block weeks
- Structure part-time program five block weeks throughout
  + 30 to 35 weekends
  + Online supervision
- Program held in English language
- Part-time study format: Modules by visiting professors from Newcastle Business School

Duration
- 24 months = six trimesters
- beginning in October

Degree
- Master of Arts M. A. Strategic Supply Chain Management
- System accredited by FIBAA

A Maximum of International
Graduate programs at accadis provide you with a maximum of international focus. In their second year, full-time students enroll in a semester abroad, while students in the dual or part-time programs profit from visiting professors from Northumbria University, Newcastle.

Our Network
accadis Hochschule looks back on a long tradition and as a result works with a comprehensive network of manufacturing and tradie companies as well as logistics service providers. Be it Fresenius SE & Co. KGaA, Hertz Autovermietung GmbH or Biotest AG - our regular contact to the real world of skills results in the relevance and applicability of the course content imparted in the Strategic Supply Chain Management program. Furthermore the specialist discussions with practitioners provides us with the assurance that well-trained supply chain managers are currently more than ever in demand.
The sports business in a global context has been undergoing radical changes. Leaders in sports management must be prepared! Sport talents from around the globe are pushing their way onto sport markets (sport clubs, sport leagues, sport events, sport businesses), which have already been operating at an international level for a long time. These sport talents expect skillful staff to recognize their potential and to foster and promote it. Strategies and skills, being able to adopt an intercultural mentality, understand diversity as a beneficial quality and take up on opportunities for responsible development - all of these factors are what is called for here. Attaining all of these skills is indeed possible, and a sustainable graduate program as this one at accadis, will successfully prepare you for all of these challenges.

I am looking forward to sharing with you my extensive experience from both practice and theory.

Prof. Dr. Gerhard Trosien
Founder and long-term Dean of various sport management programs
Global Sports Management
Master of Arts M. A.

If sports is your passion and your greatest wish is a major career in sports management, then the accadis graduate program Global Sports Management will optimally prepare you for the challenges of this fascinating sector. This program provides the basis to improving your career in this sector or to changing the focus of your current career.

Your future career

The sports industry has developed into a multi-billion-Euro business, which when seen on a global scale, by far has not yet reached its growth potential. For that reason those businesses involved in the sports industry are currently in search of qualified and specialized managers, who have the ability to actively recognize the opportunities at hand, and are able to derive strategic and operative action plans therefrom. Wonderful and exciting perspectives for graduates of the Global Sports Management program!

Program

The graduate program Global Sports Management prepares its students on their path to becoming leaders in globally engaged sports enterprises. With a strong practice-relevance or parallel employment, the Master in Global Sports Management is laid out over 2 years with 120 ECTS credits. It can be completed in full-time or in a part-time study format.

In order that you can later thoroughly fulfill your responsibilities as a manager in the global sports industry, the key sports management topics Global Sports Industries, Global Sports Professionals and Global Sports Events together with the modules Strategy, Marketing and Finance form the core of this program. Beyond this there are modules in Philosophy and Business Ethics, academic methodology and social skills on the program.

Graduates with an undergraduate degree in Sports Management have a seamless transition within their specialization and can expand their know-how with global and strategic aspects. Students with a general business degree will experience the required focus for a successful career in the sports industry. Nonetheless also sports science graduates under certain prerequisites may enroll in this program. Please contact us directly if this pertains to you.
## Full-time Curriculum

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### Function related main topics
- International Leadership
- Contemporary Internet Marketing
- Management of Risk and Opportunities
- Applied Global Strategy
- Applied Global Marketing
- Applied Global Finance
- Global Sports Professionals
- Global Sports Events
- Global Sports Industries
- Ethics and Behavioral Economics
- Research Methods and Academic Writing
- Communication Skills

### Generic modules with a major-specific assignment
- International Project-based Studies or Semester Abroad
- Real Life Consulting Case

### Specialization modules
- Systemic Leadership - “denkberatung”

### Leadership skills
- Key competences

## Part-time Curriculum

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### NBS - visiting professors from Newcastle in Bad Homburg
- Specialization modules
- Function related main topics

### Leadership skills
- Key competences

### Work based projects
- Projects 1 to 5
Program Components
- Full-time or part-time study format with one or more companies
- 120 ECTS credits
- Structure full-time program per trimester
  - eight weeks at 12 contact hours each
  - two block weeks
- Structure part-time program five block weeks throughout
  + 30 to 35 weekends
  + Online supervision
- Program held in English language
- Part-time study format: Modules by visiting professors from Newcastle Business School

Duration
- 24 months = six trimesters
- beginning in October

Degree
- Master of Arts M. A.
  Global Sports Management
- System accredited by FIBAA

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accadis Hochschule Bad Homburg is one of the first universities in Germany to provide a program in International Sports Management.

