

Business Preparation Program

Taught in English



Come study at one of the best
private business schools in Germany

 Dortmund · Frankfurt/Main · Munich · Hamburg · Cologne · Berlin



Why ISM?

For more than 30 years, the International School of Management (ISM) has established itself as **one of Germany's leading business schools**. As a privately-funded, state-approved University of Applied Sciences, we specialize in **preparing young people for management roles** in both national and international companies.

At ISM, we foster a personal learning environment through **small study groups**, enabling close interaction between students and professors. All ISM lecturers are **industry experts** with real-world management

experience. Our Career Center supports you in **developing your individual talents and ideas**, aligned with your professional goals. One of the advantages of studying at ISM is the opportunity to build **a strong international network**.

Our student working groups, in collaboration with our alumni and experienced members of the board of trustees, provide an extensive platform for networking, enabling you to establish **valuable connections within the business world**.



International

- German language courses
- 80 nationalities across all programs
- 30% of all students are internationals
- ≈190 partner universities

Practical Focus

- Lecturers with hands-on experience
- Case studies and workshops
- Excursions

Personal

- Intensive support by lecturers
- Interactive classroom environment
- 1:7 faculty/student ratio

Student Life

- Student clubs
- Extracurricular activities
- Buddy program



BPP Program

Are you looking to experience a semester abroad at a renowned German university? If so, the ISM Business Preparation Program is an excellent fit for you. This program enables you to attend business classes in English and earn ECTS credits while at ISM. Individual support and academic guidance are integral components of this program, ensuring a comprehensive and enriching experience during your time abroad.

The program consists of **six courses, each carrying 5 ECTS credits**. Consequently, students enrolled in the ISM Business Preparation Program can earn a total of **30 ECTS credits in a single semester**. A **prerequisite** for enrollment is proficiency at the B2 level of English.

The ISM Business Preparation Program is available at **six ISM campuses**:

- Dortmund, Frankfurt, Berlin: spring or fall semester
- Munich, Hamburg: fall semester only
- Cologne: spring semester only

Recognizing that studying abroad is a significant decision, we are committed to **providing a supportive environment** where you can not only excel academically but also experience **personal growth** and explore new horizons.

Furthermore, we offer a comprehensive online course package that allows you to earn 30 ECTS credits entirely online.

Application Procedure

Step 1

Apply online

- Visit exchange-students-application.en.ism.de
- Upload all required documents



Step 2

Email

- Send the pdf that has to be created after the online application to eva.quel@ism.de



Step 3

Your study start

- Welcome to ISM
- Start your future with us



Required Documents

- Transcript of records
- Proof of international health insurance
- Confirmation of English skills (minimum B2 level)
- Copy of passport or ID card
- Photo

Application Deadline

- For spring term: November 15th
- For fall term: April 15th

A Cross-Disciplinary Pathway From Leading Universities in China and Singapore to a German Top Business School

My Academic Journey

After completing my bachelor's degree in Teaching Chinese as a Foreign Language at Nanjing University in China and a master's degree in Teaching Chinese to Speakers of Other Languages at Nanyang Technological University in Singapore, I decided to embark on an entirely new academic journey—pursuing the Business Preparation Program (BPP) at ISM International School of Management, University of Applied Science in Germany. This step successfully enabled me to transition into the Master in Strategic Marketing Management. Reflecting on this experience, I am confident that this decision was instrumental in achieving my cross-disciplinary shift and securing an internship in Germany.



ISM student Zhang Qiuyi

Why Munich and ISM were the right choice for me

My decision began with choosing Munich as my preferred city. As an international metropolis, it offers abundant career opportunities, providing distinct advantages for students aiming to build a future in Germany. During my school selection process, ISM stood out due to its diverse range of programs, flexible campus options, and highly international learning environment. The BPP program's dual intake options in March and September allowed me to flexibly balance my studies and internship plans while having sufficient time to adapt to life in Germany.

