

# BROCHURE: GISMA – STUDY IN GERMANY

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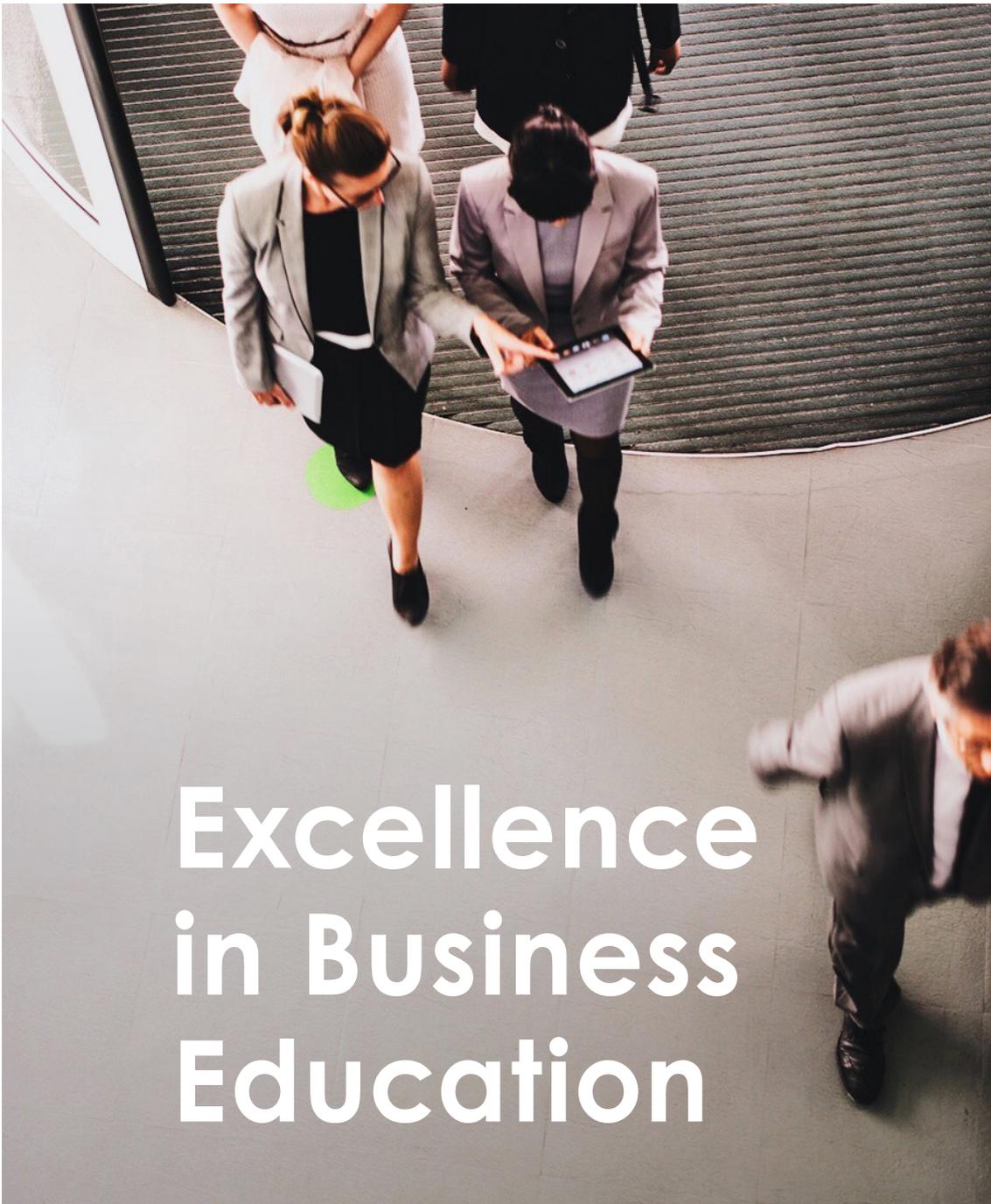


**GISMA**

**BUSINESS  
SCHOOL**

**Prospectus  
2017 / 18**

**Hannover • Berlin**



# Excellence in Business Education

# Excellence in Business Education

# Hello & welcome

“Today, the world of business is international, dynamic and evolving at an expedited rate. Every day, solutions are required for changing business environments.”



Thorsten Thiel,  
Managing Director

“All organisations are subject to meeting the challenges faced by modern world businesses. In a global environment with consistently shifting markets, we understand the increased demand for a new type of leader; one that is adaptable, multilingual and pragmatic.

We teach the concepts of leadership, business ethics, international business relations and globalisation. The educational experience here stands out in terms of real world significance and up-to-date management and leadership theory in both national and international contexts. In a growing and highly competitive job market, our programmes give students the edge they need, assisting with their short and long term career goals. Our professors are adept in their areas of expertise and come from all over the world, making the faculty truly international.

Finally, all postgraduate degrees are taught in English, and international students are given the option to study German on campus should they wish to pursue a career here after completing their studies. Our vision is to create ethical leaders who can adapt and thrive within any business environment, creating sustainable growth for the world economy.

As the Managing Director, I look forward to welcoming you to GISMA.”

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# Who we are

The German International Graduate School of Management & Administration (GISMA) is a provider of higher and executive education, as well as language learning. We offer programmes focused on enhancing employability across a range of business industry sectors.

## Student demographics (%)



Based on the Oct 2016 student intakes data for the GISMA MBA programme – The Magellan MBA.



In cooperation with the triple-accredited Grenoble Ecole de Management (GEM), Porto Business School, The University of Law, Arden University and The Language Gallery (TLG), we offer an educational experience aligned with the exceptionally high standards held across Germany.

Combining theory with practice, we fill the gap between conventional studies and the shifting requirements of today's global marketplace.

The Careers Centre at GISMA offers a range of measures to increase the employability of our students. The department actively collaborates with employers to support students in building their network of company contacts. Our graduates work in sectors such as information technology, banking, financial services, engineering, mechanical engineering, oil and gas, human resources, marketing, consulting, and business.

We provide a modern and inspiring learning environment at our campuses in the city centres of Berlin and Hannover, Germany. Studying a business programme with us will help you to significantly enhance your career potential. Our programmes help students gain invaluable client-facing skills to successfully meet

interpersonal and cross-cultural challenges. All programmes are taught in English. We place a high value on language and communication skills and offer a number of language courses through our partnership with The Language Gallery (TLG).

In 2017, GISMA launched two new Grenoble MSc programmes, strengthening our partnership with GEM. Additionally, we offer four MSc programmes in collaboration with The University of Law, which will be starting in September 2017. We are now offering postgraduate programmes designed, delivered, and awarded by Arden University. These programmes combine face-to-face sessions with innovative online learning.

# Why choose us

“GISMA is a one of a kind experience in MBA learning where you can meet people from around the world. Anything is possible at GISMA and nothing can hold you back.”

Craig Curtis,  
GISMA alumnus



- Partnerships with **top European business schools**
- **Central campuses** in Germany
- A diverse, **international environment** with students from all over the world
- Programmes are **ranked highly** worldwide
- Strong **business links**, including companies like Volkswagen and Sennheiser
- Programmes **taught in English**
- Access to our **Careers Centre** service
- Free **German classes** available to all students
- **Scholarships** available

#### Location

As well as being rich in culture, history, and entertainment, Germany is a great place to gain practical business skills. Our campuses are located in the city centres of Berlin and Hannover, offering plenty of commercial and work opportunities.

#### Faculty

Our professors are highly devoted experts who are always willing to engage in academic discussion. They have many years of teaching and industry experience, making them ideal for our students.

#### Career support

Our Careers Centre helps students to fulfil their goals through supporting their professional and personal development. The centre has established long-lasting

relationships with alumni and employers, opening up work opportunities for students.

