

Distance Master Learning

Information
about the
study courses

Study courses:

Management
Sustainability Management
Digital Marketing Management
Applied Business Data Science
Media & Communication
Psychology

Your distance learning course at ISM!

Always close to you.



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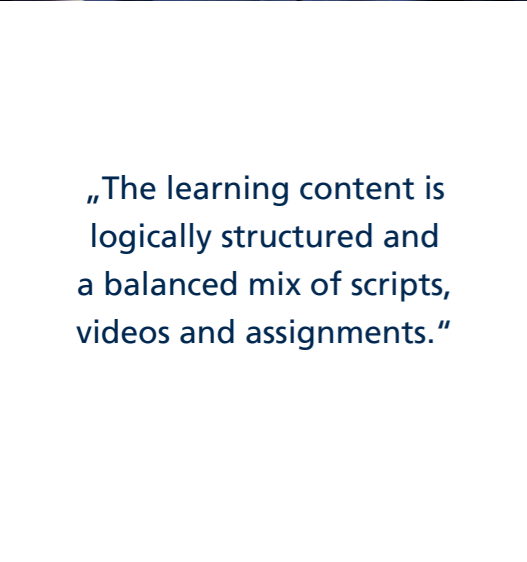
„Thanks to the distance learning programme I can divide up the content as I wish, flexibly plan my learning times and go about my daily life on the side.“



„The digital teaching at ISM is technically and organisationally flawless. The transfer of knowledge is great and there is also plenty of interaction with lecturers and fellow students.“



„The primary strength of ISM is the flexibility of its distance learning programme – a great offer.“



„The learning content is logically structured and a balanced mix of scripts, videos and assignments.“



„I would always choose ISM again because the support during the distance learning programme is very professional and you can turn to the study coaches and fellow students at any time.“



„Thanks to the flexibility of the exams, you can prepare for them without stress even if you have a full-time job. You can take the exam whenever you feel ready“.



„The distance learning programme in Brand and Fashion Management at ISM convinced me because of the high level of practical relevance and the very good reputation.“



„The digital teaching at ISM is very interactive, always includes group work phases and offers completely new formats.“



„The textbooks are very clear and, in addition to the high-quality topics, also contain additional material to deepen the subject areas.“



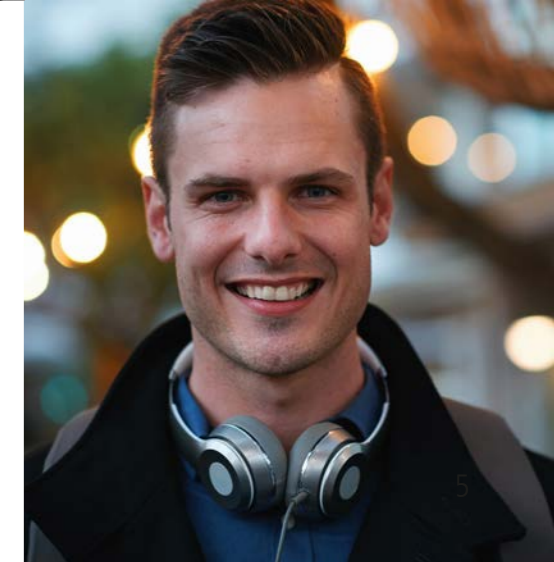
„Definitely recommended! I feel very well looked after.“



„Although every student is spread out somewhere in the world, there is still a direct connection between them, they help each other and can have discussions with professors at monthly meetings, just like in a normal lecture.“



„In addition to the very well-organised distance learning programme, there is also a very friendly team that is always available to help with any questions.“



Management

Degree of the distance learning programme
Master of Science (M.Sc.)

As the manager of tomorrow, our Master of Management is a degree programme that can be as individual and flexible as you are: You choose from a range of elective modules and thus sharpen your own personal professional profile. In addition, you acquire modern management skills, so that at the end of your studies you are optimally qualified for management tasks in companies.

For this degree programme you should bring with you: Interest in personal development as a manager, openness to new things and digital affinity.

More information

The following central topics await you in the Master's programme in Management:

- Digital marketing
- Sustainability
- Human Resources
- Business Mediation & Coaching



If you choose at least four of your electives from each of these specialisations, we can add the corresponding specialisation to your M.Sc. in Management degree certificate.

Your study plan could look like this

You can find a study plan for the 120 ECTS variant here:

A study plan for the 90 ECTS variant can be found here:

Your career opportunities with the Master's degree in Management

You are the manager of tomorrow and can take on management positions in all companies and industries. Your individual electives open up the world to you: From HR Management to Marketing to Sustainability Management.