Hands-on learning in a global classroom

What I appreciated most during the BPP was the highly international classroom environment. Students from around the world fostered an open and inclusive atmosphere, effectively avoiding cultural clustering. Instructors actively promoted cross-cultural collaboration, often using creative grouping methods to encourage interaction and teamwork among students from different backgrounds. The curriculum was intensive and practical, covering six key business areas in the preparatory courses. The professors were not only highly professional but also very responsive to student feedback. For instance, in the finance course, the instructor patiently clarified calculation procedures and added detailed explanations to the course materials. In cross-cultural management classes, the professor integrated theoretical knowledge with practical tools and real-case studies, allowing us to apply what we had learned in realistic scenarios – an approach I found immensely beneficial.

The BPP program: A stepping stone to career growth

For students planning to pursue further studies in Germany and undertake a cross-disciplinary transition, ISM's BPP program is undoubtedly an excellent starting point. It not only helped me build a solid academic foundation in business but also allowed me to grow rapidly in an international setting, laying a robust groundwork for my future career.

Become part of the
ISM Community!

This all sounds exciting?

Join us at ISM and take the next step toward an exciting and rewarding future!

Core & Specialization Modules

Dortmund Campus

Start in September or March

Core Business Subjects (1 of 3)

BLOCK I

- Strategic Management
- International Business Law
- Project Management
- Operations Management

BLOCK II (fully online)

- Strategic Controlling
- Crisis Management
- Branding & Communication Management
- Doing Business in a Global Economy

BLOCK III

- International Finance Management
- International Trade & Sales
- Marketing Controlling
- Business Ethics

Specializations (1 of 4)

Tourism Track

- Strategic Tourism Management
- International Tourism Markets

International Management Track (fully online)

- Leading to High Performance
- Competitive Advantage

Finance Track

- Implementation of Derivatives
- International Financial Reporting (fall)/ International Auditing (spring)

Communication Track

- Strategic Public Relations
- Intercultural Communication

Frankfurt/Main Campus

Start in September or March

Core Business Subjects

BLOCK IV (Fall term)

- Business Ethics
- Business Planning, Theory & Exercises
- Moderation & Presentation
- Principles of Corporate Management

BLOCK V (Spring term)

- International Finance Management
- Strategic Management
- Marketing Controlling
- International Trade & Sales

Specialization (Fall term)

Communication Track

- Strategic Public Relations
- Intercultural Communication

Specializations (Spring term, 1 of 2)

Communication Track

- Strategic Public Relations
- Intercultural Communication

Finance Track

- Implementation of Derivatives
- International Financial Reporting

Munich Campus

Start in September

Core Business Subjects

BLOCK VI

- International Trade & Sales
- Strategic Management
- Global Communications
- International Finance Management

Specialization

International Management Track

- Leading to High Performance
- Competitive Advantage

Hamburg Campus

Start in September

Core Business Subjects

BLOCK VII

- Marketing Controlling
- International Finance Management
- Strategic Controlling
- International Trade & Sales

Specialization

Psychology & Management Track

- Consumer Psychology
- Structuring of Consulting Projects

Cologne Campus

Start in March

Core Business Subjects

BLOCK VIII

- Strategic Controlling
- Branding & Communication Management
- Crisis Management
- Doing Business in a Global Economy

Specialization

Luxury & Fashion Management Track

- Marketing of Luxury Goods & Fashion
- Luxury & Fashion Buying and Merchandising

Berlin Campus

Start in September or March

Core Business Subjects

BLOCK IX (Fall term)

- Marketing Controlling
- International Trade & Sales
- International Finance Management
- Moderation & Presentation

BLOCK X (Spring term)

- Project Management
- Strategic Management
- Operations Management
- International Business Law

Specialization (Fall term)

Sports Management Track

- Introduction to International Sports Management
- Management of International Professional Sports

Specialization (Spring term)

Law Track

- Introduction to German Law
- Trademark Law & Unfair Competition Law

Choose your Campus

A study abroad semester is an unforgettable experience. You will get to expand your horizons, enrich your academic record, learn about foreign culture, and make friends for life.

Our campuses offer you an international atmosphere with a growing number of exchange students coming to the ISM every year. At ISM, you will study in international teams and meet students from all over the world. This is just one of the many features that make studying at ISM so special.