These many years of experience have allowed for the resulting extensive network of renowned clubs (e.g. Eintracht Frankfurt), associations (e.g. German Soccer Association DFB), sports agencies (e.g. Sportfive), sport marketing research and consulting (e.g. Repucom, formerly Sport + Markt) and companies specialized in the branded goods industry (e.g. Nike). Consequently our students benefit from the resulting cutting-edge curricula and the many work experience phases.
Digital change and the internationalization of marketing are driving the highly professionalized football business. New jobs are being created in these areas and companies are testing complementary business models - all with the aim of monetizing a football club’s brand in various sectors and an increased global reach. In order to achieve this, the industry needs business management experts who have a basic knowledge of sports business and an understanding of the opportunities and challenges of digitalization. In addition, they must be able to work with confidence in an international arena. Together with guest lecturers from the working world, we will optimally prepare you for these requirements in the International Football Management degree program.

Prof. Dr. Kyung-Yiub Lee
Professor of Sports Marketing
accadis University of Applied Sciences
Bad Homburg
Teammanager U-National Teams
Deutscher Fußball-Bund (German Soccer Association) e.V.
International Football Management
Master of Arts M. A.

Is football your passion? Are you looking for a top career in the global football business market? Then prepare yourself for a fascinating and dynamic industry with our International Football Management Master’s program. Begin or boost your career in a football club or related business enterprise with a well-founded, internationally oriented degree course.

Your future career

Football is undoubtedly a commercialised sport. Internationalisation and digitisation are also driving the transition from sports to media company. A look at the US Major Leagues reveals the path being taken by European club football. The companies in the European football business are therefore looking for qualified managers who will market football internationally and develop complementary digital business models. The graduates of the Master’s program in International Football Management will have excellent and exciting prospects.

Program

The graduate program in International Football Management prepares you for your career as an executive in global and digital marketing football companies. With a strong practice orientation or parallel employment, the accadis Master’s degree program is two years in duration and is designed for 120 ECTS credits. You can study in full-time or in part-time in the dual work/study program. As a Bachelor’s degree graduate in sports management or general business administration, you will expand your know-how to include the current trends in global and digital marketing as well as the management challenges in companies that are internationalizing in this market.

In order for you to fulfil your responsibilities as a manager in the global football business perfectly, the core of your studies is made up of the key topics of the industry such as Digitalization in the Football Business, Internationalization of Sports Marketing and Intercultural Challenges of HR Management. This, together with the international modules in strategy, marketing and finance represents the heart of your studies. There are furthermore modules on business ethics, academic methodology and social skills on the program.
# International Football Management

**Master of Arts M. A.**

## Full-time Curriculum

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- Function related main topics
- Generic modules with a major-specific assignment
- Specialization modules
- Leadership skills
  - Key competences

## Part-time Curriculum

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- NBS - visiting professors from Newcastle in Bad Homburg
- Specialization modules
- Function related main topics
- Leadership skills
  - Key competences
- Work-based projects
Program Components
- Full-time or part-time study format with one or more companies
- 120 ECTS credits
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  + 30 to 35 weekends
  + Online supervision
- Program held in English language
- Part-time study format: Modules by visiting professors from Newcastle Business School

Duration
- 24 months = six trimesters
- beginning in October

Degree
- Master of Arts M. A. International Football Management
- System accredited by FIBAA

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The pharmaceutical and medical technology industry is an exciting and highly dynamic growth sector. Particularly the marketing and sales departments provide attractive opportunities for entry and advancement in this sector.

The condition nonetheless is a thorough understanding of the special structures and mechanisms in this industry. In a unique module combination of theory and practice this graduate program International Health Care Management conveys the know-how and skills which you will need to be equipped with in order that you can successfully support your company in contributing to people’s health.

Prof. Dr. Marcus Oehlrich

Master of Science in Pharmaceutical Medicine (Witten/Herdecke)
Head of Department Finance and Accounting
accadis Hochschule Bad Homburg
International Health Care Management
Master of Arts M. A.

Your future career

The International Health Care Management program addresses undergraduates degree holders which wish to grow into a leadership role in the health care sector or who are simply very interested in this industry. Beyond the advancement of your management skills (also see M.A. International Management on the previous pages), you will learn all about the structures and stakeholders in the incessantly growing health care market. This will not only be limited to the German market, but we will also be drawing international comparisons.