#### Accreditations

We are partnered with top European business schools, which all have accreditations from prestigious bodies.

Our partners are:

- Grenoble Ecole de Management (accredited by AMBA, EQUIS & AACSB)
- Porto Business School (accredited by AMBA & EPAS)
- The University of Law (ranked first in the UK for overall student satisfaction in the National Student Survey 2016)
- Arden University (the first specialist online learning university to launch in the UK in the last 50 years)

# Study in Germany

“The main attraction of studying in Berlin was the city’s international business environment. GISMA provides great courses in this fantastic city. The capital is one of the most interesting places in Europe and it is made for young people — in fact, it’s also the capital of start-ups. A lot of interesting businesses are taking over here.”

David Mascanzoni,  
GISMA alumnus



Germany has the largest economy in Europe<sup>1</sup> and the fourth largest in the world. As well as having the biggest job market in Europe, it also boasts the highest standards of living on the continent and flourishing science and technology sectors. Skilled professionals in Germany will benefit from:

- A thriving economy and job market
- An affordable cost of living
- Access to international companies
- A wide range of exciting destinations
- A high-quality educational system
- International students can apply for an 18 month postgraduate residence permit to look for a job in Germany

## Cost of living

We have estimated the cost of living as a student in Germany, where living expenses are lower than in many other European countries. Please note that these are only estimates — your experiences may vary.

Estimated expenses per month <sup>2</sup>
<b>Rent and Additional costs:</b> €320 – €500
<b>Food:</b> €200 – €300
<b>Books:</b> €20 – €40
<b>Public transportation:</b> €45 – €75
<b>Telephone and internet:</b> €40 – €60
<b>Health insurance:</b> €45 – €55
<b>Other:</b> €80 – €120
<b>Total:</b> €750 – €1150

<sup>1</sup>2016 GDP World Bank report.

<sup>2</sup>GISMA created this table for you to have a reference based on our experience and students feedback.

## Job market in Germany

With unemployment at a record low and average monthly wages at a record high in 2016, Germany remains an attractive destination for international job seekers. With year-on-year economic growth, there is also an increasing need for more skilled workers to support German business.

## Places of interest in Berlin

**Brandenburg gate** An 18th-century neoclassical triumphal arch, one of Germany’s best-known landmarks. / **Berlin Wall** A barrier that divided Berlin from 1961 to 1989, the defining symbol of the Cold War. / **Reichstag** Home to Germany’s Parliament, the meeting place of the Bundestag (“Federal Assembly”). / **Potsdamer Platz** An important public square and traffic intersection in the centre of Berlin. / **Tiergarten** Berlin’s most popular inner-city park, 210 hectares in size.

## Places of interest in Hannover

**Royal Gardens of Herrenhausen** An ensemble of garden art that ranks among the most important historical gardens in Europe. / **Maschsee Lake** One of the city’s popular recreational areas. / **Opera House** One of the most beautiful neoclassical buildings of its kind. / **Eilenriede** Europe’s largest city forest. / **Hannover Adventure Zoo** Over 3,000 animals and shows.



# Careers Centre

**“I am thankful to GISMA’s Careers Centre for laying the groundwork for my career. It was the career workshops which gave me the confidence I needed and prepared me for the job market.”**

**Narendra Lokireddy,  
GISMA alumnus**



**We offer specialised services to help students fulfil their career goals and improve their professional and personal development. Our relationships with businesses and local company associations mean that we can provide networking events where students can learn, make new connections, and explore different careers.**

## **Mock interviews**

Whenever our students get invited for a job interview, they can participate in a professional mock interview session in order to refine their interview skills. Mock interviews resemble real job interviews as closely as possible and provide valuable feedback and coaching for candidates.

## **Individual coaching**

Once students have prepared their profile, they receive professional support to improve and tailor their application for any position. In addition, we offer individual coaching sessions to discuss career related questions.

## **Career training**

Career training helps students to understand the skills and competencies employers require and how to apply these in a professional context. Our courses focus on the following topics:

- German business culture
- Job searching and applications
- Self-marketing
- Communication and presentation skills
- Conflict management and negotiation skills

## **Corporate partnerships**

Our strong relationships with employers mean that we can always provide the most relevant information about industry trends and recruitment practices. We collaborate with them to help students build a network of company contacts, opening up more job opportunities.

## **Company presentations**

We regularly invite leading company representatives to give presentations about their place of work. These presentations offer students the chance to learn about organisational values, strategies, and potential jobs, as well as an opportunity to meet the speaker and discuss possible roles.

# Programmes

We offer a range of internationally recognised postgraduate degrees from top European business schools. This includes The Magellan MBA from Porto Business School, four programmes from Grenoble Ecole de Management (GEM), four MSc courses from The University of Law, three programmes from Arden University, language programmes from The Language Gallery (TLG), as well as executive education programmes.

## Student background (%)

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Based on the Oct 2016 student intakes data for the GISMA MBA programme — The Magellan MBA.

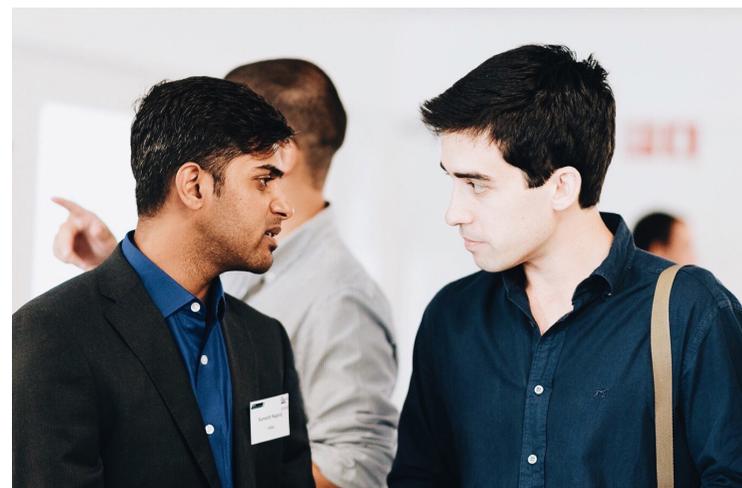


# The Magellan MBA

The double-accredited Magellan MBA (AMBA, EPAS) is designed by Porto Business School and delivered at GISMA Business School. Based in the heart of Hannover, this course is for those looking for a truly international experience. Porto Business School is one of Europe's top business schools, and was ranked 62<sup>nd</sup> by The Financial Times in 2016.

## Programme overview

The Magellan MBA is for high-flying professionals who, regardless of their academic background, seek a career in management with an international perspective. The programme will enable you to become skilled in general management, and well-trained in specific functional management areas, such as marketing, operations, finance, accounting and organisational development. Alongside the core and elective courses, you will be offered a wide range of professional courses covering areas such as personal development and team management. This combination provides you with both hard and soft skills, and experiences which will enable you to expand the borders of your career worldwide.



## Rankings

With a consistent presence in The Financial Times rankings since 2011, Porto Business School is one of the best European business schools (#62, in 2016).

## Benefits

### One programme, two locations

Joint assignments, participation in guest lectures and virtual seminars from Hannover and Porto.

### International week

In 2017, the five days of training were held at the SC Johnson College of Business-Cornell University (Ivy League University), US.

### Coaching pool

One-to-one coaching sessions

### Two alumni networks

GISMA and Porto Business School

## Class profile<sup>1</sup> (%)

- 33 Middle East
- 27 Americas
- 20 Europe
- 20 Asia

<sup>1</sup>Based on data from the October 2016 intake for The Magellan MBA at GISMA Hannover.