Future leadership skills

Micromanagement is a thing of the past - modern leaders are characterised by a collaborative, agile and communicative management style. Scope for employees and opportunities for further development are essential, and digital communication channels are an important companion.

What sounds trivial at first has to be well understood and lived, because value-oriented leadership is more than just a new buzzword. And a leader today is more than the undisputed authority.



Prof. Dr. Andreas Helferich

Andreas Helferich is Professor of International & Digital Management at the ISM Campus in Stuttgart. He studied at the University of Stuttgart and the University of Missouri, St. Louis (USA) and received his doctorate from the University of Stuttgart. Before joining ISM, he worked for 10 years as a management consultant and for a medium-sized software company. He is the author of over 40 publications and is an active speaker at congresses and scientific conferences.



Sustainability Management

Degree of the distance learning programme
Master of Arts (M.A.)

All companies operating on the market today need a sustainability strategy. This is a great challenge for many, because it requires a comprehensive management that is responsible for the environmental and sustainability strategies and their constant further development. ISM's distance learning Sustainability Management Master teaches exactly that: sustainable actions in companies.

Our programme offers you a high level of practical relevance through practical projects and live modules in which current topics are discussed with lecturers and experts from the field.

For this programme you should bring with you: Motivation and passion for building knowledge around the numerous facets of sustainability in business and society.

More information

The following central topics await you in the Sustainability Management Master's programme:

- Climate change, renewable energies and biodiversity
- Sustainable consumption and production
- Inequality and poverty
- Democracy and human rights

Your study plan could look like this

Your career opportunities with the Master in Sustainability Management

Design environmental projects for companies, work in the advisory and consulting sector in politics or business, or specialise in renewable energies.



Don't wash it green

Many companies are changing their operational structures and taking on the challenge of assuming responsibility for the environment and society. This involves making production processes sustainable, switching to green electricity and reducing Co2 emissions. When companies implement some steps towards sustainability, this may and should, of course, also be reflected in their external communication.

However, not all companies act in such a responsible manner - „greenwashing“ is practised over and over again nowadays: in order to secure the competitive advantage of a sustainable image, some companies merely work with marketing measures and thus deliberately deceive consumers into believing that they are acting sustainably. It is time to face the issue in order to be able to distinguish greenwashing from real sustainability without any doubt.



Prof. Dr. André Reichel



André is the study programme director of the Sustainability Management programme and also a professor of international management. He has previously worked at Zeppelin University in Friedrichshafen, Oxford University and Karlsruhochschule in Karlsruhe. Sustainability is André's passion. He wants to empower the next generation of leaders to make the necessary changes for a more sustainable future.

TIME IS RUNNING OUT!

Media & Communication Psychology

Degree of the distance learning programme
Master of Science (M.Sc.)

With the Master's programme in Media & Communication Psychology, you will learn everything about the spectrum of media and examine them in terms of psychological aspects. You deal with general topics of psychology such as perception and emotion and can classify the different effects of media formats.

Via the live modules and practical projects, you will discuss current topics with our lecturers and experts from the field.

For this degree programme you should bring with you: An interest in the psychological aspects of media and the critical examination of media topics. **Important:** You do not have to have studied psychology to study this Master's programme with us. You will learn the basics of psychology right at the beginning of your studies.

More information

The following central topics await you in the Master's programme Media & Communication Psychology:

- Influence of media choice on people
- Perception of the target audience
- Influence of digitalisation on user behaviour
- Social psychological theories and models

Your study plan could look like this

Your career opportunities with the Master in Media & Communication Psychology

Work in market research, consulting or in companies in the media industry and analyse the effects of media formats.



Always on?

Almost 90% of all Germans have a smartphone - and use it regularly. What happens to our society when more and more areas of life are „digitalised“? Does communication function differently when digital media are used?

The filter bubbles we find ourselves in influence our opinions. We adapt to those with whom we often communicate. As a result, views become more extreme, conflicts become clearer, the tone sharper - when people communicate outside their own filter bubble. Understanding how media works and what that means for communication is an important prerequisite for being able to participate.



Prof. Dr. Nicole Behringer



Nicole is the study programme director of the Media and Communication Psychology programme and a lecturer in Business Psychology. She gained international practical experience in the areas of sales & marketing training and personnel & organisational development at Hugo Boss, Porsche and Daimler. She is also a learning architect and expert in nudging.

