

“Where global players meet”

Master

Tourism Management
Hospitality Management
International Event Management
Sports Events Management

Full-time & Part-time programmes

ANGELL

Wir denken Bildung weiter

meet

ANGELL
BUSINESS · SCHOOL · FREIBURG

Institution im ANGELL-Bildungsverbund



University of Brighton



The benchmark for our quality is the success of our graduates

Welcome

A very warm welcome to the all-English speaking ANGELL Business School Freiburg, located in the beautiful Black Forest area of Southern Germany!

We are proud to present to you our “tailor-made” Master programmes, which are the product of a long tradition of partnerships with the renowned University of Brighton (UK) and Leeds Metropolitan University (UK). As part of our strong cooperation, the ANGELL Business School Freiburg provides the platform for international business-based study programmes in Tourism, Hospitality, Event and Sports Events Management which have been designed by professionals to meet the demands of the globalized service industry. All our courses are entirely taught in English, contributing to great career prospects on an international level.

We trust that you will enjoy the family-like atmosphere on our state-of-the-art campus in the magnificent city of Freiburg, which is often referred to as the “Tuscany” of Germany due to its mild, Mediterranean climate. With more than 30.000 students the city features an extensive variety of cultural and leisure activities.

The low professor-to-student ratio and the compact class sizes, with less than 30 students, provide an ideal atmosphere for high-quality teaching. All our classrooms are equipped with wireless internet connectivity and up-to-date audiovisual equipment.

We look forward to welcoming you to our campus in the – hopefully – not too distant future.

Yours sincerely,

Robert F. Wetterauer
(Geschäftsführung / Managing Director)

Dr. Florian M. Hummel
(Geschäftsführung /
Director Degree Programmes)



Robert F. Wetterauer (left) Managing Director
and Dr. Florian M. Hummel (right) Director
Degree Programmes

Potentialities with the ANGELL Business School Freiburg

- Master in Tourism Management (MA)
- Master in Hospitality Management (MA)
- Master in International Event Management (MA)
- Master in Sports Events Management (MSc)





Tailor-made study programmes



University of Brighton

Master in full- and part-time

Tourism Management (MA)
Hospitality Management (MA)
International Event Management (MA)

The ANGELL Business School Freiburg is one of the very few institutions in Germany offering part-time and full-time postgraduate Master degrees in

Tourism Management (MA), Hospitality Management (MA) and International Event Management (MA).

In cooperation with the renowned University of Brighton (UK) these courses are delivered in Freiburg in a mode that best suits professionals working in the industry. These compact Master degrees have a duration of three semesters with one residential weekend of teaching per month. In a final fourth semester students will write their thesis. We also offer full-time Master programmes with a duration of one year.

Structure of the programmes:

The Master degrees in Tourism Management (MA), Hospitality Management (MA) and International Event Management (MA) have their intakes in September. The courses are especially designed for professionals. A monthly weekend study block (Friday afternoon – Sunday afternoon) allows for regular attendance. Teaching dates of each semester will be confirmed well in advance in order to plan work and study arrangements without problems. The semester break is from the end of July to the middle of September.

Master in Tourism Management (MA)

- Service Industry Marketing
- Strategic Management
- Managing Service Operations
- Critical Issues in Tourism
- Dissertation

Master in Hospitality Management (MA)

- Service Industry Marketing
- Strategic Management
- Managing Service Operations
- Critical Issues in Hospitality
- Dissertation

Master in International Event Management (MA)

- Service Industry Marketing
- Strategic Management
- Project Management for International Events
- Critical Issues in the International Event Industry
- Dissertation

Additionally, **two electives** will be offered e.g. Consultancy, Human Resource Strategy in Multi-Unit Service Organisations, International Event Partnerships, Sponsorship & Fundraising, Contemporary Issues of Cruise Management, Risk & Crisis Management and Innovation, Creativity & Entrepreneurship.





Lutz Neeff



Yvonne Stadler



Kai Dieterich

I felt that it was the right time to give my career a dynamic impulse. After 14 years of work experience in the tourism industry I decided to start with the part-time Master programme in Tourism Management at the ANGELL Business School Freiburg. It is the interaction between people from different professional backgrounds that provides me with new insights from various perspectives. The monthly workshops are comfortably integrated into my work life and I have already gained high enrichment out of this course.