<sup>2</sup>T&Cs apply, for more information visit [gisma.com/terms-and-conditions](http://gisma.com/terms-and-conditions).

<sup>3</sup>GISMA offers the A1 German language course free of charge. Further levels are available at a cost.



## Key facts

- Campus** Hannover
- Study mode** Full-time
- Start date** September 2017
- Duration** 14 months (10 months in class + 4 months project)
- Tuition fees** €25,000; scholarships<sup>2</sup> available
- Free German classes<sup>3</sup>**

## Programme content

The programme structure is divided into four core modules. You will also be able to customise your course by choosing a maximum of six elective courses from the following specialisations:

- Operations & Technology
- Finance & Accounting
- Marketing
- Organisational Development

### Foundation period (Sept)

- Introduction to General Management
- Quantitative Methods for Management
- Financial Accounting
- Communication Techniques

### First Term (Oct–Dec)

- Economics for Managers
- Marketing
- Finance I
- Business Ethics
- Human Resources Management
- Organisational Behaviour
- Team Management I (Outdoor)
- Negotiation Skills

### Second Term (Jan–March)

- Strategic Management
- Change Management
- Finance II

- International Financial Statement Analysis
- Management Accounting & Control
- Logistics & Operations Management
- Information Systems for Managers
- Leadership
- Personal Development I
- Personal Development II

### International week

### Third Term (April–July)

- International Business
- International Corporate Governance
- Value Based Management
- Marketing Simulation
- Team Management II (Sailing with a CEO)

### Electives

(Up to a maximum of 9 ECTS)

### Integrative Term (Aug–Oct)

- Final Consulting Project (FMP)

## Admissions criteria

- Bachelor's degree from a recognised university and transcripts
- **English proficiency options:** TOEFL — level 60, or IELTS — overall band score 6.0, or CEFR — level B1
- GMAT is a requirement (it is considered an advantage a score higher than 550)
- Three or more years of postgraduate work experience is requested
- Successful application interview
- Complete online application form
- Certified copies of relevant certificates/transcripts
- Letters from two referees (employer and/or academic)
- Copy of passport
- CV in English

In partnership with

# Grenoble MBA

The Grenoble MBA is specifically designed for high achieving individuals who want to take the next major step in their career path. The programme is designed and awarded by triple — accredited Grenoble Ecole de Management (GEM) and delivered at GISMA's campus in Berlin. GEM's accreditation is an honour shared by less than 1% of the world's elite business schools. GEM's triple accreditation includes: AMBA (Association of MBA's), EQUIS (European Quality Improvement System), and AACSB (Association to Advance Collegiate Schools of Business).

## Programme overview

The programme is based around nine core modules that examine the fundamental aspects of international business and is studied over two years, with the second year entirely devoted to the completion of the final management project (FMP). The FMP can be completed in parallel with an internship or full-time employment. You will also have the opportunity to customise your studies through a choice of seven specialisations<sup>1</sup>, available in the following campuses: **Berlin** Project Management / **Grenoble** Finance, Management Consulting, Innovation Management, International Business Development, Entrepreneurship / **London/Paris split** Luxury Brand Management / **Paris** Digital Business.



## Ranking

The Grenoble MBA was ranked among the top 100 Global MBA's worldwide, 27<sup>th</sup> in Europe and 4<sup>th</sup> in France, according to the Financial Times 2017 Global MBA ranking. The Full-time Grenoble MBA was ranked 26<sup>th</sup> in Europe by the Economist's 2016 ranking.

## Class profile<sup>2</sup> (%)

The programme welcomes future business leaders from around the world, providing a global experience from the moment you arrive. The average age of the 2015 class<sup>3</sup> was 30 years old.

- 24 South America
- 21 North America
- 19 Asia
- 13 Middle East
- 11 Western Europe
- 3 Africa
- 3 Australasia
- 3 Central America
- 3 Eastern Europe

<sup>1</sup>Each specialisation takes place over three weeks in the second year, apart from Project Management. In order for the specialisation to run, it must have a minimum number of participants. <sup>2</sup>Grenoble MBA Sept 2015 intake. Grenoble, London and Paris campus. <sup>3</sup>From 38 Grenoble MBA students. Sept 2015 intake — Grenoble, London and Paris campus. <sup>4</sup>Programme content subject to change. <sup>5</sup>T&Cs apply, for more information visit [gisma.com/terms-and-conditions](http://gisma.com/terms-and-conditions). <sup>6</sup>GISMA offers the A1 German language course free of charge. Further levels are available at a cost.



## Key facts

- Campus** Berlin
- Study mode** Full-time
- Start date** January 2018
- Duration** One academic year on campus + Final Management Project (FMP)
- Tuition fees** €33,000; scholarships<sup>5</sup> available
- Free German classes**<sup>6</sup>

## Programme content<sup>4</sup>

### The International Environment

- International Macroeconomics
- Geopolitics

### Sustainability & Management

- Sustainability & Corporate Responsibility
- Risk Management

### Business Law

- Introduction to Law & Corporate Governance
- Contract Law

### Accounting & Auditing

- Managerial Accounting
- International Financial Accounting
- Auditing

### International Management

- Intercultural Management
- International Negotiations

### Technology Management

- Innovation Management
- Operations Management

### Tools for Decision-making

- Managerial Economics
- Quantitative Methods

## Managing Organisations

- Leadership & Teambuilding
- International Human Resource Management
- Organisations & Change Management

## Strategic Information Systems

- Knowledge Management
- IS Strategy & Trends

## Corporate Finance

- Investment & Evaluation Decisions
- Current Financial Environment & Increasing Risk

## International Marketing

- Cases on International Markets

## Strategic Management

- Competitive Models Key Concepts
- Logical Decision Making Frameworks

## Integrated Case Study

- Draws together key concepts across modules

## Final Management Project

- Dissertation

## Admissions criteria

- 2:1 undergraduate degree from a recognised university
- **English proficiency:** TOEFL internet-based: 94 (at least 22 in each band), computer-based: 240, paper-based: 587, **or** IELTS: 6.5 (minimum of 6.0 in all areas), **or** Cambridge Proficiency Exam: A, B, C, **or** Pearson Test of English (PTE): minimum of 63 or a degree obtained in English or a native English speaker
- At least 3 years of relevant, full-time work experience
- GMAT may be required on a case-by-case basis. Target score is 550 with a minimum of 70% in the quantitative section (GMAT institution code 0365). Students who score over 650 can apply for the GGSB GMAT Merit Scholarship.
- 3 essays (300 words each) focusing on your academic and professional experience
- Curriculum Vitae (CV)
- Two professional references

# Grenoble MIB

The Grenoble Master in International Business (MIB) is a programme designed for high-potential students progressing straight from university, with little (typically up to 3 years) or no work experience. This programme is offered at GISMA Business School in Berlin, and is designed and awarded by the triple-accredited Grenoble Ecole de Management (GEM), an honour shared by less than 1% of the world's elite business schools. GEM's triple accreditation includes: AMBA (Association of MBA's), EQUIS (European Quality Improvement System), and AACSB (Association to Advance Collegiate Schools of Business).

## Programme overview

This is a full-time, demanding degree which is approached from an international perspective. The programme's content is built on relevant and up-to-date core management courses and cross-functional approaches in order to fulfil the demand for first-class international and global managers. The Grenoble MIB programme is studied over two years, with the second year entirely devoted to the completion of the final management project (FMP). The FMP can be completed in parallel with an internship or full-time employment.



## Ranking

The Grenoble MIB was ranked 13<sup>th</sup> in the Master in Management by the Financial Times in 2016.

## Class profile<sup>1</sup> (%)

The programme welcomes future business leaders from around the world, providing a global experience from the moment you arrive. The average age of the 2015 class<sup>2</sup> was 23 years old.



