

# M.Sc. International Management

## ISM – Universitat Ramon Llull

**ISM**  
INTERNATIONAL  
SCHOOL OF MANAGEMENT  
University of Applied Sciences



### German-Spanish double degree

ISM students who opt for the program at Universitat Ramon Llull spend their first two semesters at the ISM campus followed by two semesters at Universitat Ramon Llull (IQS). Here you can study in modern lecture rooms and libraries in small working groups. Students who have achieved all the necessary credits for study and examinations are awarded a Master of Science in International Management from the ISM, and an additional degree in the program of their choice from Universitat Ramon Llull (IQS). With this double degree program of the ISM you acquire two master's degrees within two years.

### Additional degrees available at Universitat Ramon Llull (IQS)

- Master in Industrial Business Management
- Master International Marketing in a Digital Environment

### Study language

Lectures are held in English both at the ISM and at Universitat Ramon Llull.



UNIVERSITAT  
**RAMON  
LLULL**



## Additional degree “Master in Industrial Business Management”

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### 3rd semester

- Economic Analysis
- Ethics
- Financial Statement Planning

### 4th semester

- Data Analysis & Planning
- Financial Analysis
- Logistics
- Master Thesis

## Additional degree “Master International Marketing in a Digital Environment”

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### 3rd semester

- International Marketing Strategy
- Advanced Market Research
- Marketing Data Intelligence
- International Marketing Management Simulation
- Digital Marketing Strategies
- Social Media Management
- Master Thesis

### 4th semester

- International Brand Management
- International Product Development
- Mobile Marketing Applications
- Digital Marketing Communications
- Quantitative Methods\*\*
- Qualitative Methods\*\*

### *Elective Modules*

- Internship in Company
- Global Retail Management
- International Marketing Planning
- Advanced Digital Analytics

\*\*If students select Quantitative Methods & Qualitative Methods they can later do their academic Master’s Thesis individually (= a thesis in the traditional sense) This is what ISM recommends! If students select only one of these two elective modules, then they have to create an international marketing plan of a company in groups of two students.

Please note that courses and the course structure itself are subject to change by the international partner university.