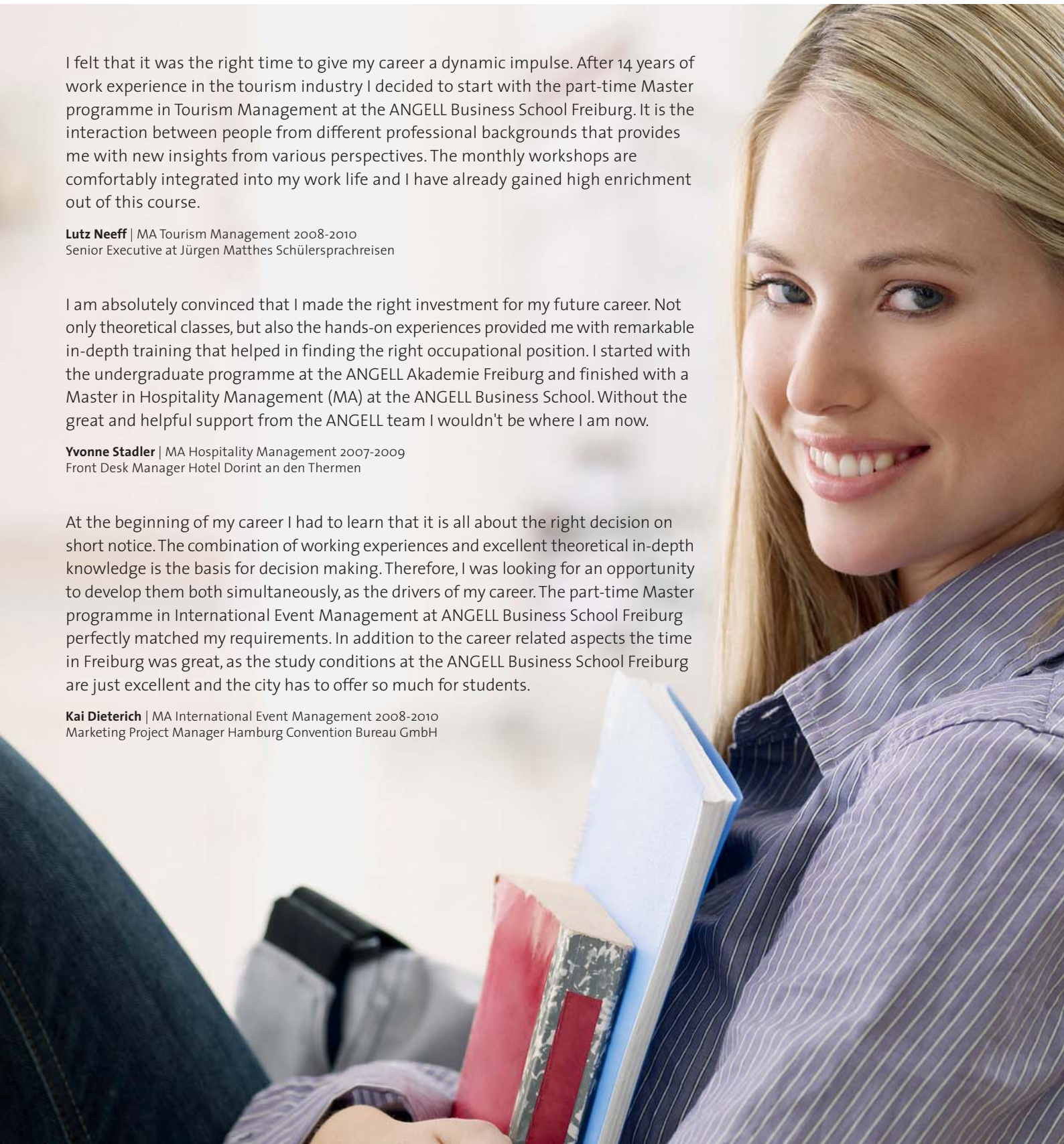
Lutz Neeff | MA Tourism Management 2008-2010
Senior Executive at Jürgen Matthes Schülersprachreisen

I am absolutely convinced that I made the right investment for my future career. Not only theoretical classes, but also the hands-on experiences provided me with remarkable in-depth training that helped in finding the right occupational position. I started with the undergraduate programme at the ANGELL Akademie Freiburg and finished with a Master in Hospitality Management (MA) at the ANGELL Business School. Without the great and helpful support from the ANGELL team I wouldn't be where I am now.

Yvonne Stadler | MA Hospitality Management 2007-2009
Front Desk Manager Hotel Dorint an den Thermen

At the beginning of my career I had to learn that it is all about the right decision on short notice. The combination of working experiences and excellent theoretical in-depth knowledge is the basis for decision making. Therefore, I was looking for an opportunity to develop them both simultaneously, as the drivers of my career. The part-time Master programme in International Event Management at ANGELL Business School Freiburg perfectly matched my requirements. In addition to the career related aspects the time in Freiburg was great, as the study conditions at the ANGELL Business School Freiburg are just excellent and the city has to offer so much for students.

