

Entrepreneurship and Business Administration

Teaching language: English

Objectives

The program provides the premises for the development of a unique managerial culture through an educational system that offers students the necessary skills for successfully conducting nowadays businesses. With classes taught entirely in English, Entrepreneurship and Business Administration develops a holistic approach of organizational management which revolves around a highly ranked curriculum incorporating theoretical and methodological aspects of business administration as well as practical aspects that define entrepreneurial behavior. After completion of this program, the graduates will have the necessary skills to identify business opportunities and develop business strategies for both start-ups and existing companies, to perform feasibility analysis of new business ideas and develop business plans, to apply concepts and principles of human resource management and knowledge management, to develop marketing strategies to sustain businesses, as well as to implement efficient operations within companies, and to apply strategic and ethical behavior.

Contents and structure

Students will follow core studies that are made up of both compulsories and electives. The first year introduces students to the essentials of management, marketing, finance and accounting theories allowing students to gain fundamental knowledge from the challenging courses included in the curriculum. Starting with the second year, students can shape their individual curriculum according to their preferences as they might focus on core electives of their choice. During the last semester students will have to write their Master's thesis and do an internship.

Career perspectives

The program equips students with the necessary skills to run their own businesses, allowing them to apply for upper management positions, and providing them with practical experience during the Internship program while they are still studying, as well as with a thorough preparation in order to pursue a PhD in Management. Graduates have several options for their career path, such as: entrepreneurs, general managers, project managers, marketing managers, production managers, consultants in management, etc. Graduates are typically employed

by multinational corporations, foreign subsidiaries, international consulting agencies, start-ups or non-profit organizations. Moreover, many graduates of this master program choose to open their own businesses.

International perspectives

Apart from the internationally-oriented curriculum, students will get the chance to experience foreign cultures and perspectives through exchange programs with more than 100 partner universities worldwide. Significant international opportunities are also offered by working groups formed of international students, lectures given by international visiting professors, as well as by international study tours.

Contact

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“During my master studies in Entrepreneurship and Business Administration, I enjoyed the professors’ way of dealing with students. Professors and students collaborate together as colleagues. Professors try to flourish students in freedom of thinking, learning, even acting. My advice for prospective students is: learn, think ahead and share.”

SAMAL AIDARBEK

CURRICULUM

1 st Semester (30 credits)	2 nd Semester (30 credits)	3 rd Semester (30 credits)	4 th Semester (30 credits)
Strategic Marketing	Business Strategies	Innovation Management	Instruments in Operational Management
Organizational Behavior	Accounting for Managers	Entrepreneurship	Internship - Business Strategies and Entrepreneurship
European Project Management	Strategic Human Resources Management	Organisations’ Knowledge Management	Scientific Research for the Elaboration of Dissertation
Capital Investments	Business Ethics and Social Responsibility	Conflict Management and Social Dialogue	The Preparation Stage of the Elaboration of Dissertation
Intercultural Business Communication*	Business Management in the Global Context	Supply Chain Management	
		<i>Elective Course 1</i>	<i>Elective Course 2</i>
		<ul style="list-style-type: none"> • Organisational Performance Assessment • Financial Management • Virtual Business • Work Psychology • Sales Management • Information and Decision Support Systems • Change Management • Eco-Marketing 	<ul style="list-style-type: none"> • European Economic Policies • Game Theory with Applications • Leadership in Organizations • International Business Law • Intelligent Computational Methods • Business Negotiation • Risk Management in Business

* In French, German, Italian, or Spanish