Digital Marketing Management

Degree of the distance learning programme
Master of Arts (M.A.)

Developing digital skills to plan marketing activities - that's what the Master's degree programme Digital Marketing Management is all about. The increasing digitalisation and globalisation of markets create challenges for companies in the field of marketing. That's why companies need qualified specialists and managers who are proficient in the digital media business.

Learning how to put theory into practice is just as important as the theory itself. That's why you have the opportunity to apply what you have learned in live modules and practical projects with lecturers and experts.

For this degree programme you should bring with you: Enthusiasm and curiosity for trends and developments in digital marketing.

[More information](#)

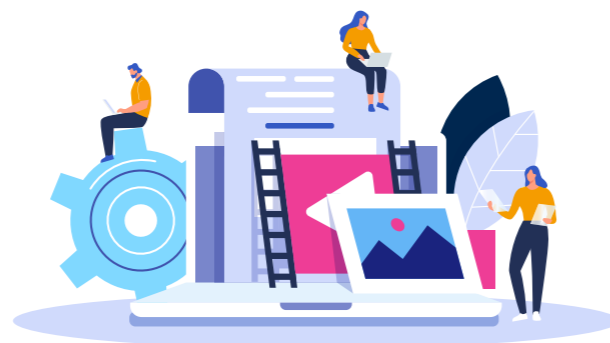
The following central topics await you in the Master's programme in Digital Marketing Management:

- Digital marketing strategies
- Business and revenue models in the online economy
- Social media and influencer marketing
- Search engine marketing

Your study plan could look like this

Your career opportunities with the Master in Digital Marketing Management

Work as a social media manager or online performance manager and many other positions in the field of digital marketing.



An ear to the customer!

A testimonial on Instagram, a product presentation on YouTube, a review on Google - what others say about a product or service influences purchasing decisions.

Many companies try to use their own customers as brand ambassadors. This creates credibility and can have a positive influence on the purchase decision of potential customers. If you listen carefully and systematically to what is said about your own brand or product on the web, you can learn a lot about the needs and wishes of potential customers. And companies can also learn from negative feedback and derive improvements.



Prof. Dr. Bakr Fadl

Bakr is Professor of Entrepreneurship and Innovation Management as well as Vice President for Transfer, Sustainability, Entrepreneurship, and Innovation at ISM. He studied at the Schumpeter School of Business and Economics, where he also earned his doctorate in technology and innovation management. Previously, he held various management positions, most recently as Managing Director of the Transfer Agency at the University of Hamburg, where he promoted knowledge transfer between science and practice.



Applied Business Data Science

Degree of the distance learning programme
Master of Science (M.Sc.)

Companies are desperately looking for people who can use today's flood of data and information profitably in the company. In our Master's programme Applied Business Data Science, you will learn everything a data analyst needs in terms of knowledge and skills.

Of course, you will learn economic theories, but also application-oriented learning subjects. Especially in the live modules and practical projects, it's „hands-on“ - here is the space for exchange, discourse and experimentation.

For this degree programme you should bring with you: Interest in working with data and statistics, openness to new things, digital affinity. **Important:** You don't have to be able to code to study this Master's programme with us. You will learn coding during your studies.

More information

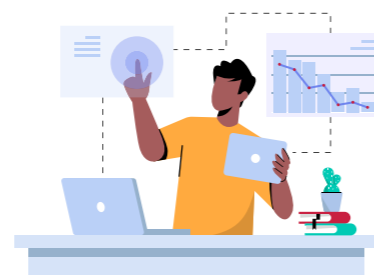
In the Master's programme Applied Business Data Science, you can expect the following central topics:

- Critical questioning of data
- Programming in Python and R
- Database expertise in SQL
- Adaptive learning systems & AI
- Robotic Process Automation

Your study plan could look like this

Your career opportunities with the Master in Applied Business Data Science

Work for companies in various industries as a data scientist or analyst or as an interface between management and IT. You will also find many job opportunities in the consulting sector.



Data is the new gold

Whether it's a purchase, a Google search or a social media post - anyone who travels the web leaves a data trail. Always. With the increasing networking of everyday life, this even applies when we are not even aware of it, e.g. because our smartwatch stores movement data or reveals something about our whereabouts.

This data is valuable - especially for companies. Because they can be used to make business decisions. To do this, data must be collected, stored and processed. It is about recognising patterns, finding connections and presenting the results in such a way that they can be interpreted and understood.