Program

The modules in this program will train you to become a generic leader in the health care sector.

Beyond the management modules you will also be enrolled in modules such as Introduction to Health Care Management and Health Care specific work based projects, which above all focus on the marketing challenges in the health care industry, but also address questions of ethics and quality management.

Generic modules with a major-specific assignment
- Applied Global Strategy
- Applied Global Finance
- Applied Global Marketing

Function related main topics
- International Leadership
- Contemporary Internet Marketing
- Management of Risk and Opportunities

Health Care specialization modules
- Health Care Market and Health Care Policy
- Stakeholders I: Health Insurances, Pharmaceutical Companies, Pharmacies
- Stakeholders II: Hospitals, Doctors, Integrated Health Care
### Full-time Curriculum

#### 1st year

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#### 2nd year

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<th>Trimester 5</th>
<th>Trimester 6</th>
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<tr>
<td>International Project-based Studies or Semester Abroad</td>
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### Part-time Curriculum

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- **NBS - visiting professors from Newcastle in Bad Homburg**
- **Specialization modules**
- **Function related main topics**
- **Leadership skills**
- **Key competences**
- **Work based projects**
Program Components
- Full-time or part-time study format with one or more companies
- 120 ECTS credits
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- Program held in English language
- Part-time study format: Modules by visiting professors from Newcastle Business School

Duration
- 24 months = six trimesters
- beginning in October

Degree
- Master of Arts M. A.
  International Health Care Management
- System accredited by FIBAA

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Our Network
Own achievements are the foundation for success. Trust-based co-operations with strong partners are the multiplier thereof. The same goes for accadis Hochschule Bad Homburg, which is tied into a global network and profits from strong partners.

In addition to partner universities on four continents accadis Hochschule Bad Homburg above all can count on numerous co-operation partners in the business world. This is the case for the work-study (dual) program as well as for joint work-based and research projects. We work together with large corporations such as Fresenius SE & Co. KGaA, Deutsche Leasing AG or Ernst & Young GmbH, but also with many small and medium-sized companies from many different sectors. These co-operations warrant the practical viability and applicability of the knowledge which we impart at accadis Hochschule.
The fascination and significance of the luxury goods world remains unabated. Nevertheless, brand and luxury goods do not only stand for quality with a corresponding price tag. The emotional benefit and the special added value which the goods instill also warrants a high level of customer satisfaction. For this reason not only top earners show interest in high quality product groups, but also an epicurist clientele which wishes to avail itself of exclusivity as a unique product reference. High quality, specific worlds of experience and the prominent significance of objects of fascination belong to the classic luxury consumer world to the same extent as does the extraordinary status of a top customer. This relatively new and professionally developed marketing sector includes dealing with a broad group of exclusive products; the factors of success you will learn to be familiar with and apply creatively and innovatively. Our location in Bad Homburg is your starting point for the development of high-grade product profiles for top clients!

Prof. Dr. Andrea Hüttmann
Head of Department
Communication Skills
accadis Hochschule Bad Homburg
Brand and Luxury Goods Marketing
Master of Arts M. A.

With your skills and know-how in dealing with premium brands on the global stage you are perfectly equipped to take on management challenges with leading businesses in the luxury goods and services sector. In your role as Account Manager, Marketing Manager or Business Development Manager you understand that the product portfolio of your target group is not only a status symbol but also an expression of a lifestyle which is strongly characterized by a quality mentality and sensory perception.

Your future career

The global luxury goods industry includes fashion and accessories but also capital goods such as real estate or artwork. Managers in the premium or luxury goods and services sector recognize economic, cultural and technological developments in a complex, discerning and globally focused high-end market. This is the basis from which you will derive the strategies for your company. To this end you will combine your business expertise with strategic thinking and creativity.

Program

Based on the cultural foundations which the luxury goods industry requires, the students focus on the management instruments relevant for successful leadership in a luxury goods company. Special focus is given to brand management and an efficient supply chain strategy as a key to a sustainable growth strategy. The graduate program Brand and Luxury Goods Marketing prepares the students for leadership roles in globally active companies in the luxury goods industry.

The program is laid out over 2 years with 120 ECTS credits. It can be completed in full-time or in a part-time study format.

