



INTERNATIONAL MANAGEMENT



FOCUS ON CREATIVE MANAGEMENT

MASTER OF ARTS (M.A.)

STUDY PROGRAMME

Our new Master's programme "International Management – Focus on Creative Management" provides our students with a holistic management education that focuses on both: the business environment and the arts.

The curriculum combines international management theory with creativity and real business experience.

Students learn about Human Resources and Marketing as well as Contract and Strategic Management. They are acquainted with digital business models and transformation processes and know how to foster innovation in companies.

Apart from classic management theories, the programme takes inspiration from the world of arts. "Creative Management" students understand how arts, music and film influence management and leadership styles.

Students know how to integrate methods such as visual analysis, active listening, visual analysis, sketchbooks, storytelling and creative career development into their leadership skill set.

They get to apply artistic and creative approaches to team building, organisational change and research and know how to negotiate and communicate in an international environment.

Thanks to the skill-based and project-centered focus, students are prepared for a range of management professions that require complex and creative decision-making skills.

UNIQUE FEATURES

- Learning experience and expertise in two worlds: business and the arts
- First-hand intercultural experience: international student body, integrated German courses and a diversity certificate
- Students get real work experience in projects and internships

AT A GLANCE

DEGREE

Master of Arts

CREDIT POINTS

120 ECTS

DURATION

4 semesters

START

September or March

STUDY CONCEPT

Full-time

LANGUAGE

English

TUITION FEES

EU/EEA Students € 780 / month

Non-EU/EEA Students € 5,400 / semester

CAMPUS

Berlin

CUSTOMIZE YOUR STUDIES

We promote interdisciplinary thinking and studying through the extracurricular offers of our sister SRH universities in Berlin.

CURRICULUM

MASTER OF ARTS
INTERNATIONAL MANAGEMENT - FOCUS ON CREATIVE MANAGEMENT (M.A.)

1. Semester	International Contractual Management	Risk Management in Value Creation	International Negotiation & Conflict Management	Arts, Aesthetics and Management
	Operations and Project Management			
	Developing Managerial Skills I: Case Studies			
2. Semester	The Art of Leadership: Learning how to look	The Groove of Business: Music and Management	Film and Storytelling	Developing Managerial Skills II: Business Simulation
	Technological Foresight and Innovation Strategies			
	Business Model Generation			
3. Semester	Human Resource Management & Ethical Leadership in International Enterprises	Legal Environment of International Business and Foreign Trade	Risk Management in Financing	Creative Career Development
	Leadership and Global Strategic Management			
	International Marketing Management			
4. Semester	Internship	Master Seminar / Artistic Research	Master Thesis Master Colloquium	

STUDY ADVISOR



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**CUSTOMIZE
YOUR
STUDIES**

ADMISSION & APPLICATION

The main admission requirements are:

- Bachelor's degree from a university or technical college with a minimum of 180 ECTS (or equivalent academic degree)
- Proof of sufficient English language skills
We accept TOEFL, IELTS, TOEIC, CAE, CPE or equivalent.
- Letter of Motivation

You can apply online under campus.srh-hochschule-berlin.de.

We will then invite you to a telephone interview.

STUDY FEES

The tuition fees are € 780 per month for EU/EEA students and € 5,400 per semester for Non-EU/EEA students. There is an extra one-off fee of € 280 for our diversity training and a one-off € 350 enrolment fee (€ 750 for Non-EU/EEA). An examination fee of € 2,400 and a one-off career preparation fee of € 700 is added to the tuition.

ABOUT US

Our university is located in central Berlin at Ernst-Reuter-Platz and offers Bachelor, Master and MBA programmes in English and German. Approximately 1000 students from 85 nations study at SRH Hochschule Berlin, the most international management university in Germany. In addition to an international atmosphere, our students enjoy the opportunity to get in touch with business partners and create a professional network through internships and company projects. We offer a wide range of services to support you in finding an internship, organising a semester abroad, taking care of important tasks during your studies and getting in touch with former students of our SRH Alumni Network.