



NEW EUROPEAN COLLEGE

THE GENUINE BUSINESS SCHOOL

INTERNATIONAL BUSINESS DEGREE PROGRAMS · FOUNDATION · BACHELOR · MA5TER · MBA

Welcome to

NEW EUROPEAN COLLEGE

THE GENUINE BUSINESS SCHOOL



NEC is an international business school which provides a modern business education centered on the delicate balance between theory and practice.

We bring together passionate, talented and globally-oriented individuals from across the world who strive to learn and create change not only in business, but in the world we live in.

We focus on continuously nurturing and developing our students' knowledge, skills and personalities to enable them to craft and shape their own future for themselves.

With our personalized approach to each student's educational path, we aim to inspire and motivate our students by immersing them into the fascinating world of business and by facilitating an enjoyable and fun environment for them to flourish.

A handwritten signature in white ink, appearing to read 'Florian Spickenreither'.

Florian Spickenreither
President

A handwritten signature in white ink, appearing to read 'Sascha E. Liebhardt'.

Sascha E. Liebhardt
Chancellor



Academic Partner

www.nce-european-college.com/academic-partner

Nine European College is proud to have the **International University of Applied Sciences Bad Honnef (IUBH)** as our degree awarding partner for all Bachelor and Master Programs being offered. The cooperation elevates our student's academic credibility and opens vast opportunities for their future.

Our Degree Awarding Partner

Ensuring the Highest Academic Standards

As one of the leading private universities of applied sciences in Germany, in 2014 the IUBH achieved a top position in the Center for Higher Education and Development Ranking (CHE) as Germany's best private university of applied sciences in business administration. www.che-ranking.de

Accredited for Academic Excellence

IUBH is one of the leading universities in Germany to be awarded five or more premium seals by FIBAA (Foundation for International Business Administration Accreditation). www.fibaa.org

The FIBAA Golden Premium Seal is granted to academic institutions that meet the highest academic quality standards with their programs.

The German Council of Science and Humanities (Wissenschaftsrat) has granted IUBH an institutional accreditation for ten years, the maximum that can be granted. www.wissenschaftsrat.de

CHE
Centrum für
Hochschulentwicklung



FIBAA



WR

WISSENSCHAFTSRAT



Munich, Germany

Home to renowned international companies such as BMW, Siemens, Allianz, Munich RE and FC Bayern München, Munich does not only have a reputation for steady growth, but consistently ranks as one of the world's top cities in terms of quality of life. Having one of the lowest unemployment rates in Europe, and the lowest in Germany, abundant employment opportunities allow you to establish and continue your path in business in the economic heart of Bavaria. With the support of our administration, we help you find the right place for your strengths, talents, & passion to build your future.

Home of New European College

City of Laptops & Lederhosen

Today, modern Munich is a cosmopolitan economic hub known not only for the famous Oktoberfest, but for its cleanliness, safety, and unique combination of technology and tradition.

As the third largest city in Germany, Munich is rich with political and cultural history, great architecture, high art, and fine music. You will find a charming view upon the Alps, the sizable Isar river flowing through town and numbers of parks and gardens making Munich one of Germany's most visited cities.

Playing host to a wide variety of trade fairs and exhibitions and being a short stretch away from other European epicenters, you are open to explore some of the best sites and attractions Europe has to offer.

Ranked

1st in Germany for level of dynamism of economic development & prosperity

"City Rankings 2014" - IW Consult

Ranked

4th for Quality of Life World-Wide.

"Mercer 2015 Quality of Living Ranking"



Why NEC

www.new-european-college.com

In **New European College**, you will find an educational institution that focuses on academic substance and the application thereof in the business world. Our mission is to give an excellent business education that balances the need for academic knowledge with the challenges of the real world. We believe our students are best served when we keep business education real.

Pragmatic Approach

Immerse Yourself in Business

Entrepreneurship & ethical leadership are core to our principal teachings. We believe in business learning and creation through the interaction of passionate and dedicated individuals. By limiting our class-sizes (max. 25 people in each group), integrating group activities inside and outside of the classroom and ensuring frequent interaction amongst students and lecturers, we create the ideal environment for students to develop into future business leaders.

Mandatory Internship

Beyond the Classroom

With our mandatory internship semester, you enter the world of business and witness real-world managerial challenges. You have the opportunity to experience what you have learned in class and implement solutions within real organizations and on real challenges.