<sup>1</sup>Grenoble MIB Sept 2015 intake. Grenoble, London and Paris campus. <sup>2</sup>From 229 Grenoble MIB students. Sept 2015 intake — Grenoble, London and Paris campus. <sup>3</sup>Programme content subject to change. <sup>4</sup>T&Cs apply, for more information visit [gisma.com/terms-and-conditions](http://gisma.com/terms-and-conditions). <sup>5</sup>GISMA offers the A1 German language course free of charge. Further levels are available at a cost.



## Key facts

- Campus** Berlin
- Study mode** Full-time
- Start date** September 2017
- Duration** One academic year on campus + Final Management Project (FMP)
- Tuition fees** €22,000; scholarships<sup>4</sup> available
- Free German classes**<sup>5</sup>

## Programme content<sup>3</sup>

### Introduction Session

#### Content

- Academic Writing & Presentation Skills
- Case-Based Group Learning
- Introduction to IT, Online Library & Learning Platforms
- Excel Skills Training & Examinations

### Accounting

- International Accounting & Financial Statement Analysis
- Budgeting & Controlling

### Finance & Economics

- Managerial Economics
- Corporate Finance
- International Financial Risk Management
- Microeconomics of Competitiveness

### Strategy & Operations

- Strategic Management
- Project Management
- International Operations & Supply Chain Management

### Marketing

- Global Marketing Management
- Strategic Marketing & Planning
- Business Analysis & Consulting

## Managing Technology & Innovation

- Managing Technology & Innovations
- Information Systems for Digital Business

## International Management

- Intercultural Management
- Managing People & Organisations

## International Business

- International Negotiation
- The Legal Environment of International Business
- Global Business Operations — The Serious Game
- Global Trade Relations

## Business Research & Analysis

- Research Methodology for Managers
- Quantitative Methods for Business Research

## Final Management Project

- Dissertation

## Admissions criteria

- 2:1 undergraduate degree from a recognised university
- **English proficiency:** TOEFL internet-based: 94 (at least 22 in each band), computer-based: 240, paper-based: 587, **or** IELTS: 6.5 (minimum of 6.0 in all areas), **or** Cambridge Proficiency Exam: A, B, C, **or** Pearson Test of English (PTE): minimum of 63 or a degree obtained in English or a native English speaker
- GMAT is not a requirement for this programme
- 3 essays (300 words each) focusing on your academic and professional experience
- Curriculum Vitae (CV)
- Two references (professional or academic). Family members or friends are not acceptable as referees.

# Grenoble MSc Marketing Management

The Grenoble MSc Marketing Management programme from the Grenoble Ecole de Management (GEM) is ideal for ambitious graduates and experienced managers who want the formal qualifications and training that will set them apart in the marketing field. The programme is offered at GISMA Business School in Berlin, and is designed and awarded by the triple-accredited GEM, an honour shared by less than 1% of the world's elite business schools. GEM's triple accreditation includes: AMBA (Association of MBA's), EQUIS (European Quality Improvement System), and AACSB (Association to Advance Collegiate Schools of Business).

## Career direction

This course focuses on the practical business skills you need to succeed in marketing, which is why 75% of graduates\* are employed within two months of their graduation. GEM's diverse alumni work in a number of fields, including marketing, business development, consulting, finance, and general management. Upon completion of the course, students from outside the EU will be able to apply for an 18 month postgraduate residence permit to look for a job in Germany.



## Ranking

GEM was ranked 17<sup>th</sup> in the Financial Times European Business Schools 2016 ranking.

## Class profile<sup>1</sup> (%)

This programme welcomes graduates and experienced managers from around the world, providing a global experience from the moment you arrive. The average age of the September 2016 class<sup>2</sup> was 24.



<sup>1</sup> Grenoble MSc Marketing Management students. Sept 2016 intake — Grenoble and London campus. <sup>2</sup> From 54 Grenoble MSc Marketing Strategy Management students. Sept 2016 intake — Grenoble and London campus. <sup>3</sup> Programme content subject to change. <sup>4</sup> T&Cs apply, for more information visit [gisma.com/terms-and-conditions](http://gisma.com/terms-and-conditions). <sup>5</sup> GISMA offers the A1 German language course free of charge. Further levels are available at a cost.



## Key facts

- Campus** Berlin
- Study mode** Full-time
- Start date** September 2017
- Duration** One academic year on campus + Final Management Project (FMP)
- Tuition fees** €22,000; scholarships<sup>4</sup> available
- Free German classes**<sup>5</sup>

## Programme content<sup>3</sup>

The course is studied over two years, with the second year entirely devoted to the completion of the final management project (FMP). The FMP can be completed in parallel with an internship or full-time employment.

The programme has a deep focus on digital skills to ensure that you are up to date with the latest digital marketing trends & methods. Starting in September, you will spend one full academic year (Sept–June) studying a wide range of marketing topics, including content marketing, digital analytics, and brand management.

You will also take part in an integrated marketing case study. This means you will be able to put your skills into practice with a hands-on business example, using your knowledge to create solutions to marketing challenges.

## Digital Marketing

- Insight into Digital
- IMC & Digital Models
- Digital Analytics
- Content Marketing

## Strategic Management

- Strategic Marketing & Planning
- Marketing Psychology & Consumer Behaviour
- Brand Management & Product Development
- Managing Marketing
- Qualitative & Quantitative Market Research

## Marketing Management

- Innovation through Design
- Marketing Metrics & Pricing Policy
- Customer Relationship Management
- Project Management

## Core Business Skills

- Corporate Finance
- Accounting
- Intercultural Management
- International Negotiations

## Capstone Course

- Research Methods for Managers & Integrated Case Study

## Final Management Project

- Dissertation

## Admissions criteria

- 2:1 undergraduate degree from a recognised university
- **English proficiency:** TOEFL internet-based: 94 (at least 22 in each band), computer-based: 240, paper-based: 587, or IELTS: 6.5 (minimum of 6.0 in all areas), or Cambridge Proficiency Exam: A, B, C, or Pearson Test of English (PTE): minimum of 63 or a degree obtained in English or a native English speaker
- GMAT is not a requirement for this programme
- 3 essays (300 words each) focusing on your academic and professional experience
- Curriculum Vitae (CV)
- Two references (professional or academic). Family members or friends are not acceptable as referees.

# Grenoble MSc Innovation, Strategy & Entrepreneurship

The Grenoble MSc Innovation, Strategy & Entrepreneurship (ISE) from the Grenoble Ecole de Management (GEM) is ideal for recent graduates, managers, and/or entrepreneurs who want to produce innovative business models and pursue opportunities in business and technology. The programme is offered at GISMA Business School in Berlin, and is delivered and awarded by the triple-accredited GEM, an honour shared by less than 1% of the world's elite business schools. GEM's triple accreditation includes: AMBA (Association of MBA's), EQUIS (European Quality Improvement System), and AACSB (Association to Advance Collegiate Schools of Business).

## Career direction

GEM's graduates are now working in a wide variety of fields, including marketing, business development, consulting, and management. Based on 2015 graduates, 100% found employment within four months after graduation and 92% have jobs involving international projects. Upon completion of the course, students from outside the EU will be able to apply for an 18 month postgraduate residence permit to look for a job in Germany.



## Ranking

GEM was ranked 17<sup>th</sup> in the Financial Times European Business Schools 2016 ranking.

## Class profile<sup>1</sup> (%)

This programme welcomes graduates from any background, and managers and entrepreneurs from around the world. The average age of the September 2016 class<sup>2</sup> was 25.

