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

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 specialisation in Strategic Management focuses on strategy processes and their management in organisations in relationship to their dynamic and complex environment. Within the programme of 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, strategic renewal, 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 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) in Business Administration.

Danique Veeneman, MSc
Consultant at Altuïtion
Alumna of the specialisation Strategic Management

'I really liked the diversity of the courses. I can definitely say I have a better view of how organisations are organised, how macro-economic issues can affect them and how difficult it is for organisations to deal with these issues while taking care of both stakeholder interests and the organisation’s own interest.'
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 practice-based learning approach to develop 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 also offer the minors Innovation (Social and Technological Innovation and Innovation in Emerging Markets), Networks (Strategic Alliance Management and Strategic Scenarios and Business Models), and Sustainability (WEconomy and Forms of Responsible Organising). You are also free to create your own minor.

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, to respond to institutional and competitive pressures, and to deal with stakeholders. 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.

Admission requirements
You are required to have a Bachelor's degree in Business Administration from a Dutch academic research university, or an equivalent degree from an academic research 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/stm.

In case your educational background does not grant you direct admission to the Master's programme, then you can enrol in a one-year pre-Master's programme. For more information, please visit: www.ru.nl/pre-masters/business.

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. We will consider EU/EEA applications until 1 July and provide assistance where possible, but accommodation cannot be guaranteed.

How to apply?
You can start your application by creating a request for enrolment in Studielink via: www.studielink.nl. The remaining steps depend on your previous education. For more information on the application procedure, be sure to visit: www.ru.nl/masters/stm.

After reading all the information, are you interested and enthusiastic about the specialisation Strategic Management at Radboud University?

Then apply now! We hope to see you in Nijmegen, the Netherlands!

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More information
Dutch students: study advisor
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International students: admission advisor
Ms Michelle Brugman | master@fm.ru.nl

www.ru.nl/masters/stm

Social media
F: facebook.com/RadboudNSM
I: instagram.com/RadboudNSM
T: twitter.com/RadboudNSM
C: ru.nl/nsm/chat

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.'