

## Programme

### Qualification awarded

Master of Business  
Administration

### Length of the programme

18 months

### ECTS credits

90

### Level of qualification

Master

### Mode

Full-time

### Language

English

### School

International Business School

### Locations

Groningen

## International Business and Management

### Profile of the programme

The student who has successfully completed the Master in International Business and Management degree programme has a broad understanding of international and European business, strategic management, accounting, operational management, marketing, human resource management and the practice of managing people and organisations. He/she is also able to integrate the knowledge from the various functional management disciplines, and analyse complex business problems in order to generate solutions that address the complex nature of the problem.

### Learning outcomes

The Master in International Business and Management degree programme comprises 90 ECTS and all units are compulsory. The programme consists of business and management modules supported by evidence-based research approaches (60 ECTS), and an applied research Master Thesis (30 ECTS).

The degree programme equips the graduate to identify and research international business opportunities through analytical and advisory skills on dynamic business developments. The required learning outcomes for a professional to practice in the field of international business and management are captured in the following:

1. Demonstrates a critical awareness of current business and economic challenges and assesses new insights which are at the forefront of international business, entrepreneurship and management research and practice.
2. Systematically and creatively applies theories, skills, research techniques and enquiry to create and interpret knowledge about international business and management.
3. Make sound judgments about complex issues in international business in the absence of complete data and conditions of uncertainty and unpredictability taking into account institutional settings and cognitive biases.
4. Critically evaluates and advises on business management issues at strategic, tactical and/ or operational level in an internationally operating organization.
5. Demonstrates proactiveness and creativity to tackling and effectively solving business problems.
6. Critically evaluates and reflects on social and ethical responsibilities within internationally operating businesses.
7. Communicates effectively with stakeholders as a professional in multidisciplinary and multicultural settings within an international business environment.
8. Critically reflects, improves and engages in personal and team development, and learn from personal and professional performance within a diverse and dynamic environment.

## Programme

### International Business and Management

### credits

Semester 1	30
▫ ZTVM22HRM1C - International Human Resource Management	5
▫ ZTVM22EBG1C - European Business in a Global Context	5
Semester 2	30
▫ ZTVM15FMA1C - International Financial Management & Accounting, Assignment	5
▫ ZTVM22BRM2D - Business Research Methods 2	5
▫ ZTVM22INB1C - International Business Project	5
▫ ZTVM19ICG1C - Intercultural Competences and Global Mindset, Assignment 1	5
▫ ZTVM18IMA1C - International Marketing Management, Assignment	5
▫ ZTVM22CBO1D - Creating Business Opportunities	5
Semester 3	30
▫ ZTVM18THE1C - Thesis Project	30

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