- 39 Western Europe
- 25 Asia
- 14 North America
- 11 Middle East
- 5 South America
- 3 Africa
- 3 Eastern Europe

<sup>1</sup>Grenoble MSc Innovation, Strategy & Entrepreneurship students. Sept 2016 intake — Grenoble campus. <sup>2</sup>From 36 Grenoble MSc Innovation, Strategy & Entrepreneurship students. Sept 2016 intake — Grenoble campus. <sup>3</sup>Programme content subject to change. <sup>4</sup>T&Cs apply, for more information visit [gisma.com/terms-and-conditions](http://gisma.com/terms-and-conditions). <sup>5</sup>GISMA offers the A1 German language course free of charge. Further levels are available at a cost.



## Key facts

- Campus** Berlin
- Study mode** Full-time
- Start date** September 2017
- Duration** One academic year on campus + Final Management Project (FMP)
- Tuition fees** €22,000; scholarships<sup>4</sup> available
- Free German classes**<sup>5</sup>

## Programme content<sup>3</sup>

The course covers key concepts of general management (such as accounting, intercultural management, and leadership), plus modules focused on entrepreneurial skills like strategic management, innovation through design, and new venture business planning. Students will also have the opportunity to participate in a live business case with a real company, an international study residency and a variety of workshops.

This programme is studied over two years, with the second year entirely devoted to the completion of the final management project (FMP). The FMP can be completed in parallel with an internship or full-time employment.

### Introduction Session – General Management & the Corporate Environment

- Accounting
- Corporate Finance
- Digital Marketing
- Intercultural Management
- International Negotiations
- Leadership, Teambuilding & Managerial Creativity
- Managerial Economics

- Legal Environment of International Business
- Project Management
- Research Methods for Managers

### Innovation Management

- Introduction to Innovation
- Creativity & Innovation
- Innovation through Design
- Marketing High Tech & Innovation

### Strategy

- Strategic Management
- Harvard Course: Microeconomics of Competitiveness
- Mergers, Acquisitions & Restructuring
- Strategic Marketing & Marketing Planning

### Entrepreneurship

- Introduction to Entrepreneurship
- New Venture Business Planning
- Entrepreneurship & Business Opportunities
- Small & Family Business

### Final Management Project

- Dissertation

## Admissions criteria

- 2:1 undergraduate degree from a recognised university
- **English proficiency:** TOEFL internet-based: 94 (at least 22 in each band), computer-based: 240, paper-based: 587, **or** IELTS: 6.5 (minimum of 6.0 in all areas), **or** Cambridge Proficiency Exam: A, B, C, **or** Pearson Test of English (PTE): minimum of 63 or a degree obtained in English or a native English speaker
- GMAT is not a requirement for this programme
- 3 essays (300 words each) focusing on your academic and professional experience
- Curriculum Vitae (CV)
- Two references (professional or academic). Family members or friends are not acceptable as referees.

# MSc Corporate Financial Management\*

The MSc Corporate Financial Management is designed and awarded by The University of Law and delivered at GISMA's Berlin campus. At GISMA, learning takes place both inside and outside the campus. Due to the partnership with The University of Law, all GISMA's students have access to a wealth of online resources such as: The Financial Times, case studies, simulations and learning videos.

## Career direction

With the MSc Corporate Financial Management, graduates can secure roles such as Corporate Finance Manager, Financial Manager and Senior Finance Manager among others. Upon completion of the course, students can apply for an 18 month postgraduate residence permit to look for a job in Germany. Graduates will have the following further education opportunities:

- PhD
- Master of Business Administration (MBA)



## Ranking

The University of Law is a prestigious institution with an employability rate of 97%<sup>1</sup>. In 2016, The University of Law was ranked first among private and public universities in the United Kingdom for overall student satisfaction in the National Student Survey.

## Who is the programme for?

This degree is aimed at those interested in pursuing a career in banking, personal finance, corporate finance or as an accountant.



## Programme content

This course is completed in one year (divided into two semesters), with the summer period for your dissertation. Within this programme, students are able to select two electives in line with their specialist areas of interest.

### Corporate Finance

- Understanding the importance of investment and finance decisions
- Understanding corporate finance
- Managing financial risks
- Advanced financial management

### Corporate Reporting

- Interpretation of financial reporting standards
- Preparation of financial statements
- Researching financial standards

### Risk Management and Banking Regulation (Specialisation pathway I)

- Risk Management
- Understanding the main types of risk
- Analysis of Basel III

### Mergers and Acquisitions (Specialisation pathway I)

- Understanding merger and acquisition strategies

- Making decisions to increase the value of an organisation
- Learning to input information to valuation models

### Business Performance Management (Specialisation pathway II)

- Aligning the strategy of an organisation to performance management and control
- Analysing principles and trends in performance measurement

### Corporate Governance and Social Responsibility (Specialisation pathway II)

- Integration of social responsibility with the challenges of corporate governance
- Understanding the ethical challenges faced by organisations
- Developing competitive advantages
- Managing ethical issues in a global workplace

### Research Methods, Professional Development and Dissertation

- Critical evaluation of business issues
- Investigation of complex business issues

## Key facts

- Campus** Berlin
- Study mode** Full-time
- Start date** September 2017
- Duration** One academic year
- Tuition fees** €15,000; scholarships<sup>2</sup> available
- Free German classes**<sup>3</sup>

## Admissions criteria

- Complete application form
- 2:2 or above from a UK Bachelor's degree, or equivalent qualification
- IELTS — 6.5 (5.5 minimum in each component)
- English native speaker / degree obtained in English
- Work experience is not an obligatory requirement
- Copy of passport
- For non-standard entry requirements, please contact us

\*Subject to approval. <sup>1</sup>97% of full-time LPC students that graduated in summer 2014 and 2015 were in employment within nine months. <sup>2</sup>T&Cs apply, for more information visit [gisma.com/terms-and-conditions](http://gisma.com/terms-and-conditions). <sup>3</sup>GISMA offers the A1 German language course free of charge. Further levels are available at a cost.

# MSc Leadership & Human Resource Management\*

The MSc Leadership and Human Resource Management is designed and awarded by The University of Law and delivered at GISMA's Berlin campus. This programme has been developed in compliance with the professional standards of the Chartered Institute of Personnel and Development (CIPD). By studying the MSc Leadership and Human Resource Management, you will get the fundamentals required to work in the ever dynamic world of Human Resources.

## Career direction

Potential roles upon graduation include: Human Resource Manager, Recruitment Manager, HR Officer and Operations Manager, among others. Upon completion of the course, students can apply for an 18 month postgraduate residence permit to look for a job in Germany. Graduates will have the following further education opportunities:

- Chartered Institute for Personnel and Development's (CIPD) postgraduate qualifications
- PhD
- Master of Business Administration (MBA)



## Ranking

The University of Law is a prestigious institution with an employability rate of 97%<sup>1</sup>. In 2016, The University of Law was ranked first among private and public universities in the United Kingdom for overall student satisfaction in the National Student Survey.

## Who is the programme for?

This degree is ideal for those interested in a career as a Human Resource Manager or in another role within business management.