At each ISM location we offer you:

- bright and modern study rooms
- a library
- a comfortable lounge
- computer rooms
- several group workrooms
- good accessibility

Hear from our students

Watch our campus videos

Click the play buttons in the PDF file to **watch our individual campus tour videos**. Get to know what makes ISM campus life so inspiring.



Dortmund

Otto-Hahn-Straße 19
44227 Dortmund

The campus in Dortmund was founded in 1990 and, with around 670 students, is ISM's largest location. It is surrounded by a thriving technology park and only 15 minutes from the city center.

In recent years, Dortmund has developed from a former coal and steel center into a booming location for modern technologies. As the largest city in Westphalia and the Rhine-Ruhr metropolitan region, Dortmund is one of the most dynamic cities representing the new economy in Germany.

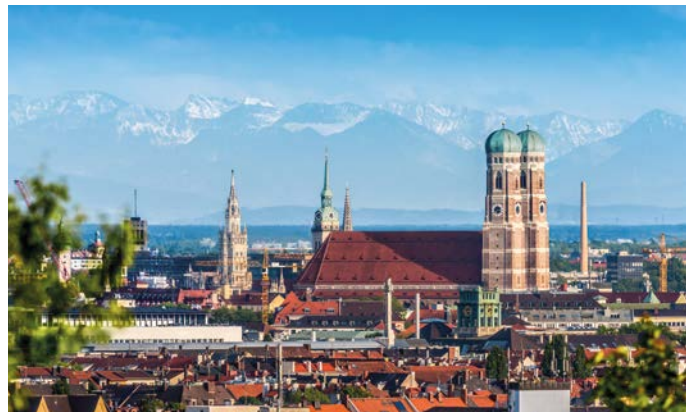


Frankfurt/Main

Mörfelder Landstraße 55
60598 Frankfurt/Main

The Campus Frankfurt/Main opened in 2007 and is located in Sachsenhausen, two underground stations away from the city center. 620 students are currently enrolled here.

Frankfurt is the city with the highest job density in Germany and an important European financial and service center. It also has other important industries such as creative businesses, IT and telecommunications, biotechnology or life sciences, logistics and industry.



Munich

Karlstraße 35
80333 Munich

The Munich campus has been located in the Karlshofen since 2009. It is close to the Königsplatz and easy to reach from the main station.

The 610 students in Munich particularly appreciate the contrasts that unite in the Bavarian capital – cosmopolitan young people and traditions, urban atmosphere and rural charm. Important economic sectors in Munich are for example tourism, vehicle construction or electrical engineering. In addition, the city is of nationwide importance as a media location.



Hamburg

**Brooktorkai 22
20457 Hamburg**

The Hamburg campus was opened in September 2010. 520 students are currently studying in our two modern buildings at the HafenCity. The city center and the main railway station are only a ten-minute walk away. Whether you are looking for a cosmopolitan metropolis or the rough hanseatic charm, Hamburg combines many facets. As cultural and economic center of Northern Germany, Hamburg's structure is characterized by the service sector, in which around three quarters of all employees are working.



Cologne

**Im MediaPark 5c
50670 Cologne**

Since 2014, ISM has had a campus in Cologne. Currently, 380 students are studying at the ISM campus, not far from the Hansaring S-Bahn station. Cologne is one of the most important business hubs in Germany and impresses with its convenient location. Its tradition as center for trade and industry goes back to the Roman Empire. In recent decades, the region has been able to expand its position as a service and logistics center and to build up a special reputation as an innovative media city.



Berlin

**Hauptstraße 27
10827 Berlin**

Since September 2019 the ISM has also been represented with a campus in Berlin. Around 260 students are currently studying at the campus, which is located in the heart of Berlin Schöneberg and combines culture, cosmopolitanism and innovation. As the capital of Germany, Berlin is an important international economic and political center. The city thus attracts companies from all industries.



Contact

We are there for you

Get in touch with us!

For more information, or if you have any others questions, please contact us.

We will gladly address all your inquiries.



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