**International Business**

A specialisation of the Master’s programmes in Business Administration and Economics | Nijmegen School of Management

**Introduction**
Rapid developments in ICT foster economic globalisation. Hence, many organisations operate on an international scale or at the very least interact with various stakeholders such as consumers, clients and/or partner organisations and institutions in other countries. It is therefore not surprising that many employers are seeking managers with a broad understanding of international business. Understanding today’s global business landscape requires insights from both economics and business studies. International Business (IB) combines both fields of study, focusing specifically on their relevance for firms that operate in an international environment. You can follow International Business as a specialisation of either the:

- Master’s programme in Business Administration
  *International Business/ Business Administration*

- Master’s programme in Economics
  *International Business/ Economics*

**The programme of International Business/Business Administration**
This is a one-year Master’s programme (60 ECs) with:
- Six specialisation courses (36 ECs): mix of courses from Business Administration (4) and Economics (2)
- Methodology course (6 ECs)
- Master’s Thesis (18 ECs)

Once you have graduated, you will be awarded a Master of Science degree (MSc) in *Business Administration*.

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Prof. Ayse Saka-Helmhout
*Professor of Strategic Management*

‘Not many IB specialisations offer contemporary, critical debates and tools regarding developmental issues and the role of multinational enterprises in relation to social development. The emphasis tends to be on strategising and structuring for economic value generation. This specialisation, however, is intended to impart you with a balanced outlook on economic and social value generation with sensitivity to organisations’ interactions with market and non-market stakeholders.’
The specialisation International Business/ Business Administration offers you an economic and business administration perspective on the management of firms in their global environment for the creation of economic and social value. It focuses not only on external market and nonmarket influences and stakeholder management, but also on the internal processes of innovating and marketing in foreign markets as well as exchanging goods and services across international borders.

You will become a manager or a professional who is able to make use of a scientific methodological framework to analyse developments in internal resources and external relations in an international business setting and to look at management processes from a market and a nonmarket perspective.

**Why should you choose International Business/ Business Administration in Nijmegen?**

- Unique focus on emerging markets within international business: fast-growing and slower growing economies.
- Guest lectures of practitioners, who assess and critique your assignments, allowing you to test theory on real-life examples, get useful practical insights and advice from those operating in today’s fast-changing business world.
- In-depth understanding of both market and nonmarket players; the role of NGOs, local and national governments and media in business decisions. This broadens career opportunities for both private and public sector.
- Opportunity to benefit from the advantages of the Master’s programme in Business Administration in general.

**Changing perspective**

**IB/ Business Administration**

As an International Business student, you will be focusing on the international activities of firms with a balanced outlook on economic (Corporate Strategy) and institutional/cultural influences (Culture and Institutions). You will learn about different types of international investments, the role of free trade agreements and other trade policies, the financial side of trading internationally and the effects of internationalisation (International Business and Trade).

The programme recognises that the competitive playing field stretches beyond the market to understanding businesses as social and political beings. This recognition is, in particular, noteworthy in emerging markets that are characterised by institutional impediments (Innovation in Emerging Markets). To address these impediments, you will explore how firms seek to integrate market and nonmarket strategies (Strategy and Nonmarket Environment).

Your Master’s thesis research can be conducted in the context of an internship at an international company or one aspiring to be an international player. This will enhance your employability prospects. Alternatively, you can use primary or secondary data to address an intriguing practice puzzle or a scientific gap. This will offer the opportunity to translate theory into practice.

**Career prospects**

**IB/ Business Administration**

The International Business specialisation prepares you for a position as a manager, overseeing the international operations of a multinational or a domestic firm looking to internationalise. With the knowledge gained, you do not necessarily need to work in the private sector. You could also work as a consultant for NGOs and governmental organisations.

Most of our graduates take up consultancy, business analyst, financial controller, and policy maker positions. There is also the option to pursue a PhD in Business Administration or to join a graduate programme at a reputed multinational.
The programme of International Business/ Economics
This is a one-year Master’s programme (60 ECs) with:

• Six specialisation courses (40 ECs): mix of courses from Economics (4) and Business Administration (2)
• Methodology course (6 ECs)
• Master’s Thesis (18 ECs)

Once you have graduated, you will be awarded a Master of Science degree (MSc) in Economics.

It teaches you to answer questions such as: What are the consequences of the rise of emerging economies (China, India) for the structures and strategies of multinationals? How does the success of a cross border merger or acquisition depend on differences in institutions and cultures between host and parent countries? And what are the effects of trade agreements on the (location) strategies of multinationals? By studying the latest research and applying modern empirical methods to novel and interesting datasets, you will learn how to address these and other aspects of today’s global economy in depth. You will be guided in your efforts by experienced professors who themselves carry out research in these fields.

Why should you choose International Business/ Economics in Nijmegen?
• Gain crucial insights into the causes and consequences of a (de)globalising economy
• Gain a broad perspective on market and social forces relevant for multinationals
• Learn to combine insights from economics and business studies, how to assess recent scientific insights in the field of International Business and how to apply modern statistical methods to gain new insights
• Small groups and close contact with professors and their research

Changing perspective
IB/ Economics
In the Master’s programme IB/ Economics, you:
• are trained to think independently and with an open mind.
• are working with the latest techniques in applied research.
• gain a broad perspective on contemporary issues relevant for multinational firms.

You will participate in a Master’s programme that will expose you to the most recent academic and practical developments in the field of International Business. Acquiring much needed state-of-the-art knowledge and research techniques in applied research, you will be able to continuously assess the relevance of academic research for your globally operating employer. But you will also acquire a broader perspective. Our programme includes relevant knowledge from related disciplines such as psychology and sociology, which will allow you to approach contemporary issues in International Business with an open mind.

You will be trained to think independently and critically about the way in which you can apply economics in your professional field and you will develop skills that will make a difference in a highly competitive global labour market.

Career prospects
IB/ Economics
Employers are increasingly looking for expert economists who can professionally tackle a wide variety of economic problems for their organisation. Economists with international backgrounds are even more in demand. Our graduates work in a variety of industries. As a graduate in International Business you will be working as a professional for large and medium sized international companies, consultancy firms, commercial banks, government and not-for-profit organisations. The programme enables great career prospects both in the Netherlands and abroad.
Admission requirements

International Business/ Business Administration
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). Given the position of the programme at the intersection of Economics and Business Administration, we strongly recommend background knowledge in the fields of economics and strategy. Finally, you must also have sufficient proficiency in English. For details, please visit www.ru.nl/masters/ib.

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.

International Business/ Economics
You are required to have a Bachelor’s degree in Economics or a closely-related discipline from a research university with a sufficient number of courses on research methods, statistics, micro-economics, macro-economics, (corporate) finance and accounting. Given the position of the programme at the intersection of Economics and Business Administration we strongly recommend a basic knowledge background knowledge of strategy and/or international management. Finally, you must have sufficient proficiency in English. For details, please visit www.ru.nl/masters/ib.

In case your education 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/economics.

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/ib.

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

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