The accadis graduate program Brand and Luxury Goods Marketing provides its students with a maximum of international concentration. Full-time students may complete a semester abroad in the second year, while part-time format students profit from visiting professors from Northumbria University, Newcastle.
## Full-time Curriculum

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### Function related main topics
- International Leadership
- Contemporary Internet Marketing
- Management of Risk and Opportunities

### Generic modules with a major-specific assignment
- Applied Global Strategy
- Applied Global Marketing
- Applied Global Finance

### Specialization modules
- Brand Management
- Luxury Markets
- Distribution and Communication of Luxury

### Leadership skills
- Key competences

### Work based projects

## Part-time Curriculum

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### NBS - visiting professors from Newcastle in Bad Homburg
- Specialization modules
- Function related main topics

### Leadership skills
- Key competences

### Work based projects
Our Network

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Program Components

- Full-time or part-time study format with one or more companies
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Duration

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Degree

- Master of Arts M. A.
  Brand and Luxury Goods Marketing
- System accredited by FIBAA

A Maximum of International

Graduate programs at accadis provide you with a maximum of international focus. In their second year, full-time students enroll in a semester abroad, while students in the dual or part-time programs profit from visiting professors from Northumbria University, Newcastle.
The global success factors of products do not make halt at borders. Instead they open a perspective for comprehensive strategy scenarios. Those products which can be standardized and are therefore less culture-bound, e.g. fast food or high-tech products, belong to the range of services provided by global businesses. An increasingly significant and also culturally observable comparability of need and demand in turn requires competitive offerings. With the focused competence development in our Global Marketing Management program we give you access to this extremely exciting worldwide perspective which encompasses all significant marketing activities as a global player. You will sharpen your transnational focus on cross-cultural groups, i.e. target audiences of global relevance, with conceptual and application oriented reasoning as well as with practice oriented case studies of a global nature. Our Global Marketing Management program will make you a global professional for the spheres of activity reigned by multinational corporations!

Prof. Dr. Andreas Huber
Head of Department
Marketing and Media
accadis Hochschule Bad Homburg
Global Marketing Management
Master of Arts M. A.

As a marketing professional with a global orientation you are trained for the requirements profile of an internationally operating business in a B2B and B2C environment. You have an extensive knowledge covering international marketing theory and practice and move confidently in a multicultural environment.

Your future career

The trend towards increasing extensive co-operations between national economies in business, culture, politics and technology is providing globally oriented companies with the opportunity to tap into new growth potential. Managers in global marketing analyze the international competitive environment. In doing so they plan and implement the global marketing strategy, position the product portfolio, develop pricing strategies for the various markets or are responsible for identifying appropriate co-operation partners in business development. They furthermore define the requirements for all relevant channels of distribution.

Program

The graduate program Global Marketing Management is tailored to the international marketing environment. Students focus on the strategic and operative marketing tools which are relevant in a global context. The M.A. Global Marketing Management program prepares students for leadership roles in an international B2B and B2C company.

The program is laid out over 2 years with 120 ECTS credits. It can be completed in full-time or in a part-time study format.
### Full-time Curriculum

<table>
<thead>
<tr>
<th>1st year</th>
<th>2nd year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trimester 1</td>
<td>Trimester 2</td>
</tr>
<tr>
<td>International Leadership</td>
<td>Contemporary Internet Marketing</td>
</tr>
<tr>
<td>Applied Global Strategy</td>
<td>Applied Global Marketing</td>
</tr>
<tr>
<td>Brand Management</td>
<td>Consumer Behavior</td>
</tr>
<tr>
<td>Ethics and Behavioral Economics</td>
<td>Research Methods and Academic Writing</td>
</tr>
</tbody>
</table>

- **Function related main topics**
- **Generic modules with a major-specific assignment**
- **Specialization modules**
- **Leadership skills**
- **Key competences**

### Part-time Curriculum

<table>
<thead>
<tr>
<th>1st year</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Trimester 1</td>
<td>Trimester 2</td>
</tr>
<tr>
<td>International Strategic Challenges (NBS)</td>
<td>International Marketing Management (NBS)</td>
</tr>
<tr>
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<td>Consumer Behavior</td>
</tr>
<tr>
<td>Ethics and Behavioral Economics</td>
<td>Research Methods and Academic Writing</td>
</tr>
<tr>
<td>Project 1: Business Modeling</td>
<td>Project 2: Strategy</td>
</tr>
</tbody>
</table>