Kai Dieterich | MA International Event Management 2008-2010
Marketing Project Manager Hamburg Convention Bureau GmbH





Accelerate your career in the sports events industry

 **International University**
of Cooperative Education
Freiburg



Master in Sports Events Management (MSc)

The Master in Sports Events Management and its component awards will meet the sports events management requirements of organisations within host countries that bid for and deliver major sporting tournaments and events such as Olympic Games (summer or winter), the Soccer World Championship and similar projects. The Master in Sports Events Management also addresses some of the more functional management issues that are vital to the successful implementation of sporting events on a more operational level. Practising event managers are under increasing pressure to meet the demands of governing bodies, attract and manage sponsors, deal with a volunteer workforce, be cognisant with health, safety and risk management legislation and techniques, all within sporting venues that vary considerably in their complexity and design. This Master in Sports Events Management aims to meet all of these needs.

The aim of the Master in Sports Events Management is to allow students in any host country to develop advanced knowledge and practice expertise in this growing subject and to be able to strategically plan and manage not only large and complex landmark events but also the more

regular operational aspects of sports events venues. It is expected that this Master course will ultimately attract students from Germany, the European Union and many other countries. Masters graduates of the programme will be able to deploy advanced knowledge of the subject and to apply their skills to providing solutions to sports events problems in a challenging and competitive environment.

The Master in Sports Events Management is delivered by our partner institutions the renowned Leeds Metropolitan University (UK) and the International University of Cooperative Education Freiburg (Germany). It utilises modules from the existing programme of approved postgraduate events courses offered within the International Faculty of Leeds Metropolitan University together with a range of new modules which are specifically targeted towards managing sports events.

Masters Course Module

Option Module

Research Methods

Dissertation

Strategic Planning for International Sports Events

Impacts and Risks in Events Management

Sports Venue Operations and Management

Volunteer Management

Sport Funding, Governance and Policy

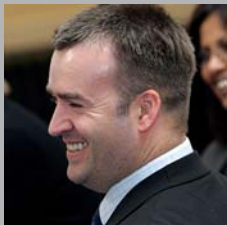
Sponsorship in Sport



Partner Universities



Mike Taylor, Postgraduate Course Liaison, University of Brighton, UK (above)



Glenn Bowdin, Subject Group Leader, Events Management, Leeds Metropolitan University, UK (below)

University of Brighton

The University of Brighton can show decades of experience in career orientated education in the area of service management. In 1999 the University of Brighton was voted "University of the Year" and has achieved excellent grades from the UK government (QAA). The School of Service Management which designed the courses has furthermore been accredited by the Hotel Catering and International Management Association (HCIMA), Chartered Institute of Marketing (CIM) and the World Tourism Organization (WTO).

One of the best aspects of the European Union is the opportunity for both students and teachers to easily be able to work together and between different countries to exchange knowledge and cultural experiences. My involvement with ANGELL Business School and its students is the best example of this joint participation.

Whether I am teaching ANGELL students in Freiburg or at Eastbourne I find it a stimulating, worthwhile and enjoyable experience. This is due to the students focus and attitude towards their studies and is complemented by their ability to communicate in English at a high standard.

Mike Taylor, Postgraduate Course Liaison
University of Brighton, UK



University of Brighton

Leeds Metropolitan University

Leeds Metropolitan University has almost 30.000 students, 3.000 staff and 300.000 associate students through its network of 24 partner colleges. It is one of the largest and most popular universities in the UK with a lively international student community from countries across the globe. The university was honourably mentioned for the prestigious Andrew Heiskell award, which recognises innovation within internationalisation. Leeds Met is the only UK university to have been recognised in this way. Internationalisation enriches the intellectual and international dimension of this university, and the global perspectives of its staff and students. The curriculum is continually reviewed against guidelines on cross-cultural and global perspectives and all students can benefit from an international experience.

Leeds Met was one of the first universities in Europe to introduce Events Management as an academic discipline. In 2004 Leeds Met and ANGELL started their successful partnership which has developed fruitfully over time – resulting in our joint MSc Sports Events Management delivered on the Freiburg campus. Our institutions share the same strategic principles of providing academic education based on excellence in teaching and strong focus on practical orientation.

