

# M.A. Entrepreneurship

## ISM – Bond University

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



### German-Australian double degree

ISM students who opt for the program at Bond University spend their first two semesters at the ISM campus, followed by two semesters at Bond University. Here you can study in modern lecture rooms and libraries and reach several restaurants, cafés and bars on foot around the campus. Students who have achieved all the necessary credits for study and examinations are awarded a Master of Arts in Entrepreneurship from the ISM, and an additional degree in the program of their choice from Bond University. With this double degree program of the ISM you acquire two master's degrees within two years plus master's thesis.

### Additional degrees available at Bond University

- Master of Business majoring in
  - International Business or
  - Marketing or
  - Non-Specialization

### Study language

Lectures are held in English both at the ISM and at Bond University.



## Additional degree “Master of Business” specializing in International Business

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### 3rd semester

- Fundamentals of Finance
- International Human Resource Management
- Global Business
- Managing Strategic Change

### 4th semester

- Analysis and Application
- International Trade
- International Financial Management
- Principles of Economics

## Additional degree “Master of Business” specializing in Marketing

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### 3rd semester

- Principles of Economics
- International Human Resource Management
- Customer Analysis
- Managing Strategic Change

### 4th semester

- Analysis and Application
- Internet and Social Media Marketing
- Communication Strategies
- Fundamentals of Finance

## Additional degree “Master of Business” – Non-Specialization

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### 3rd semester

- Principles of Economics
- International Human Resource Management
- Managing Strategic Change

### 4th semester

- Elective
- Analysis and Application
- Fundamentals of Finance

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