

STUDY PRIVATELY
GRADUATE FORMALLY



Dual Mode Study

International Business Management (B.A.)

Field of study:

HOTEL MANAGEMENT

STUDY DUAL MODE – MAKE THE MOST OF EXCELLENT CAREER OPPORTUNITIES



Prof. Dr. Regina Schwab
Scientific Director at the
ISBA Freiburg Campus

WELCOME!

Dear Sir / Madam,
Dear prospective students,

Dual mode study - the combination of study and vocational training - is a success story. Professionals who already have professional experience in addition to sound theoretical training are often well sought after. In addition to the specialist knowledge, you also develop your soft skills and improve your foreign language skills - nothing stands in the way of an international career.

The study "International Business Management" at the ISBA opens up perspectives that are as diverse as our focus areas hotel management, real estate, marketing, sports management as well as tourism and event management.

On the following pages we inform you about the ISBA, our Freiburg facility and our special offer. If you would like to know more, we look forward to your call.

R. Schwab



The team of the ISBA Freiburg Campus

ALTERNATE 3 MONTHS STUDY AND 3 MONTHS PRACTICAL COMPANY EXPERIENCE

In the dual mode "International Business Management" program, theory and practical phases in a company alternate every three months. The goal is to offer our students the best possible career opportunities in the globalised labour market. For this purpose, science and industry are interlinked in a sustainable way. Both sides benefit from this exchange: The students acquire professional competence and experience and the companies increase their competitiveness through qualified junior staff.

In order to ensure that companies and applicants work together, our co-operation and student counseling staff will support you during the application phase. During our studies, our department heads always have an open ear.



FORMALLY RECOGNISED: ISBA - INTERNATIONAL STUDY AND PROFESSIONAL ACADEMY – UNIVERSITY OF COOPERATIVE EDUCATION

The ISBA - International Study and Professional Academy - University of Cooperative Education - is state-recognised according to the Saarland Berufsakademie Law of 27.03.1996, as last amended by law of 14.10.2014.

The state recognition was extended by the State Chancellery of Saarland to the Freiburg campus. About 300 students are enrolled at the ISBA campus in Freiburg.

THE FACTS AT A GLANCE

Formally recognised degree	Bachelor of Arts (B.A.) in International Business Management, focus area: Hotel management. Accredited by AHPGS.
Course contents	Business administration, economic disciplines, social and methodological skills and optional module groups of hotel management
Flexible Start	1st July, 1st October and 1st January
Study duration	6 Semesters
Prerequisites	High school diploma (general or subject-specific with a grade point average of at least 3.0), C1 Certification in German language, 2 weeks training in a company, successful admission interview at the ISBA Freiburg, trainingcontract with a partner company
Course cost	Registration fee: 250 EUR once, tuition fee: 580 EUR monthly (IMPORTANT NOTE: In hotel management, the majority of the companies pay the tuition fees) Student union contribution: 156 EUR annually (as of 01/2017)
Training allowance and vacation	Wages and holidays are set individually between students and partner companies. The wage should correspond to the level of a trainee. The allowance will also be paid during the theory phases.

STUDY PRIVATELY – GRADUATE FORMALLY

FORMALLY RECOGNISED AND ACCREDITED BACHELOR'S DEGREE



Our bachelor's degrees are most definitely formally recognised. In addition, the degree program "International Business Management" is accredited by the agency AHPGS. The Accreditation Report emphasises, among other things, the high level of student identification with the ISBA, the positive study atmosphere and the extensive campus facilities.

CONNECTION TO MASTER PROGRAMS AT HOME AND ABROAD

In principle, the formally-recognised bachelor's degree qualifies students to take up a master's program in Germany and abroad.

The universities determine their own selection criteria, which are to be requested as required. Through our cooperation, students of the ISBA campus in Freiburg have particularly good chances to be accepted into master programs of the following institutions:

