

Master in International Business Studies

Students on the Master in International Business Studies programme not only benefit from excellence in teaching and research, they also profit from a global outlook for their future careers. Students acquire vital management skills and have the opportunity to earn credits at one of our partner universities worldwide. The programme includes company visits as well as lectures and workshops with executives from leading companies. The international orientation in teaching and research sets this programme apart.



School of Business and Economics at a glance

The School of Business and Economics is one of the leading business schools of its type in Germany with over 5,000 students, 34 chairs, a global network of contacts and one of the broadest ranges of subjects on offer at any university in the German-speaking world. Alumni of this School work as CEOs of leading German companies and hold leadership positions in ministries and business organizations. The School both contributes to and collaborates with global companies in the greater Nuremberg area. Located at the heart of Bavaria, Nuremberg and surroundings represent a unique combination of history and modern living. The School is located in the old quarter of the city centre and provides an excellent environment for students. The rich traditions of this centre of trade create an atmosphere that is relaxing and vibrant in the same measure. Nuremberg is host to a large variety of international trade fairs and is home to several global companies. As a major transportation hub, Nuremberg is well connected with many other important business centres, such as Munich, Frankfurt and Prague.

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Studying Business and Economics

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MASTER

Learn More

Master in International Business Studies

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The Master in International Business Studies programme provides students with a comprehensive understanding of the complexity of international business. Students are supported in acquiring all the necessary skills required to succeed in an international environment.

Special attention is given to the variety of approaches that firms choose to adapt their international operations to the diversity of laws, business practices, and cultures across the globe. The emphasis is on increasing students' capacity to understand and analyze foreign operation modes and to make decisions related to foreign market entry and management strategies. The students develop essential communication and intercultural skills. A range of business language courses completes the international focus of the programme and prepares students for a successful career in an international setting.

Content and Structure

The Master in International Business Studies consists of 120 ECTS credits leading to a master's degree (MSc in International Business Studies). The programme can be completed in two years. Students who wish to benefit from the University's expanding network of international contacts may study for up to two semesters abroad at one of our renowned partner universities. A comprehensive and well-founded understanding of the field is provided by core courses in the following areas:

- Environment of International Business
- Foundations of International Management
- International Strategic Management
- International Functional Management
- International Information Management
- Soft Skills

The language of instruction is English.

The elective courses focus on different area studies and allow the students to specialize in one specific region:

- English-speaking countries,
- Romanic-speaking countries,
- Asia or
- Europe.

The language of instruction in the electives depends on the chosen area.

Target Group

The programme is designed for outstanding and motivated students who have successfully completed:

- a bachelor's degree in International Business, Business Administration, Management or a related subject, or
- a bachelor's degree in another field, but with sufficient knowledge of international business.

Selection Criteria

Admission to the Master in International Business Studies programme is based on the following criteria:

- a bachelor's degree in International Business, Business Administration, Management or a related subject
- Qualification equivalent to an international baccalaureate ("Abitur")
- English language proficiency (TOEFL iBT 80+)
- Relevant work experience
- International experience
- Language proficiency in German, French and/or Spanish if students opt to take elective courses where the language of instruction is other than English (European standard: B2)

Competencies

The programme is designed to give students in-depth knowledge of and insight into the field of international business to enable them to function independently in a global business setting. The Master in International Business Studies qualifies students to work in companies, institutions or associations operating internationally. The programme also prepares students for research work in the field of International Business.

Career Prospects

Master of International Business Studies Alumni started working after completion of their studies in highly reputed companies, such as:

- Adidas
- BCG
- Bosch Rexrodt AG
- GfK Group
- MAN
- Puma
- Rehau
- Remondis International
- Roedel & Partner
- Roland Berger
- Siemens
- ... and many more.