- **NBS - visiting professors from Newcastle in Bad Homburg**
- **Specialization modules**
- **Function related main topics**
- **Leadership skills**
- **Key competences**
- **Work based projects**
Program Components
- Full-time or part-time study format with one or more companies
- 120 ECTS credits
- Structure full-time program per trimester
  - eight weeks at 12 contact hours each
  - two block weeks
- Structure part-time program five block weeks throughout
  + 30 to 35 weekends
  + Online supervision
- Program held in English language
- Part-time study format: Modules by visiting professors from Newcastle Business School

Duration
- 24 months = six trimesters
- beginning in October

Degree
- Master of Arts M. A.
  Global Marketing Management
- System accredited by FIBAA

A Maximum of International
Graduate programs at accadis provide you with a maximum of international focus. In their second year, full-time students enroll in a semester abroad, while students in the dual or part-time programs profit from visiting professors from Northumbria University, Newcastle.

Our Network
Own achievements are the foundation for success. Trust-based co-operations with strong partners are the multiplier thereof. The same goes for accadis Hochschule Bad Homburg, which is tied into a global network and profits from strong partners.

In addition to partner universities on four continents accadis Hochschule Bad Homburg above all can count on numerous co-operation partners in the business world. This is the case for the work-study (dual) program as well as for joint work-based and research projects. We work together with large corporations such as Fresenius SE & Co. KGaA, Deutsche Leasing AG or Ernst & Young GmbH, but also with many small and medium-sized companies from many different sectors. These co-operations warrant the practical viability and applicability of the knowledge which we impart at accadis Hochschule.
Cross-functional know-how in business administration is the prerequisite for a career path into senior management. Beyond a strong grasp of one’s own expertise, it is important to be able to carry out discussions with colleagues on equal footing. Strategic options need to be assessed from all sides in order to identify the best decision for the company. To this end, future managers head back “to school” in order align their practical experience from their own functional areas of responsibility with the most current theoretical approaches. Moreover, their knowledge and skills in other functional areas of business administration are expanded as they gain a stronger international perspective and an understanding of the present challenges faced by individual business divisions.

Robert Hattemer
Head of Department
Management and Strategy
accadis Hochschule Bad Homburg
You continue to work in your current position and parallel to that our MBA program will help you obtain the skills and tools which will support you in mastering entrepreneurial challenges you will be experiencing. This path will lead you to your future leadership role.

Your future career

Management leaders are able to apply their entrepreneurial skills and at the same time keep an eye on the big picture. They manage change with an awareness of ethical questions and the social impacts of their business decisions. With the help of an entrepreneurial mentality and the ability to recognize opportunities you will learn to translate these into strategies and to how to communicate these to internal and external stakeholders.

Program

The accadis MBA is a program for applicants which already have work experience and bear responsibility in their current job. This is a program for those that wish to qualify for the top positions in their companies. International leaders often manage staff and departments across numerous locations. They often share responsibility for their company’s corporate global strategy.

This program has a strong strategic concentration with an international focus and a strong practice relevance through-out. The MBA program does not only address graduates with a business or economics degree but explicitly also such professionals as engineers, lawyers or natural scientists with experience in management positions.
Part-time Curriculum

<table>
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NBS - visiting professors from Newcastle in Bad Homburg

Core Subjects | Specialization modules | Leadership skills | Key competences

Recognition of Credits – A Closer Look at the Rules of the Bologna Process

In Germany bestowal of a graduate degree – and this also goes for MBA degrees – requires successful completion of 300 ECTS, which is the sum of credits attained in the first degree, i.e. Bachelors or the German Diplom, and the second degree i.e. Masters.

The MBA program at accadis Hochschule totals 70 ECTS. If you previously completed a German Diplom-program (which is generally credited with 240 ECTS), once you add the ECTS of the accadis graduate degree, you will have surpassed the 300 ECTS. If you have beforehand completed an undergraduate degree with 180 or 120 ECTS, then the difference can be made up by recognition of any earlier work experience, further education or from supplementary courses or work-based projects you accomplished before beginning your studies. We are happy to advise you on this matter.

This might initially all sound rather involving, but the advantage of this German singular approach concerning the 300 ECTS quickly becomes evident. With a German graduate degree you have automatically achieved the right to apply for doctoral studies.
Program Components

- MBA in part-time format
- 70 ECTS credits
- Structure
  - four block weeks throughout
  - + 25 to 30 weekends
  - + Online supervision
- Program held in English language
- Modules by visiting professors from Newcastle Business School
- Selected course from all graduate programs

Duration

- MBA 20 months = five trimesters
- beginning in November

Degree

- Master of Business Administration
  - MBA - Management and Leadership
- System accredited by FIBAA

A Maximum of International

Graduate programs at accadis provide you with a maximum of international focus. In their second year, full-time students enroll in a semester abroad, while students in the dual or part-time programs profit from visiting professors from Northumbria University, Newcastle.