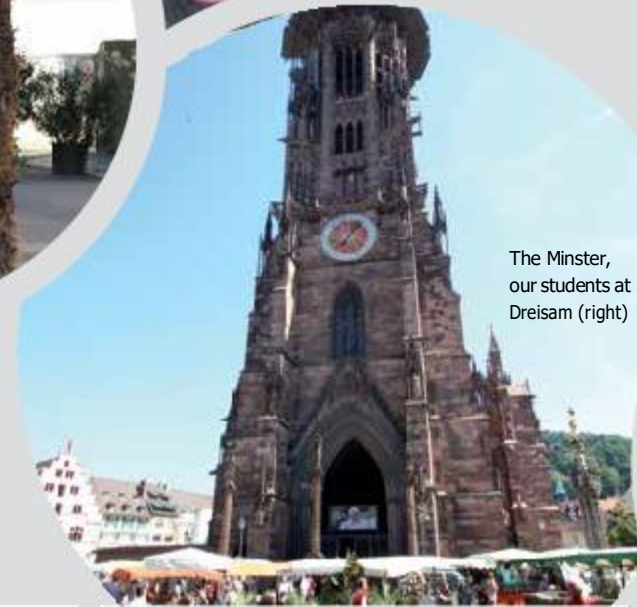
- University of Applied Sciences, Technology and Culture, Berlin
- Wittenborg University of Applied Sciences, Apeldoorn, Netherlands

THE UNIVERSITY CITY OF FREIBURG – HERE YOU CAN LIVE AND STUDY!

In Freiburg, one of the most attractive university towns in Germany with more than 30,000 students, the climate is close to Mediterranean. A rich cultural offering, numerous opportunities for sports activities and a cityscape dominated by street cafés - it is indeed good to live here. Not in the least the ideal location of the city contributes to this: The tri-border region Germany – France – Switzerland offers a variety of cultural and leisure activities, the nearby Black Forest beckons for activities including mountain biking.



The Herz-Jesu-Kirche in the Stühlinger



The Minster, our students at Dreisam (right)



The Freiburg Bächle

THE ADVANTAGES FOR YOUR SUCCESS



Studying in modern rooms

SUSTAINABLE STUDY

- Small working groups and ongoing dialogue with heads of study and lecturer
- Interesting excursions to innovative companies and exciting events
- Events promoting soft skills and language skills
- Regular expert forums as a bridge between theory and practice

HIGH QUALITY OF TEACHING

- Professors and lecturers from science and practice with many years of experience
- Lectures and project weeks with "Flying Profs" from our international partner universities
- Many courses conducted in English

CAMPUS WITH BEST INFRASTRUCTURE

- Campus with Mediterranean flair in the center of Freiburg
- Modern equipped seminar rooms
- WLAN on the whole campus
- Microsoft Office 365, Microsoft Cloud storage, and personal ISBA email address
- Mensa with organic food
- Services of the Freiburg Student Union, such as cafeterias, accommodation, dormitories, etc.
 - Tips and addresses for house hunting

EXCELLENT LIBRARY CONCEPT

- Own library on campus
- Access to the Freiburg University Library
- E-learning via the intranet
- Online journals on Emerald Management Plus and WISO

COMPREHENSIVE QUALITY MANAGEMENT

- Evaluation of all courses
- Continual further development of study programs
- Continuous dialogue with the partner companies
- Ongoing development of infrastructure (library, campus, IT etc.)
- Uniform requirements of the ISBA for the selection of applicants, the execution of study programs and examinations, as well as the appointment of professors and lecturers



The cafeteria coffee lounge



The campus library



After passing the exam

FIELDS OF STUDY AND COURSE CONTENTS



THE HEADS OF DEPARTMENT AT THE ISBA CAMPUS IN FREIBURG

No specialisation without a head of department! For all cations, but they are all confident practitioners who know questions and advice on study content, individual modules, exactly what they are talking about and also know the requirements of the partner companies.



HOTEL MANAGEMENT

HEAD OF DEPARTMENT



Prof. Dr. Regina Schwab
Head of Department General Business Administration, Head of Department Hotel Management, Head of Examination, Scientific Director

Diploma in Economics; many years of consulting work for management consulting 'Metzger und Metzger Communication and Training'; since 2000 lecturer for economics and business administration, focus on marketing, at various educational institutions.

STUDY COORDINATOR



Arne Kuder
M.A., Study Coordination, Department of Hotel Management

Master of Arts in Hospitality Management; Doctoral student in economics, many years of professional experience in the hotel and catering industry; Since 2009 lecturer in the department of hotel industry at various educational institutions. Freelance business consultant in the tourism industry

FOR ALLROUNDERS WITH SERVICE ORIENTATION

At the hotel, you'll have new experiences every day and are regularly faced with new challenges. The dual mode program with a focus on hotel management prepares you for this and trains you to be an all-rounder so that you have access to a multitude of areas and functions in the hotel industry - in chain and private hotels, conference and wellness hotels, city and country hotels. e.g. Front Office Manager, Banquet Director, Event Manager, Sales & Marketing Manager, Guest Relations Manager, Assistant to Directors ... all the way to the Hotel Director. Also, a career in related industries, e.g. in the catering industry, in catering companies or in the field of personnel and training is possible.