Prof. Dr. Veith Tiemann

Veith is the study programme director for Applied Business Data Science and a professor of statistics and data science at ISM. Among other things, he headed the Data Intelligence department of Europe's leading B2B search engine and has been working as a business intelligence consultant since 2010. He specialises in the analysis and modelling of data using R. In 2018, he was invited by CalState at Monterey Bay to support the computer science team as a visiting professor.



Learning hacks for your distance learning



Celebrate your success

If you always remind yourself of what you have already achieved, this will increase your motivation to stick with it in the long term. Reward yourself for reaching a goal and celebrate your success with others. Then you can start again with new energy.

Turn off everything that distracts you

Your smartphone or an exciting series - you probably know best what distracts you from learning. Stay consistent, create a distraction-free learning environment and set times when you can concentrate on studying.



Take notes

Learning requires active engagement with the content. This is called elaboration. If you take notes and summarise what you have learned in your own words, it will be easier for you to remember new things.

Develop helpful habits

Routines can help you integrate learning into your daily life. Think about what suits you and how you organise your everyday life: a fixed time structure and an ergonomic workplace will help you.



Give yourself a break

Only those who are fit can concentrate and learn efficiently. This also means taking regular breaks and relaxing phases. What helps you to relax and create a mental and physical balance?

Numbers, data & facts



Type of distance learning

Online study

Duration of distance learning

24 - 48 months (depending on time model)

Start of study

Any time

Credit points

120 ECTS

exception: Master Management in the 90 ECTS variant



Attendance phases

None, 100 % online

Degree title

Master of Science (M.Sc.)

Master of Arts (M.A.)

Language

English

Exception: Only the Master's programme in Media & Communication Psychology has some German-language modules.



You can find the **costs** at any time → **on our Website**



Requirements

Bachelor's degree with at least 50 ECTS in business, of which 10 ECTS credits in quantitative or methodological subject. The Bachelor's degree must have at least 180 ECTS. Exception: For the 90 ECTS Master Management, the Bachelor must comprise 210 ECTS.

English at least level B2

In terms of infrastructure, you will need internet access and a laptop/computer.

Your path to ISM distance learning

1. Your online application

Create your user account, select your study programme as well as desired start date and upload your document.

2. Your counselling interview

Fill out our online questionnaire and talk to your study coach about it - so you get answers to open questions and receive first learning tips.

3. Your study contract

Sign your digital contract and send us your certified university entrance qualification by post.

4. Start your studies

You are enrolled, receive all your necessary access documents and can start your distance learning course straight away!

You are already ready?
Then go this way → Apply now
bewerbung.ism-fernstudium.de/en

Recognition of prior learning

If you have already completed a degree course or a specific further education course, you may even be able to save time and money by having these previous qualifications recognised. During the application process, you can simply send us all the certificates for the modules in question. We will then check them individually. This may shorten your study time and reduce the tuition fees. Feel free to contact our team at any time!



Our Team

Student Advisory Service

Our student advisory service is available to help you with all your organisational questions before you start your studies. From A for admission to R for recognition.



Marcella Brockerhoff



Aysenur Bektas



Helen-Marie Hänßler

Study Coaches

Our study coaches will accompany you after your application and during your studies. You can contact them at any time if you have any questions about your studies or course content, or if you are looking for tips on how to study.



Annika Petruch



Dr. Regina Brauchler



Julia Föll

Voices from the distance learning programme

The ISM convinced me right from the start with its strong practical relevance and high reputation. Where else can you access such an exclusive network of companies during your studies? I have incredibly fond memories of the meeting with Julia Ehlert from LVMH, who gave us exciting insights into the group and the work on site.

I decided to study at ISM by distance learning because I currently work full time at a bank and appreciate the flexibility this study programme offers me. You are really 100% flexible and 100% online and can put together your own individual study plan. You can even take your exams online - cool, isn't it?

The study documents can be read like a magazine, as they are really very attractively designed. Even though it is a distance learning programme, thank god you are not alone. You have an incredibly nice and competent team behind you, which supports you at all times with all your needs.



Fabio Nagelsky, studies B.A. Brand & Fashion Management in the ISM distance learning programme

I chose the ISM distance learning programme because it offers me the greatest possible flexibility. When choosing my degree programme, it was especially important to me that it is compatible with my job as well as with the fact that I am currently living abroad. There are also specialisation subjects such as finance or marketing in the higher semesters, which I am really looking forward to.