## Key facts

- Campus** Berlin
- Study mode** Full-time
- Start date** September 2017
- Duration** One academic year
- Tuition fees** €15,000; scholarships<sup>2</sup> available
- Free German classes**<sup>3</sup>

## Programme content

### Leadership and Management Development

- Evaluating core theories, models and concepts of leadership
- Develop an understanding of the best practices and skills used in a professional environment
- Understanding practical leadership skills

### Developing Skills for Business

- Evaluating effective management skills
- Understanding financial budgeting, data analysis, team work, interpersonal skills and decision-making

### Human Resource Management in Context

- Evaluating the interaction between the business environment and the organisation
- Exploring models of organisational design and environmental analysis
- Identifying recommendations for HR policy and practice

### Coaching and Mentoring

- Design, application and practise of coaching methods

- Understanding various coaching and mentoring strategies

### Organisation Design and Development

- Evaluating the contribution of organisational design and development
- Understanding the role of HR in organisational design and development

### Leading, Managing and Developing People

- Understanding the links between HR practices and organisational outcomes
- Critical evaluation of leadership theories
- Becoming an effective manager through an understanding of leadership and developing skills

### Managing Employment Relations

- Critical evaluation of the systems of employment relations within a national and international context
- Understanding the organisational processes of management
- Employee relationship management

## Research Methods, Professional Development and Dissertation / Project

- Research methods for investigating a business issue from an HRM perspective
- Quantitative analysis
- Qualitative analysis

## Admissions criteria

- Complete application form
- 2:2 or above from a UK Bachelor's degree, or equivalent qualification
- IELTS — 6.5 (5.5 minimum in each component)
- English native speaker / degree obtained in English
- Work experience is not an obligatory requirement
- Copy of passport
- For non-standard entry requirements, please contact us

\*Subject to approval. <sup>1</sup>97% of full-time LPC students that graduated in summer 2014 and 2015 were in employment within nine months. <sup>2</sup>T&Cs apply, for more information visit [gisma.com/terms-and-conditions](http://gisma.com/terms-and-conditions). <sup>3</sup>GISMA offers the A1 German language course free of charge. Further levels are available at a cost.

# MSc International Marketing\*

The MSc International Marketing is designed and awarded by The University of Law and delivered at GISMA's Berlin campus. This programme is aligned with the professional standards of the Chartered Institute of Marketing (CIM). During the course you will gain a valuable insight into the marketing industry and develop skills required to enhance your career within a highly competitive job market.

## Career direction

Boost your career in a number of areas, including business and digital communications. The skillset you will get offers the potential to progress to management level with ease. Upon completion of the course, students can apply for an 18 month postgraduate residence permit to look for a job in Germany. Graduates who wish to continue their studies can consider the following:

- PhD
- Master of Business Administration (MBA)
- Chartered Institute of Marketing's (CIM) postgraduate qualifications



## Ranking

The University of Law is a prestigious institution with an employability rate of 97%<sup>1</sup>. In 2016, The University of Law was ranked first among private and public universities in the United Kingdom for overall student satisfaction in the National Student Survey.

## Who is the programme for?

This programme is for individuals interested in a career as marketing managers or business management professionals.

<sup>1</sup>Subject to approval. <sup>1</sup>97% of full-time LPC students that graduated in summer 2014 and 2015 were in employment within nine months. <sup>2</sup>T&Cs apply, for more information visit [gisma.com/terms-and-conditions](http://gisma.com/terms-and-conditions). <sup>3</sup>GISMA offers the A1 German language course free of charge. Further levels are available at a cost.



## Key facts

**Campus** Berlin  
**Study mode** Full-time  
**Start date** September 2017  
**Duration** One academic year  
**Tuition fees** €15,000; scholarships<sup>2</sup> available  
**Free German classes**<sup>3</sup>

## Programme content

The MSc International Marketing programme is completed in one year (divided into two semesters), with the summer period used to complete the dissertation.

### International Marketing Leadership

- International marketing strategies
- International competitive advantage
- Predicting future trends & emerging themes
- International marketing leadership

### Managing Organisational Reputation

- International competitive marketing strategies
- Corporate communication strategies

### Business Analysis & Decision Making

- Strategic audits
- Financial & risk models

### International Emerging Themes

- International emerging marketing concepts & tools

- Marketing from a micro & macro perspective
- International marketing concepts & tools
- Interpretation of changing marketing environments

### Research Methods, Professional Development & Dissertation

- Researching within a professional environment
- Investigation of complex business issues

## Admissions criteria

- Complete application form
- 2:2 or above from a UK Bachelor's degree, or equivalent qualification
- IELTS — 6.5 (5.5 minimum in each component)
- English native speaker / degree obtained in English
- Work experience is not an obligatory requirement
- Copy of passport
- For non-standard entry requirements, please contact us

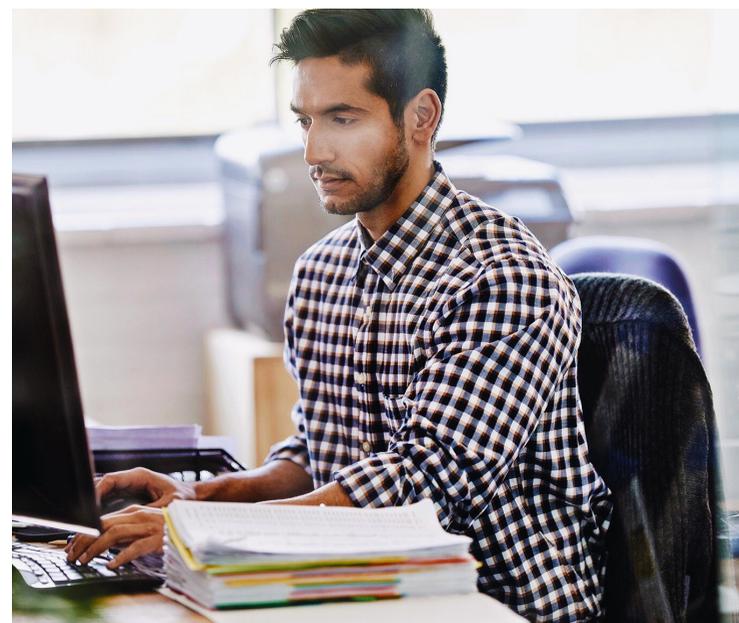
# MSc Strategic Management\*

The MSc Strategic Business Management is designed and awarded by The University of Law and delivered at GISMA's Berlin campus. This programme provides graduates with the skills to develop and understand how to manage national and international organisations.

## Career direction

With the MSc Strategic Business Management, graduates can secure roles such as operational manager, entrepreneur, consultant or analyst. Upon completion of the course, students can apply for an 18 month postgraduate residence permit to look for a job in Germany. Graduates who wish to continue their studies can consider the following:

- PhD
- Master of Business Administration (MBA)



## Ranking

The University of Law is a prestigious institution with an employability rate of 97%<sup>1</sup>. In 2016, The University of Law was ranked first among private and public universities in the United Kingdom for overall student satisfaction in the National Student Survey.

## Who is the programme for?

This programme is ideal for individuals interested in becoming successful managers, consultants, analysts or entrepreneurs.

<sup>1</sup>Subject to approval. <sup>1</sup>97% of full-time LPC students that graduated in summer 2014 and 2015 were in employment within nine months. <sup>2</sup>T&Cs apply, for more information visit [gisma.com/terms-and-conditions](http://gisma.com/terms-and-conditions). <sup>3</sup>GISMA offers the A1 German language course free of charge. Further levels are available at a cost.



## Key facts

- **Campus** Berlin
- **Study mode** Full-time
- **Start date** September 2017
- **Duration** One academic year
- **Tuition fees** €15,000; scholarships<sup>2</sup> available
- **Free German classes**<sup>3</sup>

## Programme content

You will learn in an interactive way with a real-world focus preparing you for the dynamic business environment you will face after your graduation. The course will cover the following modules:

### Global Business Strategy & Leadership

- Global corporate strategy & leadership
- Leadership & strategic decision making
- Solutions to improve competitive strategy in a global context

### Management of Business Operations

- Applicability of operations management strategies in an international context
- Information technology tools and packages

### Performance Management & Reward

- Design of performance management systems
- Effective performance review processes at team level and individual level
- Performance review process
- Rewards for performance

### International Marketing Leadership

- International marketing strategies
- International marketing leadership

### Financial Information for Business Decisions

- Accounting & corporate finance
- Use of financial information for business decision making
- Evaluation of financial & business problems in a changing economy

### Research Methods, Professional Development & Dissertation

- Tools for researching within a professional environment
- Diagnosis and investigation of complex business issues

## Admissions criteria

- Complete application form
- 2:2 or above from a UK Bachelor's degree, or equivalent qualification
- IELTS — 6.5 (5.5 minimum in each component)
- English native speaker / degree obtained in English
- Work experience is not an obligatory requirement
- Copy of passport
- For non-standard entry requirements, please contact us

# MSc IT Security Management

The MSc IT Security Management is designed and awarded by Arden University, a UK university monitored by the Quality Assurance Agency for England (QAA) and the UK government. You will learn how to create and manage IT security processes and plans within businesses, taking into account the rapid changes within the IT landscape. You will learn through a variety of assessed projects and work, with helpful feedback from your tutor to ensure that you are on a path of continual improvement and can apply your new skills to real situations.

