

Academic profile for IMM

The IMM concentration provides the students with a set of competencies enabling them to:

- think internationally in management, strategy and marketing;
- have an understanding of new emergent perspectives influencing the way companies do business;
- conduct international analyses of specific markets regarding both supply and demand in practice;
- use the skills for strategic considerations and decisions and for implementing such decisions.

These competencies will be achieved by giving the students the following knowledge and skills: Theoretical and practical understanding of the most important elements in working relations and competition in and between different international markets; Theoretical and practical understanding of contemporary phenomena such as mobile technologies, E-commerce and new forms of business relationships. as well traditional business. Analytical and action-oriented skills towards international strategic and marketing problems faced by companies across industries be it fast moving consumer goods, Hi-tech industries, luxury goods, service industries or traditional manufacturing.

The International Marketing and Management concentration prepares the student for analytically oriented positions. Through project work, the student will acquire knowledge and skills related to concrete problemsolving of a both qualitative and quantitative nature. This provides the student with a solid set of skills that are readily applicable in any business context upon graduation.

The concentration is function-oriented and aims at qualifying the candidate to take up a position as assistant to a function manager from the day (s)he takes up a job, entry level middle management positions, a consulting job or a staff position, typically with a large company or organisation.