Developing tomorrow’s global business leaders

INTERNATIONAL MANAGEMENT

Preparing students for launching a successful international career by combining the theoretical foundation for understanding business in today’s global environment with the practical experience and skills necessary to work in multinational organizations.

The programme is about

Area of interest

The International Management specialization prepares students for global management careers by developing their understanding of how the international context affects businesses and their employees. Due to the increasing globalization of the last decades, the international context now affects all aspects of business.

The International Management specialization combines the latest theory of international management with practical applications. Under the supervision of world-class researchers and teachers, students will complete advanced international management courses designed to provide a comprehensive understanding of how to manage different parts of a business and how to compete in different contexts. In addition to core courses, students can select from several interdisciplinary electives that will provide them knowledge in areas of personal interest.

The program also has a strong practical component. Students need to apply the theoretical tools to a practical situation by developing an international expansion strategy for a real company or advise a company on an international management problem. Furthermore, students will work in different group projects to develop soft skills for working in multinational teams.

Some key questions of the program include: How can companies compete in a global environment? How can companies take advantage of opportunities outside their borders and overcome potential threats? How can firms do business in emerging markets? What challenges do multinational teams face? How to make global teams work more effectively? How to improve the performance of individuals who work in global teams?

Core methodology

The program combines several teaching methodologies to develop global leaders. First, lectures will provide a medium to discuss the latest theoretical developments pertinent to the different aspects of developing an international strategy, implementing that strategy, and managing geographically dispersed teams. Second, workshops will focus on discussing case-studies for students to apply the theory and get experience with using various managerial tools. Third, students will be required to complete team projects on internationalization strategies to apply their skills gained in the program to real business situations.

Target group

The unifying characteristic of students pursuing the International Management specialization is an interest in understanding how the global environment to make businesses succeed. As such, students can have very diverse educational backgrounds with bachelor degrees in business administration, economics, psychology, engineering, social sciences, or natural sciences.

Challenge to distinguish

The programme provides several opportunities for students to distinguish themselves. Top students can join the honours programme, which requires students to distinguish themselves through the practical project in which they advise a real company on an international management problem as they need to present their advice and provide the report to the company analyzed. Furthermore, students can distinguish themselves by tailoring the master program to their interests when selecting specialized and general electives.

Master’s relevance

Aspirational job (far future)

As tomorrow’s business leaders need to be able to manage in a global environment, the International Management specialization starts students on a career leading them to become global leaders. In the long term, this means our students will become the CEOs and COOs of the future.

Actual placement (near future)

With the International Management specialization students are well-positioned to start their leadership careers in multinational enterprises with positions such as business analyst, management consultant, product manager, global brand manager, international sales manager, or business development manager.

Learning goals and how the programme is designed

Learning goals

1. Have the advanced and original academic and research skills to contribute to the body of knowledge
2. Have thorough knowledge of relevant theory and methods
3. Have an academic approach to solving complex (business/economics) problems
4. Have the professional social skills to interact with other professionals
5. Have an horizon beyond the professional area
6. Are self-reflective professionals

How the programme is designed

Students will contribute to the body of knowledge on international management by writing a master thesis. By critically assessing the latest research on international management through the program and by receiving workshops on research methodology, students will be in a strong position to develop theoretically forward and practically relevant research.

Advanced courses on International Management, Culture, or Doing Business in Emerging Markets will equip students with the latest theory and methods used in international management research. To deepen their knowledge, students can additionally choose from several electives that each are strongly based on fostering students’ ability to act in response to strategic and organizational challenges. To broaden your horizon beyond the core of strategy and organization, you can also choose electives from other programmes such as Strategy & Organization, Leadership & Change, Management Consulting, and Human Resource Management.

Several interdisciplinary electives offer an additional opportunity to deepen your knowledge of a topical issue in business and management beyond the boundaries of the International Management programme.

Students will participate in team projects for a real life company in which they act as management consultants who need to solve an international business problem such as developing an international expansion strategy. In addition, students will develop their ability to solve complex business problems by working on business cases during workshops.

First, students will present the outcome of their team project to the company for which they acted as management consultants. Second, students will develop presentation skills by preparing presentations for companies and fellow students. Third, students develop professional social skills by working on group projects with colleagues from different cultural backgrounds.

Through courses on Ethics and Corporate Social Responsibility students develop the understanding of how their decisions influence communities and the environment. In addition, for the team consultancy project, students will have to discuss the social and environmental implications of their proposed solutions.

Courses on Cross-cultural management and Ethics will allow students to reflect on their own personality and individual goals in order to understand opportunities for change and growth. In addition, like other master courses, students will have access to FEWEB Career Services’ workshops to prepare students for the job market. Furthermore, students will reflect on their professional development by putting together a self-reflection portfolio.

Community

Being part of a strong community is a key elements of students’ learning experience. In addition to the numerous events organized by the vibrant community of students at the Wijhe Universiteit, the International Management programme aims to stimulate strong relations between the members of the program. There will be several student and student-teacher social events. Using social media students are encouraged to stay connected throughout the program and after. In addition, students will be supported in their job-search by the Career Services.