Glenn Bowdin, Subject Group Leader,
Events Management,
Leeds Metropolitan University, UK





Designed for professionals

Postgraduate Diploma Postgraduate Certificate

In addition to the Master degree, students may obtain a **Postgraduate Diploma (PG Dip)** or a **Postgraduate Certificate (PG Cert)** in Tourism Management, Hospitality Management or International Event Management.

The Postgraduate Diploma (PG Dip) takes three semesters with all field core modules and two field core electives and the Postgraduate Certificate (PG Cert) takes one semester with three field core modules to include the two industry specific field cores.





Freiburg – Tuscany of Germany

Campus

The ANGELL Business School Freiburg provides a dynamic student environment on a state-of-the-art campus, located in the very heart of Freiburg along the Dreisam river. All lecture rooms are fully equipped with the latest technology, beamers and wireless-LAN and have been created in a contemporary design.

Living in the age of information technology, strong emphasis is placed on the use of new media and audio-visual equipment. Complex contents are exemplarily illustrated in the lectures with beamers and whiteboard. The wireless-LAN technology permits you to comfortably use your notebook to find lecture notes on the intranet or to conduct research on the internet.

Our international library features more than 50 magazine subscriptions in German and English, among them the most recent publications and trade magazines for the tourism, hospitality and event industry. Additionally, you have online access to the electronic magazine library of the University of Freiburg and various research databases such as EBSCO with more than 300.000 technical periodicals, magazines, books and publications. To ensure relaxation during your breaks you may enjoy a coffee in our lounge – with magnificent panoramic views of Freiburg and its famous cathedral. To further refuel your energy, sandwiches, croissants, salads and various culinary delights are offered in our self-service cafeteria.

Freiburg

The city of Freiburg is located in the beautiful Black Forest area of Southern Germany. It boasts a mild Mediterranean climate with over 2.000 hours of sunshine annually. With its palm and oleander trees, in the idyllic old part of town, Freiburg is not only Germany's number one lifestyle and leisure city, but also the most popular living and studying destination for more than 30.000 students. With an extensive cultural variety of theaters, festivals and events, with streetcafés, clubs and beergardens and vibrant nightlife, living is simply great in this city.

Due to its ideal location in a lifestyle oriented "Dreiländereck" (Three-Country-Region) of Germany, France and Switzerland, it offers a multifaceted culture and leisure experience and at the same time a professional infrastructure for education. After all, Freiburg is not only shaped by the Southern German art-of-living, but has been ranked the city with the highest quality of life in Germany – in magazines such as "Wirtschaftswoche" (an Economic Journal) and STERN Magazin – while achieving top ranks in the field of education.



First step to success

Entry requirements

The entry requirements for the Master degrees are as follows:

- minimum of 5 years of relevant work experience in the respective field at management level combined with 30 years of age or older
- or successful completion of a recognized two-year study programme in a related field (e.g. HND, Internationaler Touristikassistent/in, International Event Organiser, Assistent/in im Hotelmanagement) plus 3 years of relevant work experience at management level
- or a first degree (e.g. Bachelor, German Diplom or equivalent)
- very good English-language proficiency: IELTS 6.0 – 6.5. (depending on programme)

The fees for the Master programmes are set at 14.000 EUR. The fees for the Postgraduate Diploma are set at 10.500 EUR. The fees for the Postgraduate Certificate are set at 3.500 EUR. There are various possibilities for student loans and funding. For further information about the fee structure and funding possibilities please contact us at +49 (0)761 70 329 87.



