

M.A. Entrepreneurship ISM – Bond University

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 + master's thesis.



Additional degrees available at Bond University

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

Study language

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



Additional degree “Master of Business” specializing in International Business

3rd semester

- Entrepreneurship OR Strategy
- Analysis & Application
- Managerial Finance
- Regional Study

4th semester

- International Trade
- Global Business
- International Financial Management
- China Study Tour OR Approved Business School Elective

Additional degree “Master of Business” specializing in Marketing

3rd semester

- Entrepreneurship OR Strategy
- Analysis & Application
- Customer Analysis
- Building Customer Relationships

4th semester

- Managerial Finance
 - Internet and Social Media Marketing
 - Communication Strategies
- Select 1 out of 3*
- Design Thinking and Ideation in Advertising
 - Strategic Sport Marketing
 - Social Media: Risks and Opportunities

Additional degree “Master of Business” – Non-Specialization

3rd semester

- Entrepreneurship OR Strategy
- Analysis & Application
- 2 x Business School Elective

4th semester

- Managerial Finance
- 3 x Business School Elective

Additional degree “Master of Finance”

3rd semester

- Personal Investments
 - Corporate Finance
- Select 1 out of 7*
- Mergers & Acquisitions
 - Financial Trading and Systems
 - Auditing
 - Information Analysis & Systems
 - Management Accounting & Strategy
 - Mathematical Statistics
 - Macroeconomics

4th semester

- Investments
 - International Financial Management
- Select 1 out of 5*
- Security Appraisal & Valuation
 - Financial Accounting
 - Auditing
 - Information Analysis & Systems
 - Business Internship
(must apply in week 6 of September semester)

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