Angelika Gmeiner, studies B.Sc. Business Administration in the ISM distance learning programme

I was already convinced by my first contact with the study coaches Marcella and Regina. The whole team is really friendly and answers questions super quickly and competently.

Although time management and continuous learning were difficult for me at the beginning and the distance learning programme requires a consistent learning plan, I don't regret my decision for a second.

Finally, I can recommend anyone who is still hesitant to talk to the study coaches or attend an info-webinar. This took away a lot of my worries right from the start and cleared up any questions I had.



Katharina Feidt, studies M.A. Digital Marketing Management in the ISM distance learning programme

After completing my bachelor's degree in Global Brand & Fashion Management at ISM Frankfurt, I knew that I wanted to diversify my academic career by pursuing a master's degree.

Since I was already very satisfied with ISM during my bachelor's degree, it made sense for me to study there again. Because I wanted to be independent in terms of time and location, I chose the distance learning program at ISM. A decisive factor for me were the live modules, as they ensure direct contact with fellow students and lecturers.

The Digital Marketing Management program allowed me to build on the skills I had already learned in my bachelor's degree and in my career, and to further expand my digital and strategic knowledge in particular. What I particularly like about the program is that it is designed to cover both strategic and operational marketing, thus perfectly preparing me to one day take on a leading position in a company.



International School of Management (ISM)

7 locations across Germany, 4,500 students, 600 lecturers - since 35 years, ISM has stood for the highest quality in education. As part of the powerful ESO Group, we are one of the leading private business schools in Germany.

Our innovative university of applied sciences offers Bachelor's and Master's degree programmes in full-time as well as dual and part-time programmes. With our distance learning programmes, we have integrated a new study model that complements and enriches our portfolio.



AACSB-accreditation

Our programmes meet top international standards, confirmed by the prestigious AACSB accreditation.



Accredited

All our study programmes have been examined and accredited by the Accreditation Council.



State-recognised

With ISM you enjoy the best education - we are state-recognised for an unlimited time.



Approved courses

All our study programmes bear the quality seal of the State Central Office for Distance Learning (ZFU).

About the ISM distance learning master's degree

Our distance learning courses are characterised by digital teaching materials developed according to the latest, innovative teaching methods and didactics.

You can see our teaching videos for yourself on our YouTube channel:



In addition, the Master's programmes include numerous live modules and discussion formats that address current topics and offer the opportunity for personal exchange with lecturers, students and experts.

We focus on personal contact with our students - study coaches act as advisors for careers, study choices and learning difficulties throughout the entire distance learning programme. The professors are also personally available. For our students, we always create opportunities for personal networking: in addition to the live formats, these include WhatsApp or LinkedIn groups.



We want to INSPIRE

The ISM distance learning programme has been developed on the basis of the latest scientific research in the field of digital teaching from the very first minute. The resulting demand on the quality of the distance learning programme can be described with the INSPIRE principle:

INDIVIDUAL

Individual coaching is an essential key to success. From the first point of contact, we rely on personal, competent and comprehensive support for our students by our study coaches.

SELF-REGULATED

Students take responsibility for their own learning process and can organise their studies flexibly and individually. Through the high degree of independence and self-organisation, important skills are acquired for the working world, which are positively evaluated by many employers.

PEER-FOCUSED

Our distance learning programme is lively. Exchange and networking with other students are core elements of our philosophy. Live modules, discussion formats and forums on the learning platform ensure this.

INTEREST-DRIVEN

Thanks to the modular structure, students have the opportunity to choose for themselves which content they start with and when. In addition to the compulsory modules, various elective modules deepen and broaden the core topics of a degree programme. The elective modules can be individually selected from numerous modules.

RESEARCH

We focus on a high degree of quality and topicality of the contents of our study programmes. We constantly develop these further in cooperation with renowned professors and well-known experts from the respective subject areas.

EDUCATION

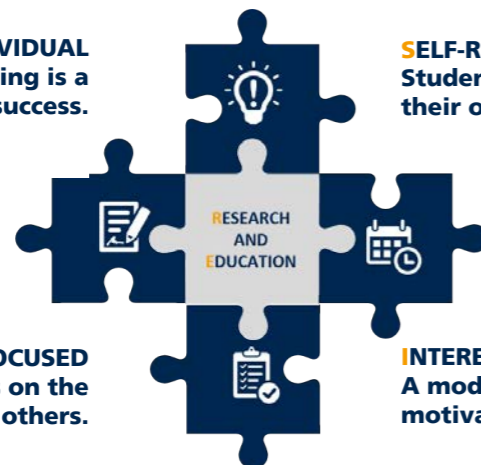
We understand education as something very individual. Our aim is to ensure the high quality of our distance learning programme through the continuous development of teaching, research and administration, and to make access to education as flexible and easy as possible for people.