Course contents:

Introduction to hotels and tourism; Food and Beverage Management; Rooms Division Management; Hotel Reviews; Hotel-management contracts; Hotel project case study; Hospitality Strategy; Technological innovation management; Facility management; Hotel Accounting; Conventions and Events; Yield management; Managing Sustainable Destinations; Hotel information systems; Managing Service Operations; Hotel Design and Sustainability; Human Resources in Hospitality.



"The dual mode course offers the best opportunity to steer one's career opportunities early on, as the dual student is very attractive to potential employers through practice and business theory."

Lukas Drexler, Graduate 2013
Hyatt Regency Düsseldorf



INDIVIDUAL CONSULTING AND TESTS

Even outside of our info sessions, we would be happy to advise you individually on our campus at any time. In addition, you are welcome to take part in a trial lecture.

OUR STUDY PLAN AT A GLANCE

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
Economics – Multidisciplinary Modules					
Basics Business Administration and Service Management		Corporate Accounting	International Management		Entrepreneurship & Enterprise
Business Mathematics and Statistics		Scientific work and information technology	Organisation and control		Social and methodological competences
	Management	Corporate Accounting		Economic and monetary policy	
	Economics				
	Law for economists				
Business languages					
English + French (Beginner / Advanced) or Spanish (Beginner / Advanced)					
Practice					
	Practice transfer I		Practice transfer II		Practice transfer III
	Study year work I		Study year work II		Bachelor Thesis
					Oral Examination
Focus specific modules					
Modules from the selected field of study: Hotel management					

SERVICES FOR YOUR SUCCESS

APPLICATION MAP CHECK – SUPPORT FOR BUSINESS SEARCH

Our co-operation and student counseling partners accompany you for the entire application process. They help you with questions, finding a training company, and making a contract. However, your own commitment to finding a business is indispensable. Because without an employment contract, a dual mode study cannot be accepted.

ADVANTAGES FOR TRAINING COMPANIES

Secure junior staff

Already during the practical phases, the students work and learn in the company - often thanks to a rotation in the different departments. After graduation, the graduates can then usually be placed immediately in qualified positions. Thus, the cost-intensive search and training of external applicants is unnecessary. And companies have three years to get to know their future employees.

Make the most of resources

The ISBA group model allows companies to control when the student completes the practice or theory block. If two students are hired, one job can be permanently filled.

Reduce costs

The employees of the ISBA business cooperation and student counseling present suitable candidates to the companies and support the entire application process up to the conclusion of the contract. The remuneration of the students should correspond to the monthly gross salary of a trainee; Alternatively, the tuition fees can be taken over and claimed for tax purposes.

Increase added value

The dual mode study program is application-oriented. The integration of theory and practice promotes sound knowledge acquisition and professional competence. After just a short time, dual mode students acquire more than normal trainees, gain an eye for the "big picture" and make their contribution to added value during their studies.



PARTNER COMPANIES AND NETWORK

HOTEL MANAGEMENT

Altenberger, BEST WESTERN Hotel Hofgut Sternen, Clarion Hotel Hirschen, DAS TEGERNSEE hotel & spa, Dorint Hotel An den Thermen Freiburg, Dorint Hotel Maison Messmer Baden-Baden, Hotel 47° Konstanz, Hotel Bachmair Weissach, Hotel Bareiss Baiersbronn, Hotel CONTEL Koblenz, Hotel Pfalzblick, Hotel Rappen am Münster, Hotel Saigerhöh, Franz Keller – Ho-tel Schwarzer Adler, krenzlers rhön, Lindner Hotels, Marriott Hotel München, Mercure Hotel Panorama Freiburg, Stausee Hotel, The Alex Hotel Freiburg, Waldknechtshof, Villa Hammer-schmiede, Wickenhäuser & Egger

STRONG PARTNER NETWORK

- Cooperation with experienced partners on the company side (see above)
- Active membership in several trade and industry associations such as the Central Real Estate Committee (ZIA), the Federal Association of the German Tourism Industry (BTW), the German Travel Association (DRV) or the Marketing Community Freiburg / Südbaden (macs)
- Cooperation with national and international educational institutions
- Opportunity to obtain a second bachelor's degree in just one year after completing studies at ISBA with our partner, Wittenborg University of Applied Sciences (Apeldoorn / NL)



START AND APPLY NOW!

Contact in Italy for info and support for the application procedure:
Dott.ssa Ilia Mazzone – tel. +39 3478065848
email: formazione.duale.germania@gmail.com



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