## Career progression

After completing this course, you can go into several different areas of business, including consultancy, government organisations, research, and professional firms. Potential roles include:

- Security Consultant
- Information Security Analyst
- Technology Analyst
- Systems and Networks Security Engineer
- IT Security and Governance Officer
- Government Technology Officer
- Infrastructure Analyst
- Quality and Security Analyst



## Credentials

Arden has helped 50,000 students succeed over 26 years of providing higher education to students around the world. In 2015, its Student Survey found that 79% of Arden's students saw their career improve as a direct result of their studies at the University.

## Who is the programme for?

If you are currently working in IT security or if you want to move into that sector, this course will give you the skills needed to meet the challenges of the evolving field of technology and its rapid development within the context of security risks.



## Key facts

**Campus** Berlin  
**Study mode** Part-time / Full-time  
**Next intake** October 2017 / February 2018  
**Duration** Part-time: 24 months / Full-time: 12 months

## Programme content

Each module covers essential topics for ensuring that your IT security is prepared to meet the challenges of evolving technology. You will consider the impact of the changing IT security landscape and focus on the design and establishment of prevention plans within your organisation.

### Technology and Trend Monitoring

- Evaluating emerging IT trends and investigating their implementation within current business practice

### Information Security Strategy Development

- Understanding the main technologies used for information security
- Evaluating and implementing established standards and methods for strategic decision making

### Risk Management

- Identify and mitigate risks in an IT environment through different methods
- Evaluating risks in current IT practice within an organisation

## IT Security Management

- Understanding the techniques required to manage the security of IT systems in organisations of all sizes
- Developing and implementing a security recovery plan

### Information Systems Governance

- Evaluating how governance can mitigate risk and maximise the benefits associated with systems and software
- Auditing current governance approaches

### Cloud Systems and Applications

- Exploring the development and potentially disruptive effect of cloud computing systems
- Evaluating the merits and risks of cloud computing systems implementation in the workplace

### Research Project

- Investigation and critical evaluation of a business issue of your choice

## Admissions criteria

- Complete application form
- 2:2 or above from a UK Bachelor's degree, or equivalent qualification
- IELTS — 6.5 (5.5 minimum in each component)
- English native speaker / degree obtained in English
- Work experience is not an obligatory requirement
- Certified copies of relevant certificates/transcripts
- Copy of passport
- For non-standard entry requirements, please contact us

# MSc Project Management

The MSc Project Management is designed and awarded by Arden University, a UK university monitored by the Quality Assurance Agency for England (QAA) and the UK government. It is also accredited by the Association for Project Management (APM). The course covers the essential points of managing successful projects, including how to use data during the planning process. After graduating, you will be able to influence important business decisions as a project manager.

## Career progression

Project managers are an important part of every business and are highly valuable due to their many skills. In addition to self-employment and/or consultancy, you will also be able to apply for the following roles:

- Project Director
- Project Executive
- Technical Project Manager
- Technical Project Lead
- Business Project Lead
- Programme Manager



## Credentials

Arden has helped 50,000 students succeed over 26 years of providing higher education to students around the world. In 2015, its Student Survey found that 79% of Arden's students saw their career improve as a direct result of their studies at the University.

## Who is the programme for?

Are you leading projects in your current role, or who would like to begin a career that would involve project management? This course is perfect to build the skills and knowledge to drive your career forward, or to start a new role in this field.



## Key facts

**Campus** Berlin  
**Study mode** Part-time / Full-time  
**Next intake** October 2017 / February 2018  
**Duration** Part-time: 24 months / Full-time: 12 months

## Programme content

With this programme, you can gain the knowledge and confidence required to execute large scale global projects and lead on strategy and management.

### Project Management Techniques

- Identifying different types of project management
- Understanding solid methods to monitor and control projects from start to finish
- Understanding financial budgeting, data analysis, teamwork and interpersonal skills, and decision-making

### Management of Projects

- Understanding effective management
- Exploring models and methods that will help you to take charge of projects
- Investing decisions

### Project Analytics

- Analysing project performance
- Strategic decision making

### Data Handling and Decision Making

- Understanding the importance of how to handle and use data
- Analysing the data environment in an organisation
- Case study driven task

### Sustainability in Theory and Practice

- Exploring the challenges of sustainability
- Evaluation of business problems in a changing economy

### Quality Management

- Understanding the key theories and practice of delivering a quality product
- Exploring the core principles of quality management

### Research Project

- Investigation and critical evaluation of a business issue of your choice

## Admissions criteria

- Complete application form
- 2:2 or above from a UK Bachelor's degree, or equivalent qualification
- IELTS — 6.5 (5.5 minimum in each component)
- English native speaker / degree obtained in English
- Work experience is not an obligatory requirement
- Certified copies of relevant certificates/transcripts
- Copy of passport
- For non-standard entry requirements, please contact us

# MSc Data Analytics and Marketing

The MSc Data Analytics and Marketing programme is designed and awarded by Arden University, a UK university monitored by the Quality Assurance Agency for England (QAA) and the UK government. This course is accredited by the Chartered Institute of Marketing (CIM), a leading international organisation for professionals in the marketing sector. Arden University have aligned their Masters in Data Analytics Marketing with the CIM 'Diploma in Professional Marketing'. This means that on graduation, you will be able to add even more value to your Masters qualification by submitting your assessments to the CIM to gain this extra qualification for relatively little extra time and cost.

## Career progression

This course will give you the tools and skills for a wide range of marketing and management roles, such as:

- Marketing Director
- Head of Sales and Marketing
- Senior Marketing Analyst
- Senior Product Development Manager
- Senior Brand Manager



## Credentials

Arden has helped 50,000 students succeed over 26 years of providing higher education to students around the world. In 2015, its Student Survey found that 79% of Arden's students saw their career improve as a direct result of their studies at the University.

## Who is the programme for?

Learning how to turn analysis into useful insights and strategic decisions is vital to your success in today's data-driven marketing landscape. If you want to gain an advanced understanding of marketing management and build a successful career in this sector you will benefit from this course.



## Key facts

**Campus** Berlin  
**Study mode** Part-time / Full-time  
**Next intake** October 2017 / February 2018  
**Duration** Part-time: 24 months / Full-time: 12 months

## Programme content

You will study a diverse selection of specialist topics, as well as learning how to extract relevant information from large databases and use it to inform business decisions. You will also gain the skills to devise and manage strategic marketing plans.

