

## MSc in Economics and Business Administration - International Business

By combining qualitative research and statistics with knowledge of macroeconomic, political, cultural and financial issues, you will learn to examine the strategic choices that international and multinational corporations have to make in order to compete in the global environment.

### DOING BUSINESS INTERNATIONALLY

More and more companies do business internationally. In order for companies to compete internationally, they need to analyse and understand the global market place and its complexity. This is done by analysing the business environment, which is the core of this programme.

### THE INTERNATIONAL BUSINESS ENVIRONMENT

In this programme you gain knowledge of current market trends, such as customer needs, in different industries, as well as solid knowledge of financial market developments. You learn how to analyse different business environments in advanced economies, and you will also be exposed to emerging markets. You will learn how to analyse different business environments and you will understand the development of international business in emerging markets as well as the role of emerging market firms in the global economy. The interdisciplinary approach in this programme, building on insights from business strategy, finance, corporate governance and politics, gives you an understanding of the international environment that companies operate in. In addition you also gain knowledge about the internal factors of an international company, such as management and international decision-making.

### BUSINESS STRATEGY AND COMPETITIVE ADVANTAGES

You learn about the challenges of formulating and implementing strategies in companies that are active on an international scale. Strategy is seen in relation to how the firm interacts with other firms and the external environment more broadly. This requires strategic analysis of the competitive landscape and the firm's industry as well as knowledge about the internal strengths and weaknesses of the firm with focus on out-performing competitors.

### STRUCTURE

International Business is a two-year master's programme that is divided into 4 semesters. The autumn semester runs from September through November with exams in December and January; and the spring semester from February through April with exams in May and June.

First and second semester consist of compulsory courses, third semester of elective courses and fourth semester finishes off the programme with the master thesis

### ADDITIONAL OPTIONS

When studying International Business, you can apply to the [CEMS MIM programme](#), which is a double degree in International Management. It provides you with both the MSc degree and the CEMS in International Management.

You can also use part of your third semester to obtain a minor in one of the specialised minor programmes.

## COURSE OVERVIEW

1. Semester	2. Semester	3. Semester	4. Semester
International Business and Strategy (7,5 ECTS)	Global Strategy and Technology (7,5 ECTS)	Electives / Exchange / CEMS (30 ECTS)	Master's thesis (30 ECTS)
Applied Business Research (7,5 ECTS)	Global Supply Chain Management (7,5 ECTS)		
International Financial Markets (7,5 ECTS)	International Business in Emerging Markets (7,5 ECTS)		
Leadership and Governance in Multinational Enterprises (7,5 ECTS)	Business Project in International Business (7,5 ECTS)		