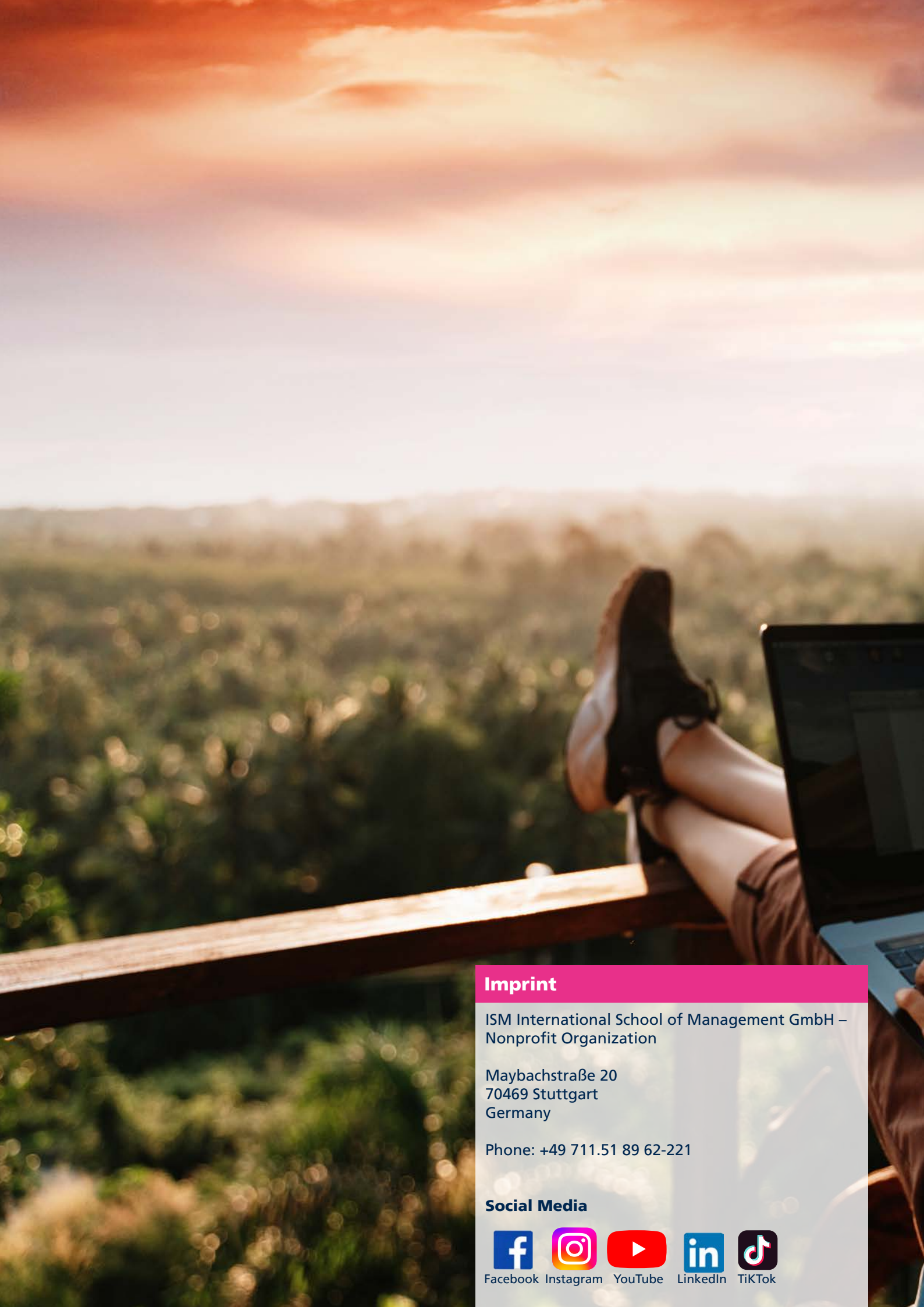
INDIVIDUAL
Individual coaching is a key to learning success.

SELF-REGULATED
Students are responsible for their own learning process.

PEER-FOCUSED
Learning thrives on the exchange with others.

INTEREST-DRIVEN
A modular structure increases motivation to learn.





Imprint

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Social Media



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