

This program focuses on the full range of international business functions and disciplines and provides managers with a unique opportunity to master the dynamics of global business and to learn about business practices in foreign business environments.

Programme Structure

The convenient, modular and weekend schedule fits the requirements of active professionals. The structure permits flexible entry and exit and leads to the degree of Master of Business Administration (MBA) which is awarded after successful completion of all 12 courses, the foreign field trip and the thesis. The program is offered on a modular basis and students may enter at any stage of the program.

The program consists of five modules of two courses each, followed by a foreign field trip.

Courses are offered every second week on Saturdays during a period of 16 weeks, so the total program can be completed in 18-20 months. Each course is held during eight sessions of four hours on Saturdays.

Faculty

The faculty is comprised of experienced professors who are dedicated to excellence and outstanding performance both as teachers and working professionals. The faculty is multi disciplinary in professional training, international in experience, practical in orientation, and focused on their teaching and scholarly mission. Professors and students work together closely to meet educational goals and to achieve professional standards in a supportive collegial atmosphere.

Curriculum

1. International Business
2. International Marketing
3. International Management Skills
4. International Managerial Accounting
5. International Organizational Behavior
6. International Economics
7. International Finance and Investment
8. Information Technology Management
9. Global Business Strategies
10. Managing the International Control Process
11. International Management*
12. Managing Global Resources**

Foreign Field Trip

Thesis

*Course 11, International Management, is an independent study, which can be taken at any time during the program, but once started, has to be finished within 6 months. Independent study means that the student has to follow instructions in the syllabus and has to complete all assignments, readings, cases, tests etc. accordingly.

**Course 12, Managing Global Resources, is being offered as a 4-day seminar, which can be taken twice a year. This program is being held at a leisure resort in the Dutch countryside. This program is offered at the same price as the core courses and includes tuition, course materials, lodging, meals, and refreshments.

Target audience

The EMBA program is designed for promising professionals with an active interest in International Business and addresses the differing needs of managers with varied background and experience.

It provides an attractive and stimulating multicultural environment for intensive learning, focused on international business issues.

Admission criteria

Admission is selective and limited to fifteen students for each course. All students must have a Bachelor's degree or an equivalent degree or relevant professional qualification and possess a minimum of three years experience as a manager with a major business corporation, government, or non-profit organization.

Students must be proficient in the English language.

Study Load

The E-MBA in International Business has a study load of one full day class per two weeks and an additional study load from homework assignments of 6-7 hours per week.

The school provides a challenging and integrated educational environment that is externally engaged on creating technologically proficient problem solvers, innovative and critical thinkers and ethical business leaders.

Contact

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Course Descriptions

MGT 501 International Management

This course examines both theory and practice of Management in the International Arena. The course will serve as an introduction to international business, international management, international companies and organizations. The course includes topics covering the evolution of international companies, the generic objectives and sources of competitive advantage of global companies, the external environment in which international companies have to function, management functions, management skills, international business negotiations, comparative management, cross-cultural management, international strategy frameworks, management decision making, modes of entry in foreign markets, international organizational design, international management behaviour, international human resources management, business ethics and corporate control.

MGT 502 International Management Skills

The focus of this course is on international management issues, skills, practice and experience. Components of effective management action are dealt with by learning through experience and are directed toward involvement of the student in developing and practicing job-relevant managerial skills required for successful performance in international management positions. The course covers essential supervisory, interpersonal, leadership, communication, perception, organizing and planning, decision, decisiveness, and flexibility skills.

MGT 503 Managing the International Control Process

This course focuses on the development of methods for designing and developing effective international organizational and operational functions, systems and processes. It includes parent-subsidary relationships, setting standards, performance monitoring, measures of performance, characteristics of control systems in international companies, strategic control mechanisms, and transfer pricing. The application of tools for making decisions for improving international administrative and transformational processes is also addressed.