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Doctoral Programs in co-operation with Northumbria University Newcastle

Obtain your Doctorate as a Research Assistant (Full-time) or Externally (Part-time)

In Germany universities of applied science do not have the authority to award doctorates. They are, nevertheless, permitted to provide doctoral programs in co-operation with other universities. Based thereon, this is something we do together with our long-standing international partner Newcastle Business School. We provide a whole range of postgraduate programs such as the DBA (Doctor of Business Administration), the DBL (Doctor of Business Leadership) and the PhD.

All programs can be completed in part- or full-time. During the two to five years of the program you concentrate on your doctoral thesis. You will be accompanied by modules on methodology (e.g. Research Methods, Academic Writing, Academic Ethics) and doctoral seminars.

The doctoral thesis is submitted in English and you are jointly supervised by a supervision team made up of one supervisor from accadis Hochschule and the other from Newcastle Business School. You will be graduating with one of the above mentioned postgraduate degree titles which permit you to use the doctoral title.

Research topics are preferentially chosen from the following topics: Sports Management, Social Media/Internet, Marketing or Business Ethics.

Please contact us by email if this is of interest to you and you wish to become a Doctoral candidate - Prof. Dr. Florian Pfeffel, studienberatung@accadis.com.
Cooperation between Northumbria University and accadis Hochschule

- Newcastle Business School is one of four faculties within Northumbria University and is situated in Newcastle upon Tyne. NBS fosters a strong international focus and has a total of 5,500 enrolled students.

- Newcastle Business School proudly holds full AACSB accreditation. NBS is renowned for its outstanding reputation for business management education.

- NBS’ research largely focuses on interdisciplinary themes and strongly emphasizes practical application.


- This collaboration between accadis and Northumbria University allows both accadis as well as other graduates to apply for enrollment in a PhD or a DBA programme. It needs to be mentioned that in Germany both degrees are officially recognised doctoral degrees.

- accadis pre-selects candidates for the programme and final admission is determined by Northumbria University. Joint supervision is provided by Northumbria University (1st supervisor) and accadis (2nd supervisor).

- Programme delivery is based on Northumbria University’s Regulations & Code of Practice for research degree programmes.

- accadis candidates will receive administrative support by their home institution.
For students at accadis Hochschule it is the international focus that is an essential element of their program of study. This allows students in the full-time graduate programs to study abroad for one semester at the beginning of their second year of studies.
The link with accadis Hochschule is one of Newcastle Business School’s most durable partnerships, with 22 years of cooperation. The foundation of this very successful partnership is the commitment of both partners to high quality teaching. We can see this quality in the excellent performance of the students that accadis send to Newcastle each year – their marks are normally in the upper quartile of marks from all students including UK students in their third year of study at NBS.

The excellence of the teaching at Newcastle Business School is recognised externally. Most of our undergraduate programmes have held EPAS accreditation since 2010. In 2014 we were awarded AACSB accreditation for both Business and Accounting programmes – the first Business School in Europe to hold this joint accreditation.

One of the main attributes of NBS graduates is employability. We design programmes and modules to develop transferrable skills which will be useful to employers. We teach business theory but our focus is on application of theory to solve problems. We aim to help students become independent and lifelong learners. The strong performance of accadis students in NBS is evidence that the teaching philosophies of both institutions are very similar.

Our collaboration has been deepened since 2007 by NBS staff teaching on accadis Masters programmes at Bad Homburg – sometimes meeting students who studied in Newcastle as part of their undergraduate programme. More recently, we have explored further collaboration with accadis on Doctoral level programmes. We look forward to the continuing evolution of the partnership.

Dr. Ceridwyn Bessant
Associate Dean
International Department:
Newcastle Business School
Bad Homburg lies a mere 15 kilometers from the financial metropolis of Frankfurt am Main (federal state of Hesse). Frankfurt is home not only to the headquarters of Deutsche Bank and European Central Bank (ECB), but to many international corporations. It is one of the most relevant cities in the country, with a globally recognized reputation, largely due to the many fairs and exhibitions held here, some of which are the biggest in the world. From Bad Homburg, you can reach Frankfurt city center in about 20 minutes by train or subway. Frankfurt is also one of the biggest university cities in Germany, creating a pleasant, international atmosphere. This European metropolis is full of cultural and entertainment opportunities.

