H T W W G S

**Hochschule Konstanz**
Department of Business, Cultural and Legal Studies

# International Management Asia-Europe

Master of Arts (M. A.)



# **Navigating Complexity** – Bridging Asia and Europe in the field of International Management

**LANGUAGE OF INSTRUCTION** English
**PROGRAMME TYPE** Full-time
**LENGTH OF STUDIES** 3 semesters, Double-degree option: 4 semesters, including one academic year at STUST
**SEMESTER ABROAD** optional, including the double-degree track
**STANDARD CLASS SIZE** approx. 15
**ACCREDITATION** ACQUIN Accreditation Programme

## Program Goals and Structure

The Master's program in International Management Asia-Europe (MIM) prepares students to address complex management challenges at the intersection of Asian and European business environments. Students develop expertise in complexity and risk management while strengthening their personal, interpersonal and leadership skills. They develop country-specific strategies, address real-world business challenges and learn to navigate complex international environments.

The program starts once a year in the winter semester and comprises three semesters: two semesters of academic coursework (Semesters A and B), followed by a project and research semester (Semester C). Taught entirely in English, the program combines a strong international focus with an interdisciplinary and practice-oriented approach. Students can also opt for a double degree in cooperation with the AACSB-accredited Southern Taiwan University of Science and Technology (STUST), extending their studies to four semesters.

## Asia Cluster

The Asia Cluster brings together three interconnected degree programs at HTWG Konstanz – University of Applied Sciences, all with a strong focus on Asia. The Master's program in International Management Asia-Europe is part of this long-standing initiative, which has been preparing students for careers in Asia and in companies and organizations with close ties to the region for more than 20 years.

Located on the shores of Lake Constance in Germany, the Asia Cluster offers a vibrant academic community with a strong international outlook. Its faculty members bring extensive international experience and its student body includes students from partner universities across Asia. Close collaboration between students and faculty fosters an open, supportive and intercultural learning environment.

## The Double Degree Option

The MIM double-degree option is one of HTWG's flagship international opportunities, allowing selected students to deepen their understanding of Asian business environments and gain additional academic and intercultural experience in Taiwan.

During their first semester, students can apply for the opportunity to spend one academic year at Southern Taiwan University of Science and Technology (STUST) in Tainan, Taiwan. This experience provides first-hand insights into Asian business, academic culture and international collaboration.

Upon successfully completing the program requirements at both STUST and HTWG within four semesters, students are awarded degrees from both institutions. This dual qualification can enhance their career prospects in the global job market.

## Qualification Goals

The MIM program combines business, cultural and regional studies, and optional language studies to develop well-rounded international management skills. Students gain expertise in complexity and risk management, intercultural communication and Asian-European business relations. Specialized courses, study trips to Asia and optional semesters abroad prepare them for careers in international business.

# Module overview

| | |
|---|---|
| SEM. A | Principles of Complexity Management \| Managing International Complexity I \| Economic Integration Asia-Europe \| Asia in Transition 1 \| Electives |
| SEM. B | Methodology of Complexity Management \| Intercultural management in Asian and European Settings \| Managing International Complexity II \| Asia in Transition 2 |
| SEM. C | **Master's thesis and colloquium: Research Project on International Management Asia Europe** |

Scope of academic achievement for this program: 90 ECTS / credit points (30 ECTS per semester)

**Would you like to find out more about the subjects?** A detailed graphic of the study structure with the scope of the respective subjects and the study and examination regulations can be found at: www.htwg-konstanz.de/mim

"The Master's program International Management Asia-Europe combines business studies with Asian culture and regional studies. I particularly enjoyed the **close interaction** with our professors, the **strong international network** and the opportunity to **study abroad** in India, Hong Kong and Malaysia.

**Eleonore Kraft,**
MIM Student

"After my bachelor's degree in Japanese Studies and Media Studies, I wanted to strengthen my business knowledge while building on my background in cultural studies. The M.A. in International Management at HTWG Konstanz offered the ideal combination, allowing me to explore **cultural and ethical issues in international management** from both business and social science perspectives.

**Moritz Krüger,**
MIM Graduate

# Applications / Admission

For further info
→ see **Statutes on Adminission**

Application deadline:
for winter semester → 1 June

**Information about the application process:**
in German: www.htwg-konstanz.de/bewerbung
in English: www.htwg-konstanz.de/en/academics/admissions/master/application

**Admission requirements:**
- → A Completed undergraduate degree **with a minimum grade of 2.5** (German grading system) in Business Administration, Economics, Asian Studies or a related field
- → International applicants must have their academic qualifications **officially certified** by Studienkolleg Konstanz
- → Very good command of **English** and successful completion of the **selection interview**



# One Campus. The Lake. Your Vision.

A master's degree at HTWG Konstanz – University of Applied Sciences takes your expertise to the next level and prepares you for challenging professional and leadership roles. Benefit from **practice-oriented research, close industry connections** and opportunities to shape your **individual career path.**

Broaden your skills through interdisciplinary courses in languages, soft skills and intercultural communication, or gain additional qualifications with **micro-credentials and micro-degrees**. More than **90 partner universities** worldwide open doors to international experiences. Turn ideas into innovations at our **Open Innovation Lab,** with technologies such as VR, 3D printing and laser cutting, or get support in launching your own start-up. Interested in research? Your master's degree can also pave the way to a PhD.

All this awaits you on our campus by the water, in the heart of Europe's international Lake Constance region.

**More about us:** www.htwg-konstanz.de

## Do you have any questions...?


→ about program content
and study organisation:
**Dr. Helena Obendiek**
Phone +49 7531 206-736
e-Mail obendiek@htwg-konstanz.de

→ about general guidance, visa, housing
or any other questions:
**International Office**
e-Mail internationals@htwg-konstanz.de


**Detailed information on the degree program and other contacts:**
www.htwg-konstanz.de/mim

**Insight: Study projects / Campus life**

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**Sustainability is important to us,** which is why this flyer is printed on climate-neutral recycled paper (certified with the "Blauer Engel" eco-label).


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