Upon successful completion of the internship, it is not uncommon for students to receive full-time position offers within the companies they had worked for.

Secure Your Stay

18-Month Job-Seeker Visa

Our career services enable students to gain awareness and develop their personal career paths. It provides support throughout all phases of the students' career and equips students with the necessary understanding and tools to engage in professional opportunities. Our graduates are eligible to receive an 18-Month Job-Seeker Visa allowing them to launch or progress their careers in Germany.



A Global Perspective

Grow International

Our extensive business network encourages you to design your career path internationally. With our student body consisting of over 30 nationalities, you find an abundance of global perspectives on issues and discussions throughout your studies and experiences.

Germany's Economic Heart

Experience a Rich Culture

The vibrant and culturally rich city of Munich offers a combination of high-tech and traditional environments. Home to renowned corporations such as BMW, Siemens, Allianz and many more, Munich plays host to a wide-variety of international events and festivals accessible to you.

Being a short reach away from other European epicenters, you are open to explore some of the best sites and attractions Europe has to offer.

Built for Success

A Foundation for Your Future

Having one of the lowest unemployment rates in Europe, and the lowest in Germany, abundant employment opportunities allow you to establish and continue your path in business in the economic heart of Bavaria. With the support of our administration & career service center, we help you find the right place for your strengths, talents & passion to build your future.



Program Portfolio

www.new-european-college.com/nec-business-programs

New European College curricula are aimed at interconnecting the essential aspects of business theory and practice. Undergoing our extensive programs will equip you with the necessary tools and skill-sets required to succeed in today's professional environments.

Small groups ensure frequent interaction between our students and lecturers. Real-life business cases, assignments, simulations and presentations are some methods with which you can develop your communication skills on the basis of business principles and practices.

Complementary courses are designed to evoke critical thinking. Our well-rounded approach to business education ensures, in an ever-shifting business environment, that you are well-prepared for complex and international challenges upon your graduation.

Preparatory Programs

Foundation of Business

Our Foundation of Business program runs for 2 Semesters, allowing high-school graduates to earn the required qualifications to continue their studies in the bachelor program.

Top performing students can become eligible to enter the bachelor program already upon finishing the first semester.

Executive Preparation for Master

Our Academic Partner's research has shown, that success in academic studies and in the German economy depends highly upon communication skills, successful study habits and personal networks. All these are trained intensively in the Executive Preparation program - in order to give you the best possible start into your global career.

Upon completion, students progress into our Master in International Management program.

Undergraduate Program

Bachelor of Arts

The Bachelor of Arts program provides its graduates with the skills and credentials they need to start their careers in business or continue their educational path by applying for the master degree course.

Specializations:

International Marketing Management
International Accounting & Finance
Human Resource Management



Graduate Programs

Master of Arts

Our Master program aims at expanding student's knowledge in specific business areas whilst providing complementary courses to round up the program. After successful completion of the 2 year program, graduates have the option of pursuing a doctoral degree or start their management career in global firms.

Specializations:

Int. Accounting & Finance
Int. Marketing Management
Human Resources
IT Management
Hospitality

Master for Non-Business Graduates

Outstanding international students who want to pursue their graduate studies and have not completed any previous studies in the fields of Management, Business or Economics are eligible to apply for our **M.A. for Non-Business Graduates** program.

One-Year Master of Business Administration

Experienced individuals from diverse backgrounds pursue the MBA. Entrepreneurs & business professionals looking to achieve higher roles & responsibilities within the organization find to enrich and sharpen their business knowledge, leadership, management & networking skills through the MBA Program.

Specializations:

Accounting & Finance
Marketing Management
Hospitality
IT Management

Preparatory Programs

www.nyu.edu/german-college/undergraduate



Undergraduate Preparatory Program Foundation of Business

The Foundation of Business program is designed to introduce you to the world of studying business at a German college level in English.

One-year of intensive language, business communication, mathematics, and introductory business courses teach you the essential study skills you will need for your progression into your later undergraduate studies.

Students who do not meet the secondary / high-school degree requirements to enter at the bachelor level can pursue our 2 semester Foundation program to earn the necessary qualifications.

Focused on international applicants, the successful completion of this program guarantees your placement into our Bachelor of Arts program and exposes you to college life in the city of Munich.