Life in Bad Homburg is pleasant, appealing and culturally diverse. Bad Homburg, with its 52,000 inhabitants, also has much to offer. Since the 19th century, this spa town is one of the most recognized in the world. The German Emperor as well as many Russian Tsars enjoyed spending their summers here. Even today, it has a rich cultural life with events big and small, concerts, art exhibits and festivals, but also wellness and sports all year round.

Due to its central position within Germany, many cities like Cologne, Dusseldorf, Stuttgart, Berlin and Munich can be easily reached from Bad Homburg. International destinations like Strasbourg (France), Prague (Czech Republic) and Brussels (Belgium) are also quickly accessible.

Thanks to the many international corporations residing here, Bad Homburg can legitimately lay claim to the title of important business location in the Frankfurt and Rhein-Main-area.

What matters in lectures is relevant for leisure time also. That is why the ideals of the accadis-family are also present in the many extracurricular activities, initiatives and events happening all year round. Different sports, festivities, excursions and competitions complement lectures and thus offer an intense and varied university experience.
University Degree

You are an applicant if you have previously graduated from a recognized/approved international Higher Education Institution (HEI).

In addition, those students who are in their last year of undergraduate university studies and are qualified to apply, admission remains conditional until the final university degree diploma and transcript have been received.

If you are not sure whether your university certificate complies with the entry requirements in Germany or not, do not hesitate to contact the International Office at accadis Hochschule by submitting a scanned copy of the documents to study.abroad@accadis.com

Language Skills

Minimum entry level according to the Common European Framework of Reference for Languages (CEFR):

**English B2-C1:**
- IELTS 6.5
- TOEFL iBT 94 or comparable

Further prerequisites

- Good final grade in your undergraduate degree; minimum B level
- Successful interview (for applicants from abroad this can also be arranged via Skype)
- Application before the deadline: June 15th
- Work experience | for MBA only
  skills in business management principles attained during two years’ work experience at a management level
- Two references | for MBA only
- contract of service or employment during the program | for MBA only

For international students without any previous knowledge in Business Management, accadis Hochschule accepts a pass in the GMAT for the MBA program application process. The student should have achieved at least 500 points. However, a GMAT is not a prerequisite for a successful application!
Graduates from accadis Hochschule Bad Homburg
Be inspired!

Anika Marie Kennaugh
graduated 2017
MBA Management and Leadership

Berufliche Stationen
■ Product Manager,
adidas Football Global,
adidas AG

Florian Krenz
graduated 2013
M.A. International Management

Professional background
■ Corporate Communication Advisor,
ING-DiBa

Maximilian Ferdinand Diem
graduated 2013
M.A. International Management

Professional background
■ Senior Associate, EY InnovaN
Management Advisors GmbH

Studying parallel to the job and immediately implementing new knowledge. These are the two pillars which built my decision to study at the accadis Hochschule Bad Homburg. On a closer look this translates to a curriculum integrating daily business whilst conveying industry-relevant knowledge. The international flair of the university paired with the warmth of a family business to me is the foundation of a successful range of programs. In summary I can say that I was able to apply my newly acquired skills 100 percent and to 360° into my daily work.

I chose to do my Master degree at accadis Hochschule as the program allowed me to continue working full-time while studying in parallel. Reasons such as personal support and supervision along with a strong practical orientation of the lectures are something that already had me fully convinced during my previous undergraduate studies at accadis Hochschule. The combination of practice concentration and reconcilability with my current occupation were not just empty promises but were flawlessly put into action.

I consciously chose a graduate program at accadis Hochschule as the newly acquired theoretical knowledge can immediately be adopted to topics involved in my daily job. The combination of small groups and an international focus provided by bilingual lectures is something that had me convinced from the beginning and supported me in my profession. During my academic training I was able to apply many helpful methods which I acquired in lectures to my duties in my job. I definitely would choose this study format again.
The staff at accadis Hochschule distinguish themselves through its friendliness and helpfulness. Personal support and excellent service are natural to us. Don’t hesitate to contact the International Office, Student Services and the Career Center. We are here for you.

There is always a contact person available at the International Office who can support you in all organizational matters. You will be guided through the application process and matriculation and all necessary information and documents will be provided for you.

All academic questions about the daily course of studies may be directed to the lecturers and the Head of Studies. They will support you in all aspects of your academic career, like studies, exams and internships.

The students are assisted in finding accommodation in Bad Homburg or Frankfurt. Whether it is a student hall of residence, flat or shared flat, we help you find the right place to stay.

