

M.A. Luxury, Fashion & Sales Mgmt.

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 Luxury, Fashion & Sales Management 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
 - Marketing or
 - Non-Specialization

Study language

Lectures are held in English at Bond University.



Additional degree “Master of Business” specializing in Marketing

3rd semester

- Accounting Principles
- Marketing Fundamentals
- Customer Analysis
- International Human Resource Management

5th semester

- Managing Strategic Change
- Analysis and Application

4th semester

- Principles of Economics
- Fundamentals of Finance
- Internet and Social Media Marketing
- Communication Strategies

Additional degree “Master of Business” – Non-Specialization

3rd semester

- Accounting Principles
- Marketing Fundamentals
- Managing Strategic Change
- International Human Resource Management

4th semester

- Principles of Economics
- Analysis and Application
- Fundamentals of Finance

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