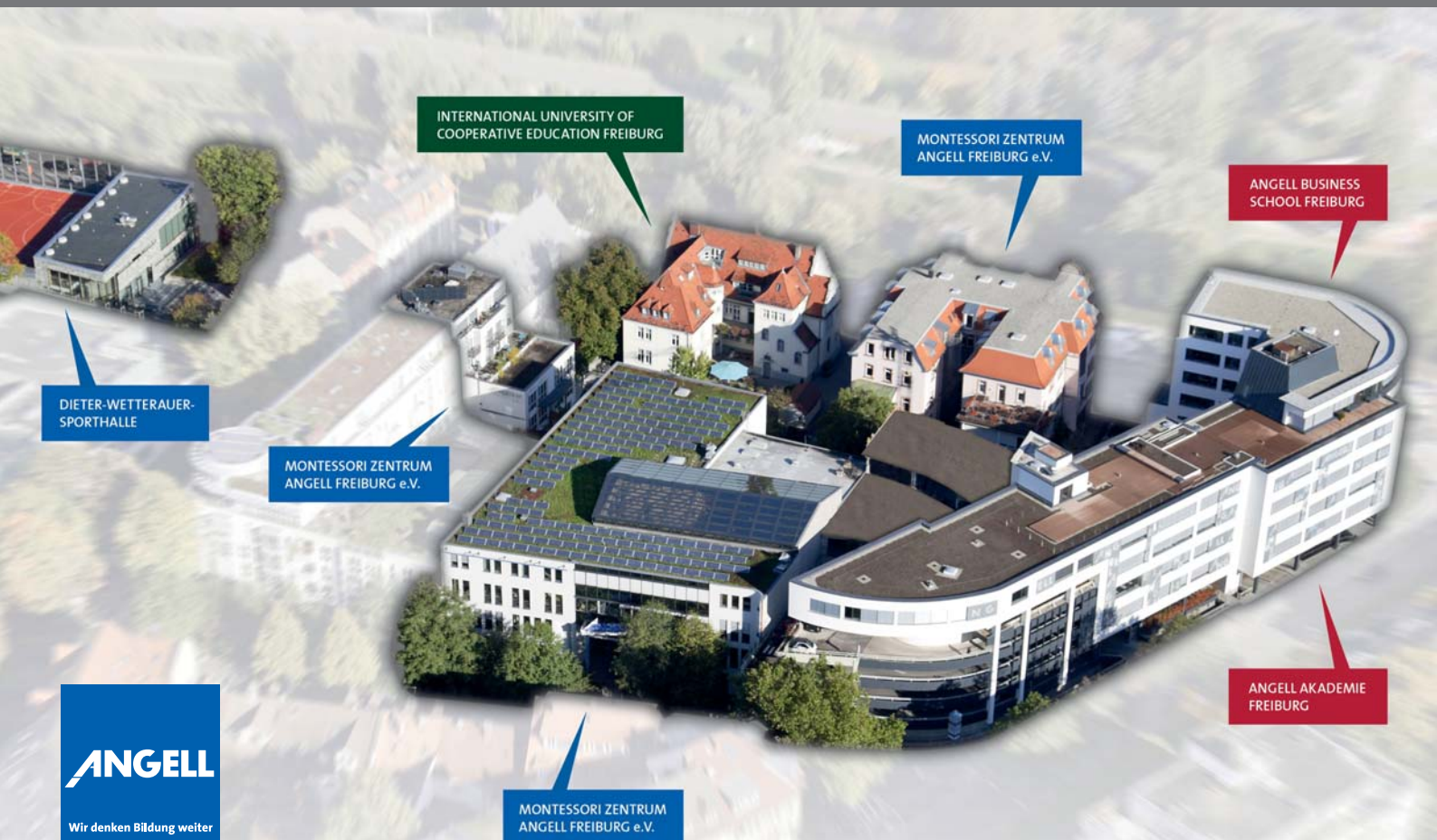
Platform for inter- national studies

Network

The ANGELL Business School Freiburg is part of the "ANGELL-Bildungsverbund". This educational network is one of the most experienced of its kind in Germany, offering high-quality education provided by tourism, hospitality and event professionals. The world-wide network of competent partners guarantees a close relationship with industry and allows for excellent career prospects. Our career services department on campus supports each graduate to successfully position him or herself nationally or internationally.

Advisory Board

The Advisory Board consists of leading representatives of all branches of tourism, for example tour operators, hotels, airlines, conference centres and of renowned academics. Its objective is to make a constant contribution to the development of the ANGELL Business School Freiburg and to prepare students for the high standards of the tourism, hotel and event industry.



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ANGELL Akademie Freiburg
Institution im ANGELL-Bildungsverbund



University of Brighton



**International University
of Cooperative Education**
Freiburg



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UNIVERSITY**

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THOUGHT**



HAAGA-HELIA
University of Applied Sciences



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& Arts Culinaires

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DER MIT DEM WOLF
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WOLFENWEILER EG



ISTTE
International Society of Travel and Tourism Educators



DRV DEUTSCHER REISEBÜRO UND
REISEVERANSTALTER VERBAND

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CHRIE**
The Hospitality &
Tourism Educators

European Federation of
International CHRIE

**INTERNATIONAL
CHRIE**
The Hospitality &
Tourism Educators

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Institution im ANGELL-Bildungsverbund

ANGELL Business School Freiburg
Kronenstraße 2-4, 79100 Freiburg, Germany
Tel. +49 (0)761 70 329 87
Fax. +49 (0)761 70 329 85
absf@angell.de

www.absf.de

Robert F. Wetterauer
Geschäftsführung | Managing Director
r.wetterauer@angell.de

Dr. Florian M. Hummel
Geschäftsführung | Director Degree Programmes
f.hummel@angell.de