



Information about the degree program

## **International Management and Intercultural Communication** Master of Arts / GlobalMBA

The Master's program »International Management and Intercultural Communication / GlobalMBA« is an internationally-oriented graduate business degree offered jointly by two faculties of TH Köln – the Faculty of Information Science and Communication Studies and Faculty of Business, Economics and Law. This graduate program is intended for students seeking careers in international corporations and organizations and having strong interest in the intercultural as well as new economy perspectives of international business. Given the fact that a modern and innovative graduate management qualification requires intercultural skills, the program offers a fully-integrated curriculum conducted at four locations in Europe, Asia and North America and developed jointly with our international partners: University of North Florida (Jacksonville, USA) and University of Warsaw (Poland).

The GlobalMBA program's unique feature is the fact that students from the participating partner universities study together as a cohort at each location during the 3-semester program. Due to the international mobility and multinational cohort structure of the program, students directly experience the challenges and opportunities they will face in an intercultural workplace. They hone their intercultural communication, teamwork and problem-solving skills. Concurrently, the curriculum integrates the new economy subjects of digitalization, business analytics and technology strategy that are critically important for future-oriented corporations and organizations.

### **Program objectives**

The GlobalMBA aims to qualify students for management positions in forward-looking and innovative international corporations and organizations as well as for subsequent academic research. Course modules, case studies and projects are designed to develop the social competencies and intercultural communication skills that help students find creative solutions to management problems in the global digital age. These objectives are obtained through an emphasis on research and problem-based learning in multinational teams. Students are thus required to apply their knowledge and competencies to solve real-world management problems.

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### **Career options**

Graduates may choose careers in international corporations, organizations and institutions, or in the fields of intercultural communication and cooperation. Given the strong research focus of the Master's thesis, graduates also qualify to engage in research work and doctoral studies.

### **Degrees**

Students will be awarded the following academic titles:

- Master of Arts in International Management and Intercultural Communication (jointly from TH Köln and the University of Warsaw),
- Master of Business Administration (MBA) from the University of North Florida.

### **Admission requirements**

- Successful completion of a Bachelor's, Diplom or Magister degrees from a university or equivalent with a minimum cumulative GPA of 2,5 (German grading)
- Good understanding of business administration concepts and economics
- English language skills at the B2-level or above
- GMAT with a minimum score of 500 or GRE with minimum scores of 150 (verbal) and 150 (quantitative).

### **Key dates**

The program takes 15 months (including examinations) and is divided into four study periods, starting each winter semester (October). The coursework and Master's thesis preparation start at TH Köln in Cologne, continue to Warsaw, Asia and end with the Master's thesis defense in Jacksonville. The language of instruction is English.

Application deadlines:

- June, 01: For German nationals and applicants with degrees from German universities
- May, 15 (via uni-assist): For internationals with degrees from non-German universities

Admission is competitive and follows personal interviews conducted between June and 15th July.

See [www.th-koeln.de/globalmba/application](http://www.th-koeln.de/globalmba/application) for more information.

## Curriculum

The GlobalMBA program is organized around a Three-Plus-One Pillars structure: The first pillar develops competences in international management through course modules in international economics, corporate strategy, marketing, financial management, human resource management and organizational theory.

The second pillar emphasizes the development of intercultural competences through seminars on the theory and practice of intercultural communication in each of the four locations.

The third pillar aims to develop problem-solving skills in international company settings. International student teams work on Master's thesis projects within well-defined timeframes.

Thesis topics identify and examine recent developments, innovation and sustainability in global industries. Students conduct research in one or several of the four countries.

Thesis projects simulate the structure and dynamics of international work teams in international corporations and consultancies. Students continue the works of their predecessors and build foundations for the thesis projects of successor cohorts.

Besides these three core pillars, the fourth one focusses on developing digital literacy as a transversal competence. This fourth pillar is integrated in all course modules, projects and activities of the aforementioned three pillars. Students develop basic competencies in and familiarity with the important new economy concepts of digitalization, business analytics and technology strategy.

### The Three-Plus-One Pillars of the GlobalMBA Master of International Management and Intercultural Communication

	Global Management Qualifications	Culture and Business Exposure	Global Research Project (Group Thesis)	Digitalization, Business Analytics, Tech. Strategy and Sustainability**
University of North Florida, USA	<ul style="list-style-type: none"> <li>– Advanced Strategic Management</li> <li>– Modeling and Management of Operations</li> <li>– International Marketing</li> </ul>	<ul style="list-style-type: none"> <li>– Applied Intercultural Communication: USA</li> <li>– Business Environment: USA</li> </ul>	<ul style="list-style-type: none"> <li>– Global Research Project: Final Report Writing, Presentation and Defense</li> </ul>	<ul style="list-style-type: none"> <li>– Digital Entrepreneurship</li> <li>– Supply-chain Digitalization</li> <li>– Big Data and Digital Marketing</li> </ul>
Summer Term Asia *	<ul style="list-style-type: none"> <li>– International Finance</li> </ul>	<ul style="list-style-type: none"> <li>– Applied Intercultural Communication: Asia</li> <li>– Business Environment: Asia</li> </ul>	<ul style="list-style-type: none"> <li>– Thesis Group Research</li> </ul>	<ul style="list-style-type: none"> <li>– Industrial and Technology Companies in Asia</li> </ul>
University of Warsaw, Poland	<ul style="list-style-type: none"> <li>– International Management and Strategy</li> <li>– Advanced Financial Management</li> <li>– Organizational Theory</li> <li>– Human Resource Management</li> <li>– Management Information Systems</li> </ul>	<ul style="list-style-type: none"> <li>– Applied Intercultural Communication: Poland</li> <li>– Business Environment: Poland</li> </ul>	<ul style="list-style-type: none"> <li>– Definition of Research Question, Methodology and Analytics, Thesis Outline and Table of Contents</li> <li>– Final Group Proposal</li> </ul>	<ul style="list-style-type: none"> <li>– Technology Strategy, Artificial Intelligence, Digital Business Models</li> <li>– New Technologies and the Future of Jobs, Big Data in Human Resources</li> <li>– Digitalization, AI in MIS, Internet of Things, Cybersecurity</li> </ul>
Technische Hochschule Köln, Germany	<ul style="list-style-type: none"> <li>– International Managerial Accounting</li> <li>– Making Decisions with Data</li> <li>– Global Economics</li> </ul>	<ul style="list-style-type: none"> <li>– Intercultural Communication</li> <li>– Applied Intercultural Communication: Germany</li> <li>– Business Environment: Germany</li> </ul>	<ul style="list-style-type: none"> <li>– Group Formation and Group Research: New Economy, Sustainability and Digital Business Models and Industries</li> <li>– First Group Proposal: Submission &amp; Discussion</li> </ul>	<ul style="list-style-type: none"> <li>– Digitalization and New Media in Intercultural Communication</li> <li>– Data and Business Analytics</li> <li>– The Digital Economy</li> <li>– Sustainability and Circular Economy</li> </ul>

\* Organized by the three partner universities.

\*\* New economy topics integrated into the course Syllabi and Group Theses

## Contact

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[www.th-koeln.de/globalmba](http://www.th-koeln.de/globalmba) ↗