### Strategic Marketing

- Business decision making
- Understanding the importance of sustainable growth

### International Marketing

- International marketing strategies to achieve competitive advantage
- Developing strategic plans for an organisation
- International marketing theories

### Mastering Metrics

- Marketing measurement techniques within an organisation

### Digital Strategy

- Understanding how organisations use digital media to market their products or services
- Tools for assessing the impact of the digital environment

### Data Handling and Decision Making

- Understanding the importance of how to handle and use data
- Analysing the data environment in an organisation
- Case study driven task

### Data Visualisation and Interpretation

- Interpretation and analysis of changing marketing trends

### Research Project

- Investigation and critical evaluation of a business issue of your choice

## Admissions criteria

- Complete application form
- 2:2 or above from a UK Bachelor's degree, or equivalent qualification
- IELTS — 6.5 (5.5 minimum in each component)
- English native speaker / degree obtained in English
- Work experience is not an obligatory requirement
- Certified copies of relevant certificates/transcripts
- Copy of passport
- For non-standard entry requirements, please contact us

# Executive Education

Our Executive Education programmes provide students with the vital business knowledge and skills that are needed for successful management and improved business performance. Our course leaders have a deep understanding of how to achieve and sustain enhanced business performance in an international context.

## Key courses

- Accounting & Finance
- Intrapreneurship & Entrepreneurship
- Digital Leadership
- Winning Negotiation Strategies



## SixDays innovation laboratory

SixDays is an intensive, six-day seminar for people that want to set up a start-up or managers who want to encourage innovation in their teams.

### Syllabus

- Business modelling
- Portfolio management
- Development & prototyping
- Testing & pitching
- Customer focus
- Market viability

## Masterclass: Big data applications across the food value chain

This masterclass will equip you with the tools & techniques to use big data to improve profitability and create useful insights into the agribusiness industry.

### Syllabus

- Big data applications in cold chain management
- The new precision agriculture
- Food safety management transparency & accountability

## Masterclass: Risk & recall management in food chains

Gain the tools to develop a robust business case for risk and recall management, helping you to develop a higher brand value and business profitability.

### Syllabus

- Understanding the evolving context of food frauds & recalls
- Assessing, mitigating & prioritising risks from fraud and ensuing recalls
- Fraud detection models & forensics to minimise food and drink failures
- Tools for risk management of food & drink failures
- Post recall actions & effective crisis management in food fraud contexts.



## Key facts

- **Campus** Berlin/Hannover
- **Start date** Throughout the year
- **Duration** 1–6 days
- **Fees:** Vary, depending on the length of the course.

## Masterclass: Tapping into food waste streams to create business value

In just one day, you will gain insights & analytical tools that will help you create more profitable revenue streams within your existing business or create new business opportunities.

### Syllabus

- How waste materialises in categories of food & drink
- Innovative interventions at the production stages of the food chain
- Innovative interventions at the processing links and interfaces of the food chain
- Innovative interventions in food service offerings to radically reduce waste
- Innovative interventions at the consumer-food interface to avoid the garbage bin

## Masterclass: How the retailing of food is shaping up to evolving consumer purchasing behaviour

This masterclass will equip you to design & implement a robust retailing and distribution strategy within your home or away markets.

### Syllabus

- Overview of retail developments in developed & emerging economic contexts
- Impact & opportunities created by the main trends observed in the European grocery marketplaces
- Supply issues specific to EU legislation
- Overview of the food safety private standards that grocers demand
- How economy and consumer purchasing trends are evolving & their impact on grocery markets
- The state of the western European grocery market
- Grocer strategies to cope with these changes

## Masterclass: Global food & agribusiness developments: the changing business landscape

Emerging consumer trends are integral to any food and drink business which operates (or aspires to operate) in the global market. You will learn how to position your business to exploit these trends, focusing on mastering the market realities in the following industries:

### Syllabus

- Fresh produce industry
- Meat industry
- Dairy industry
- Processed food industry
- Food service & retailing industry
- Niche & emerging sectors such as plant proteins, micro modes of production, and slow food

# German language programmes

Improving your language skills will allow you to pursue job opportunities in different countries, continue to a degree programme, or take one of our executive courses. You can mix and match our courses to develop a range of language skills, or focus on a particular course to increase your proficiency in a specific area. Our courses begin on the first Monday of every month, so you can start studying at any time during the year.



## Key facts

**Campus** Berlin/Hannover  
**Study mode** Full-time  
**Start date** Throughout the year  
**Duration** From 1 week  
**Fees** From €200 per week; discounts apply when booking more than one week.  
**Max students per class** 16 students

## General German

Whether you are elementary or advanced level, our General German classes will help develop your communicative confidence when using German in a wide range of everyday situations. General German covers reading, writing, speaking and listening, combining this practice with vocabulary, grammar and pronunciation exercises. This course is available for any level of German, A1 – B2.

## TestDaF preparation

TestDaF is a globally recognised German language qualification, widely accepted by German universities and colleges. Our tailored approach will meet your individual needs and requirements, developing the key skills needed for all four parts of the test: reading, writing, speaking and listening.



The Language Gallery

In partnership with

# University Pathway Programme (UPP)

This programme is delivered in Hannover and Berlin through GISMA's partnership with The Language Gallery (TLG). With this course, you will reach the German language standard required to apply for a degree in Germany. This 40-week course will prepare you to apply for an undergraduate or postgraduate course at a German state university, regardless of your language level. You will benefit from learning in a German speaking environment where you will be able to immerse yourself in the language.

## Programme structure

The course is split into the following levels:

- **Level A1:** Beginner (8 weeks + 1 free week level exam preparation)
- **Level A2:** Elementary (8 weeks + 1 free week level exam preparation)
- **Level B1:** Intermediate (8 weeks + 1 free week level exam preparation)
- **Level B2:** Upper Intermediate (8 weeks + 1 free week exam preparation)
- **TestDaF\*\* preparation** (4 free weeks exam preparation)



\*Assistance with applying for up to five German state universities is included. \*\*TestDaF fees are not included in the course price. \*\*\*Accommodation fees are not included in the University Pathway Programme tuition fees and will be charged separately. GISMA assists students with the search for suitable accommodation.

## Key facts

**Campus** Berlin/Hannover  
**Study mode** Full-time  
**Start date** Throughout the year  
**Duration** 40 weeks  
**Intensity** 20 hours/week  
**Fees** €6,500  
**Max students per class** 16 students

## What's on offer?

- 40 weeks of German language classes: 32 weeks of language classes (A1–B2 levels) + 4 weeks of TestDaF preparation + 4 free weeks of level specific exam preparation (1 week in the end of each level)
- Assistance with German university applications: free\* university application service for the University Placement Programme
- Free level retakes (one free retake for each level)

## Benefit from:

- Placement test (before you begin studying)
- Assistance with accommodation\*\*\*
- VISA application advice
- International environment
- Exciting social networking programme



The Language Gallery

In partnership with



# Alumni network

“I use the lessons I learnt to bring solutions to my customers. It was a worthy investment decision, and I hope to keep harvesting the benefits as much as I can.”

Rebecca Obikunle,  
GISMA alumna

We consider our alumni to be a major asset, so we invest in them by maintaining an active alumni social network, involving them in our events, and offering them Executive Education courses to improve their professional knowledge. We promote — and, where possible, initiate — interaction between our past and current students to support their career exploration. We also believe in equality and student diversity, which is why we encourage students and alumni from different cultures to learn from each other.

## Alumni talks

We regularly invite our alumni to host talks and share their professional experience with our students. Alumni talks contain crucial information on job markets and insider hints relating to recruitment possibilities, as well as helping our students to extend their professional networks.

## Alumni reunions

We encourage our alumni to stay involved by offering many opportunities to return and reconnect with their classmates. Our reunions provide a chance to exchange life experiences, develop new ideas, and celebrate achievements with old friends. Our alumni network has received a great deal of praise from both staff and alumni; many students choose to study with us because of this network and the opportunities offered after graduation.



### **Hannover campus**

Goethestraße 18,  
30169 Hannover,  
Germany

### **Berlin campus**

Potsdamer Straße  
180-182, 10783 Berlin,  
Germany

### **Get in touch**

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