Introduction
Do you want to be challenged? Would you like to become a creative, flexible, resourceful, communicative, responsible strategic and business expert? Then this programme is perfect for you! The Master’s programme in Strategic Management focuses on strategy processes and their management in organisations in relationship to their dynamic and complex environment. In Strategic Management you can also follow a minor in Innovation, Networks, or Sustainability. You will learn to describe and analyse the influences of the various stakeholders, strategy processes in organisations, internal and external environment, and internationalisation.

Why should you choose Strategic Management in Nijmegen?
• A unique focus on stakeholder management, responsible decision-making, intervention and change
• A multidisciplinary perspective on strategic management, using insights from business, economics, sociology, and psychology
• Development of academic and analytical competencies and skills
• Theory and action and practice-based learning
• Dedicated staff with strong links to industry and government

The programme
This is a one-year Master’s programme (60 ECs) containing:
• Five specialisation courses (30 ECs)
• Two elective courses (12 ECs)
• Master’s thesis (18 ECs)
Once you have graduated, you will be awarded a Master of Science degree (MSc).

Daniela Patru
Alumna of the specialisation Strategic Management

‘This programme has benefited me in so many ways. One thing that I loved about the programme was the faculty members, who were very knowledgeable and approachable.’

Prof. Hans van Kranenburg
Professor of Corporate Strategy Coordinator for the Master’s specialisation Strategic Management

‘It is always a pleasure to work with talented people who are open minded, flexible and want to be challenged. These are the characteristics of the future managers and leaders. Our programme prepares the students for their future career.’
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.

Changing perspective
We offer an integrated programme of applied learning along with academic learning and engagement with the community through real-life research projects. We use the theory and action and practice-based learning approach to developing awareness of issues associated with professional practice and developing analytical skills. This may occur through formulating scenarios, case studies, experimental exercises, reflection on actual practice or assignments within organisations. We offer the courses: Corporate Strategy, Strategy and Non-market Environment, Strategic Change, Strategic Decision Making, and also the minors Innovation (Social and Technological Innovation and Innovation in Emerging Markets), Networks (Strategic Alliance Management, Strategic Scenarios and Business Models), and Sustainability (Green Economy Index and Forms of Responsible Organising). You are also free to create your own minor.

Work on the Master's thesis essentially starts in Period 3. There is an opportunity to prepare the thesis in conjunction with an internship. This is an invaluable experience that enables theory to be applied in actual practice.

Career prospects
As a manager and leader, you will be able to recognise the opportunities and restrictions presented by different markets and society and to use analytical skills to identify relevant market and non-market strategies to cope with business risks and to respond to institutional and competitive pressures. Our graduates are greatly valued by their employers for their analytical skills and sound academic understanding of business practices. Examples of career perspectives are consultants, business analysts, financial controllers, policy makers, researchers and managers in profit and non-profit organisations.

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