The campus is equipped with a state-of-the-art infrastructure. Students receive efficient IT support. They are also set up with a personal email account from accadis Hochschule.

Through the Student Association, you can meet new friends and exchange experiences about all aspects of your personal and academic life. It is a great opportunity for a successful integration.

The International Office organizes excursions and extracurricular activities in the Bad Homburg and Frankfurt area.

Buddy Program: German students partner with new students and explain to them how the campus works. This helps you to get to know your fellow students quickly.
I’m interested in studying at accadis… what’s next?
Application + enrolment + visa

1. Check requirements, fees and deadlines

2. Submit application (by email or regular mail)

   If applying electronically, please attach the required documents as PDF files and email your application to study.abroad@accadis.com

   If applying by mail, please send copies of the required documents along with your application to accadis Hochschule Bad Homburg PO Box 11 01 61281 Bad Homburg Germany

   Once we have received the complete application, you will immediately be assigned a personal contact at accadis’ International Office, who will guide you through the complete application and enrolment process.

3. The Skype interview

   The Skype interview allows us to get to know you personally and to learn about your motivation for wanting to study at our institution. The interview will last approximately half an hour.

4. Accept our offer by signing the contract

5. Enrolment will only be effective upon receipt of the admission fee. You will receive a confirmation of enrolment immediately upon receipt.

   Do you need a visa? Once all steps mentioned above have been completed successfully, accadis Hochschule will issue all necessary documents you need to apply for a student visa for Germany.
As a provider of private higher education, accadis has more than 35 years’ experience in this sector. As a pioneer in Germany accadis already awarded the first Bachelor degrees in International Business in 1993.

We provide students in both undergraduate and graduate programs with an individual atmosphere with personal supervision in small groups”, is the promise made by Prof. Dr. Florian Pfeffel, President of accadis Hochschule. “Our graduates set off into the working world well-equipped and with highly-trained reasoning skills”. This furthermore includes many cross-curricular skills such as methodological and social skills. Students are trained in these competences at accadis Hochschule in additional lectures in order that they will later on be able to hold convincing presentations, enjoy teamwork and excel at it and be strong leaders. Internationality is also key. Guest lecturers from abroad and partnerships with foreign universities are a must. Practical orientation is among other things warranted by guest lecturers from the business world as well as internships with academic supervision.

Bachelor programs and study formats

<table>
<thead>
<tr>
<th>Bachelor of Arts B. A. Program</th>
<th>Full-time studies</th>
<th>Dual course of studies</th>
<th>Part-time studies</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Management</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Digital Business Management</td>
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<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>International Sports Management</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>International Marketing Management</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Marketing and Event Management</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Media and Creative Industries Management</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Business Communication Management</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Tourism Marketing Management</td>
<td>✓</td>
<td>✓</td>
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</tr>
</tbody>
</table>

General Management
Digital Business Management
International Sports Management
International Marketing Management
Marketing and Event Management
Media and Creative Industries Management
Business Communication Management
Tourism Marketing Management
accadis Hochschule Bad Homburg - First University in the State of Hesse to Receive Seal of Approval for Quality Assurance

First-class quality in research and teaching are key factors for successful study programs. Consequently, accadis Hochschule Bad Homburg has been working with an individual quality assurance system which has guaranteed the high standards of its programs for many years. Just how well this quality assurance has worked in practice has now been evaluated by a panel of independent experts within the framework of a system accreditation. The result: As the first university in Hesse accadis Hochschule Bad Homburg has now successfully undergone the process of certification and has officially been system accredited by the FIBAA accrediting agency since 28 November 2014.

The accadis Hochschule Bad Homburg system accreditation was carried out by the FIBAA accreditation commission and is valid with unconditional clearance until the year 2020. “We are proud that FIBAA is honoring our many years of work in the area of quality assurance and has been convinced by our system”, explains Professor Dr. Werner Meißner, President of accadis Hochschule Bad Homburg. Throughout Germany, accadis Hochschule Bad Homburg hence belongs to a small circle of system accredited universities: Of over 400 state, church and privately run universities, so far less than six percent have successfully undergone a system accreditation.

accadis Hochschule relies on independent certification

Apart from the system accreditation, for many years accadis Hochschule Bad Homburg has relied upon independent certifications for the assurance of quality research and teaching. Before the system accreditation was undertaken, all programs regularly underwent the procedures of program accreditations and re-accreditations. As a university, accadis was already institutionally accredited by the German Council of Science and Humanities in 2010.
one step ahead
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