Core Courses

- Introduction to Business
- Calculus for Economics
- English
- German

Extra-Curricular

Corporate Visits, Guest Speaker events,
Business Seminars & Workshops

Who is it suitable for?

Students who do not meet the entry requirements for the Bachelor program have the option to enroll.

A successful completion guarantees progression into our bachelor program.



Graduate Preparatory Program

Executive Preparation for Master Program

The Executive Preparatory program caters to individuals who seek admission into our Master programs. The flexible program focuses on enriching your language proficiency and study skills aimed at improving your performance at the Master level. The courses offered can be tailored to your personal needs and ensure that your knowledge on business related subjects are current.

The program allows you to gain insights into the different fields of business you will encounter in the Master program. It builds the foundations for bridging your theoretical knowledge with the pragmatic approach to business.

Undergraduate Program

www.new-european-college.com/bachelor



Undergraduate Program Bachelor of Arts (B.A.) in International Management

The Bachelor degree program is designed to equip you with the knowledge & understanding of the essential aspects of business theory and practice. Through our courses, students are immersed in a wide-range of topics, such as Marketing, Finance, Economics, Entrepreneurship and Communication. Case-studies, project work, corporate visits, guest speaker and networking events are integrated in the courses allowing you to test and continuously apply what you have learned in the real world with companies and industry professionals.

To further refine your skills needed to become a successful manager, a variety of communication and management seminars & workshops are made accessible to you.

Whether global corporations, small & medium size, family businesses or agencies - nearly all companies are your potential employers after the successful completion of our bachelor degree program.

Who is it suitable for?

Individuals looking to start a career in business and management can pursue our bachelor program to gain the necessary skills and qualifications.

Program Overview

Degree Awarded
Bachelor of Arts (B.A.)
Duration
6 Semesters
Credit Points
180 ECTS
Language of Instruction
English
Internship
6 Months - Mandatory
Intakes
October / February



Bachelor Program Structure

1st Semester

Principles of Marketing
Principles of Human Resources
Financial Accounting
Principles of Academic Writing
Intercultural Communications
Service Operations & Organizations
Statistics
Foreign Language I

4th Semester

Internship in Germany / Abroad
Students must complete a 6-month internship program in a business related field with a company of their choosing. The program is combined with additional seminars which prepares students for the report and evaluation of the internship.

2nd Semester

Management & Cost Accounting
Computer Analysis
Mathematics
Business Communication
Organizational Behavior
Service Project Management
Foreign Language II

5th Semester

Business & Market Research
Management Accounting & Controlling
Advanced Academic Research & Writing
Specializations:
Human Resource Management
Marketing Management
Accounting & Finance

3rd Semester

Microeconomics
Macroeconomics
Financial Management
Management Information Systems
National Law
International Law
Foreign Language III

6th Semester

Entrepreneurship & New Venture Management
International Economics
Change Management
International Service Management

Bachelor Thesis & Defence



Graduate Program

Master of Arts (M.A.) in International Management

The Master of Arts (MA) in International Management is a 4 semester program designed to build upon your existing undergraduate studies enabling you to pursue a broader range of careers in business. Consisting of courses in finance, international marketing, management accounting, operations, organizational behavior and human resources, the program prepares you to excel in an ever-evolving and globalizing workplace.

All courses are taught in English, with a range of teaching methodologies such as presentations and group projects coupled with real world examples and case studies.

The program provides a scope for greater specialization, with a precise academic and theoretical framework designed to help you become an expert in international management. This allows you to apply to more specialized roles and offers better preparation for a PhD program and/or international responsibilities in the future.

Who is it suitable for?

Applicants who have attained a bachelors degree from a recognized institution in the field of business and management, looking to advance their knowledge in specific fields of business are eligible to apply.

Program Overview

Degree Awarded

Master of Arts (M.A.)

Duration

4 Semesters

Credit Points

120 ECTS

Language of Instruction

English

Intakes

October / February

Master Program Structure

1 st Semester	2 nd Semester	3 rd Semester
Service Operations Management Performance Measurement & Management International Business Ethics International Corporate Governance International Economic Policy Advanced Research Methods Applied Statistics Language Course I	International Negotiation Skills Leadership Language Course II Core Courses: International Organizational Behaviour Advanced International Human Resources International Marketing International Management Accounting & Control International Financial Accounting International Financial Management	Strategic Aspects of the Service Industry Specialization: Marketing Human Resources Accounting & Finance Hospitality IT Management
		4 th Semester
		Master Thesis & Colloquium

Graduate Program

Master of Arts (M.A.) in International Management for Non-Business Graduates

Outstanding international students who want to pursue their graduate studies at New European College who have not completed any previous studies in the fields of Management, Business or Economics are eligible to apply for our **M.A. for Non-Business Graduate** program.

