International Management

A specialisation of the Master's programme in Business Administration
Nijmegen School of Management

Introduction
Do you want to work in the international business field? Do you want to be able to analyse global activities of multinational firms with sensitivity to institutional and cultural differences and relations with various stakeholders? Then this programme is perfect for you! It offers you the knowledge and skills needed to understand the challenges and issues related to the management of multinational firms, to analyse the ways in which multinational firms respond to these challenges in collaboration with stakeholders, and to understand the implications of these responses for performance. The programme makes use of practice-based learning, introducing you to situations where you experience the problems associated with managerial complexities, by using case studies, interacting with guest lecturers from the industry, and conducting projects in intercultural teams in class and in collaboration with business partners and/or local agencies.

Why should you choose IM in Nijmegen?
• A unique multidisciplinary approach
• A holistic perspective emphasising organisational, relational, and institutional issues
• Theory and practice-based learning
• International scope with a strong focus on emerging markets
• Staff with strong industry/government links

The programme
This is a one-year Master’s programme (60 ECs) and it is structured as follows:
• Six specialisation courses (36 ECs)
• One elective course (6 ECs)
• Master’s thesis (18 ECs)
Once you have graduated, you will be awarded a Master of Science degree (MSc).

Marloes Brands
Alumna of the specialisation International Management

‘Having completed this master has been a good preparation for entering the working population. In my work, I interact with people from different areas of expertise and different countries every day. I truly believe that having the possibility to see the international enterprise from different angles, has helped me to understand the multifaceted area that is international business and will continue to help me develop myself further as a professional.’

Ayse Saka-Helmhout
Associate professor of Strategic Management
Coordinator for the Master’s specialisation International Management

‘I enjoy teaching in the Master’s specialisation International Management and researching topics in this field as it gives me the pleasure of advancing my and the students’ understanding of the management issues faced by multinationals in creating their global presence in collaboration with other stakeholders.’
Admission requirements
You are required to have a Bachelor’s degree in Business Administration from a Dutch university, or an equivalent degree from a university outside the Netherlands (with sufficient coverage of research methods). You must also have sufficient proficiency in English. For details, please visit www.ru.nl/masters/business/admission.

Application deadlines
The programme starts on 1 September. The application deadline is 1 April for students from non-EU/EEA countries and 1 May for students from within the EU/EEA. Successful international applicants who apply before these dates will be guaranteed accommodation and support with the visa and residence permit application. If you apply after these dates, we will still consider your application and provide assistance where possible, but accommodation cannot be guaranteed.

How to apply?
Your application procedure depends on your previous education.
Dutch students can apply via: www.studielink.nl.
International students can apply via: www.ru.nl/masters/application.

Career prospects
The International Management programme prepares you for a position as a manager overseeing the international operations of a multinational or a domestic firm looking to internationalise. You will be able to recognise the opportunities and restrictions presented by different world markets, use analytical skills to identify relevant market and non-market strategies to cope with business risks and to respond to competitive pressures. Most of our graduates have taken up consultancy, business analyst, financial controller, and policy maker positions. You also have the option to pursue a PhD in Business Administration or join a graduate programme at a reputed multinational.

Changing perspective
As an International Management student, you will be offered a strategic approach to the analysis of managerial aspects of multinational firms in their global environment (Corporate Strategy). The programme focuses not only on external market and non-market influences on multinationals (Strategy and Non-market Environment), but also on the internal processes of innovating, branding offerings and organising human resources by multinationals and local firms in emerging markets (International Brand Management, Innovation in Emerging Markets, and International HRM). You can opt for an elective course in period 2 from among Strategic Change, Strategic Decision Making, Marketing and Innovation, Organisation Design, Organisational Change, High Performance Work Systems, HRM and the Flexible Workforce, Culture and Institutions, and Inequality and Development.

The work on the Master's thesis essentially starts in Period 3. There is an opportunity to write the thesis in combination with an internship. This is an invaluable experience that creates room for the translation of theory into real practice.

More information
Study advisor: Ms Remke Friesen
Phone: +31 (0)24 361 18 34
Email: r.friesen@fm.ru.nl

Social media
Facebook.com/RadboudNSM
Twitter.com/RadboudNSM
RadboudNSM
ru.nl/nsm/chat
ru.nl/nsm-magazine

Best traditional university
Radboud University is the best traditional university in the Netherlands. This is the conclusion of the 2016 edition of the Dutch university information guide ‘Keuzegids Universiteiten’.

After reading all the information, are you interested in and enthusiastic about the International Management specialisation at Radboud University?
Then apply now! We hope to see you in Nijmegen, the Netherlands!

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www.ru.nl/masters/im