MGT 504 International Organizational Behaviour

This course addresses the interdisciplinary foundation of fundamental concepts about the nature of people and organizations. It provides insights about people at work in all kinds of organizations, with emphasis on the international company and international organizations. The course provides a framework for integrating the four elements of people, structure, technology, and the environment. Topics include fundamental concepts, systems, models, organizational culture, communication forms, mainsprings of motivation, appraising and rewarding performance, employee attitudes and their effects, leadership and supervision, participation, interpersonal and group dynamics, managing change, organization development, organizational environment, socio-technical work systems, coaching, stress and counselling. Special attention will be placed on the international dimensions of organizational behaviour such as social, political, and economic conditions affecting multinational operations, managing an international workforce, barriers to cultural adaptation, and productivity and cultural contingencies.

MGT 505 Information Technology Management

Managers who oversee and benefit from information services explore the role of new information technology and how to best implement and manage it. This course will teach the student how changing information technology affects employee – as well as managers, firms, organizations, agencies, and the national and international interests they share. The ultimate goal is to integrate Information Technology in the grand strategy of the firm.

MGT 506 Managing Global Resources

To succeed as a manager in the international arena, the manager has to effectively integrate and manage global resources – human, operational, marketing, and financial – into a tight, coherent whole. In the four-day seminar Managing Global Resources, participants learn how this is done. We don't reinforce the separation of functions by focusing on them one at a time. Instead, this course is organized around four objectives that are vital to today's corporations: creating customer value, managing the supply chain, building competitive advantage, and leading and managing change. Rather than treat functional areas in isolation, we demonstrate how they can be integrated to achieve each objective, adopting a global perspective. To illustrate the integration process and the achievement objectives, we will use a real world, integrative case.

BUS 601 International Business

This course introduces the field of international business and examines the forces underlying its expansion and the patterns that are emerging from this growth. Monetary, trade, and regulatory frameworks within which international business transactions take place are examined. It further addresses the construction of global strategies and structures, the goals of nation - states regarding international business and the controls they adopt. It also examines risks in the environment within which the international firm operates, operational management of the multinational firm and the future of international business.

BUS 602 International Marketing

This course adopts a strategic and environmental approach outlining the major dimensions of the international economic, social, cultural, political, legal, and financial environments and provides a set of conceptual and analytical tools to apply successfully the four P's to global marketing. International marketing concepts, issues and strategies are examined with particular emphasis on organizational philosophies, international segmentation, and the influence of culture on the marketing plan. Critical issues dealing with standardization versus adaptation strategies, counterfeiting and the protection of intellectual property, distribution alliances and export marketing are discussed.

BUS 603 International Managerial Accounting

This course examines the international dimensions of accounting, including financial-accounting reporting, managerial accounting and control, and taxation. Topics include comparative accounting practices and international harmonization, foreign currency translation, analysis of foreign financial statements, performance evaluation and budgeting for foreign operations, and the special problems of foreign taxation.

BUS 604 International Economics

This course offers the student a framework of macroeconomic concepts, international economic relations, contemporary economic systems, and an introduction to international fiscal and monetary policy. Emphasis will be placed on international financial relations and systems, and international trade issues. Topics covered include macroeconomic theory and theorists, economic models, monetary relations between nations, international transactions, exchange rates, the international currency system, national income, balance of payments, exchange control, the international monetary system, comparative advantage, tariffs, non tariff barriers to trade, commercial policy, international and regional trade organizations, international mobility of productive factors.

BUS 605 Global Business Strategies

This course deals with the strategic planning function in a global setting and its role in the international context. The course identifies the steps involved in developing a global corporate strategy and the consequences of a company's failure to do so. The internal as well as the external issues and problems, which may affect the strategic planning process are discussed in detail. Classical strategic planning methodologies (Porter, SWOT, BCG) are analyzed as well as the most advanced techniques presently available for modern, state of the art strategic planning. During the course, students will have plenty opportunities to exercise with formulating, analyzing and discussing the most diverse strategic objectives and methods in a global business environment.

BUS 606 International Finance and Investment

This course offers a comprehensive overview of significant financial markets, the principles and concepts of sound international financial management, financial institutions, and key areas of international finance and investment theory and research. Topics covered include; foreign exchange rate distributions, international portfolio management, emerging market investment, international capital budgeting, import - export finance, cross - border positioning of funds, international tax planning, global debt and equity markets and global capital structure issues, currency and interest swaps, international asset pricing models, currency risk management, currency option pricing, international listing and transmission of returns and volatility, and corporate international diversification.