Our Academic Partners research has shown, that success in academic studies and in the German economy depends highly upon communication skills, successful study habits and personal networks. All these are trained intensively in the preparation program in order to give you the best possible start into your global career.

Program Structure

Preparatory Semester

Marketing
Human Resources
Service Operations & Organization
Financial Accounting
Financial Management
Management & Cost Accounting
Statistics
Intercultural Communication

Upon successful completion of the preparatory semester, students enter the regular master program. See above

Graduate Programs

www.new-european-college.com/mba



Graduate Program

Master of Business Administration (M.B.A.) in International Business

Experienced individuals from diverse backgrounds pursue an MBA. Entrepreneurs & business professionals looking to achieve higher roles & responsibilities within global organization will enrich and sharpen their business knowledge, leadership, management & networking skills through our MBA Program.

Excel in your Career with our MBA:

Collaboration and learning with and from ambitious, like-minded people from diverse business & non-business backgrounds.

A chance to build lifelong relationships with peers who are set to accomplish great things throughout their careers.

Small class-sizes enable you to challenge yourself through your interaction with the group and lecturers.

Mastering communication skills is crucial for the impact each manager has on their environment. Seminars & workshops aimed at developing these soft-skills round up the program.

A culturally rich academic environment allows you to gain a global perspective on issues and topics undergone in classes & hands-on projects.

Opportunities to gain insight from accomplished executives through guest speaker events - Discover how they tackle challenges and pursue success in their industries.

Program Structure

MBA 60

Who is it suitable for?

Applicants who have obtained a bachelor degree from a recognized institution.

Practical work-experience in the field of business, or the completion of the Executive Preparation for Master program can be translated into the additional credit requirements required to enter the accelerated program.

See admissions page for more details

1st Semester

Managerial Economics
Corporate Finance
Performance Measurement & Management
International Marketing
Leadership
Innovation & Entrepreneurship

2nd Semester

Strategic Management
Change Management
Managing in a Global Economy

Capstone Project

Program Overview

Degree Awarded
Master of Business Administration
Duration
2 Semesters / One-Year
Credit Points
60 ECTS

Language of Instruction
English
Intakes
October / February

Program Structure

MBA 90

1st Semester

Managerial Economics
Corporate Finance
Performance Measurement & Management
International Marketing
Leadership
Innovation & Entrepreneurship

2nd Semester

Strategic Management
Change Management
Managing in a Global Economy

Specialization:
Marketing
Accounting & Finance
Hospitality
IT Management

3rd Semester

Capstone Project

Who is it suitable for?

Applicants who have attained a bachelors degree from a recognized institution and have gained previous work-experience.

Program Overview

Degree Awarded
Master of Business Administration
Duration
3 Semesters / One-Year on campus
Credit Points
90 ECTS

Language of Instruction
English
Intakes
October / February



Program Specializations

www.new-european-college.com/specializations

Specializations are incorporated within the undergraduate and graduate programs to allow you to pursue careers aligned to your personal interests and goals.

Undergraduate & Graduate Specializations

Accounting & Finance

Financial managers are masters of the utilization and flow of the companies' funds. They are responsible for all requisite financial activities within a firm whose responsibilities affect all aspects of the business. They must ensure foresightedness to assure the health and growth of the company.

For companies, finance & accounting translates into the raising and allocating of funds necessary to meet business obligations.

With growing challenges brought about by the current economic downturns and volatile business environments, finance professionals must find more inventive approaches and solutions to meeting their financial goals.

Specializing in Accounting & Finance allows you to:

- understand the depth and complexities of the world of finance
- gain understanding of international accounting standards and processes
- design and influence company decisions on the basis of financial risk and return
- gain insight into the rapidly shifting landscape of international finance to identify and capitalize on financial opportunities for your company

Bachelor specialization in Accounting & Finance

Contributing courses:

- International Accounting according to IFRS
- Intermediate Management Accounting & Control
- Intermediate Financial Management
- Current Issues in Accounting & Finance

Master specialization in Accounting & Finance

Contributing courses:

- Advanced Corporate Finance
- Investment Analysis & Portfolio Management
- Advanced Management Accounting & Control
- Current Issues in Accounting
- Current Issues in Finance



Undergraduate & Graduate Specializations

International Marketing

With a specialization in Marketing you gain the understanding of how value is created and communicated to customers. Striving to continuously understand the needs and wants of your customers is vital to any organization's success. Marketers and public relations professionals must shape and influence not only the design of products as well as how brands and organizations connect and engage with their environments.

Understanding the complexities and dynamics of traditional and modern media, together with the ever-growing significance of social networks, maneuvering these are what distinguishes Marketing experts from other fields of business.

Specializing in Marketing allows you to learn:

- the current landscape, trends and issues, in the world of marketing
- how to reach & communicate effectively to a global audience
- adapting your offerings to current needs of customers and create optimal ways of connecting with them

Bachelor specialization
in International Marketing

Contributing courses:

- International Marketing Communications
- Pricing
- Sales & Distribution Management
- Current Issues in Marketing

Master specialization
in International Marketing

Contributing courses:

- Global Brand Management
- International Consumer Behavior
- Applied Marketing Research
- Current Issues in International Marketing
- Sales & Pricing



Undergraduate Specialization **Human Resources**

Every organization requires talented individuals to build and carry out their business processes. Human resource professionals aspire to bring in leadership and development to companies most crucial assets - its employees.

With the evolution of human resource management as a field of business, companies have recognized the psychological complexities of individuals who are at the heart of their organization.

Successful implementation of projects and increasing levels of performance of international teams depend highly on the strategic planning and approach of HR managers.

The Human Resources specialization teaches:

- Methodologies and approaches of recruitment and retention of ideal individuals
- How to nurture and develop the skills and qualities of employees and teams
- Processes of hiring, interviewing and employee benefit management
- Developing attractive positions and communicating your organization as a desirable employer
- The concepts of health and safety and motivation of employees

Bachelor specialization in Human Resources

Contributing courses:

- Planning, Recruitment & Selection
- Training & Development
- Performance Management & Compensation
- International Human Resource Management

Graduate Specialization

Hospitality

Hospitality professionals possess a certain element of natural charm and a mind for figures which merely presents the surface of what hospitality management encompasses.

Far from what hospitality had meant previously, future leaders in the hospitality sector need now to be strategic and innovative thinkers. With the ability to capitalize on new opportunities and meet complex challenges in rapidly evolving hospitality industries, it is no longer enough to focus on its operational aspects.

Modern managers within hospitality succeed also through building their fluency in the sophisticated and dynamic contemporary realm of marketing and communication. They must familiarize with the new developments & trends across multiple platforms and audiences to continually monitor and understand the evolving needs of their clients.

Specializing in Hospitality allows you to:

- Explore and discover current issues and trends within the hospitality industry and its general business environments
- Learn theories and management methods used for pricing and distribution strategies
- Gain knowledge on successful development, planning, design, construction and interior finishing of hospitality facilities
- Understand the significance and challenges faced within the food and beverage industry by operators, decision-makers and policy makers

Graduate Specialization

IT Management

Smart organizations are leveraging the primary areas of information technologies - enterprise, network, functional - to facilitate and advance their business objectives. Businesses and governmental organizations are continually recognizing the crucial importance of information technology and redefining its roles and impact within all levels of the organization.

IT Management experts are equipped to tackle leadership positions within high-tech environments, combining their strategic and operational understanding of technology and how it can enhance essential business processes.

Specializing in IT Management teaches how to:

- Apply IT management concepts to real-life situations
- Manage technology professionals towards the development and implementation of IT systems and/or products
- Identify and apply technological solutions and opportunities for business improvement
- Execute strategic management goals by leveraging technology

Master specialization in Hospitality

Contributing courses:

- Hospitality Management Seminar
- Pricing & Distribution Management
- Hospitality Project Planning & Development
- Food & Beverage Management
- Strategic Hospitality & Tourism Management

Master specialization in IT Management

Contributing courses:

- IT Project Management
- IT Service Management
- IT Government and Compliance
- IT Architecture Management
- Software Engineering - Basics & Principles