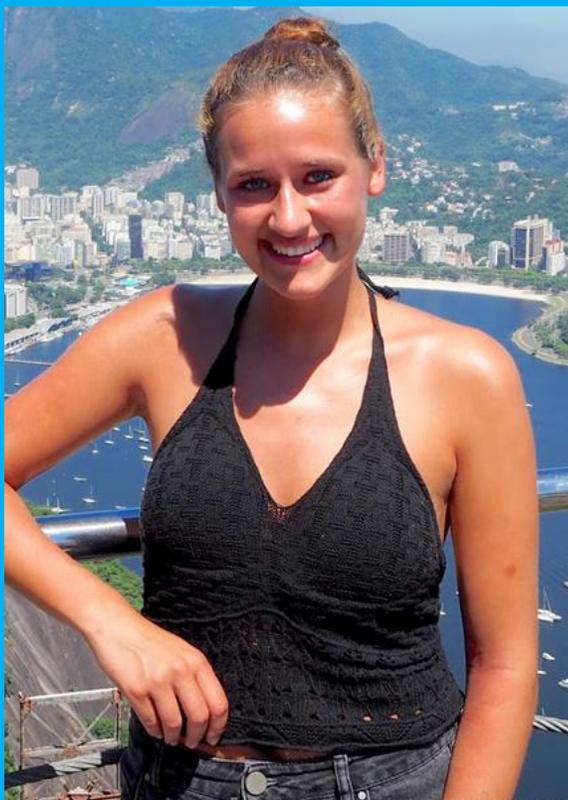


# MSc International Business Strategy and Innovation

*Progress through Innovation*







# Today's Team

# Today's Agenda

1

What are we about?

2

Student profile

3

Course Content

4

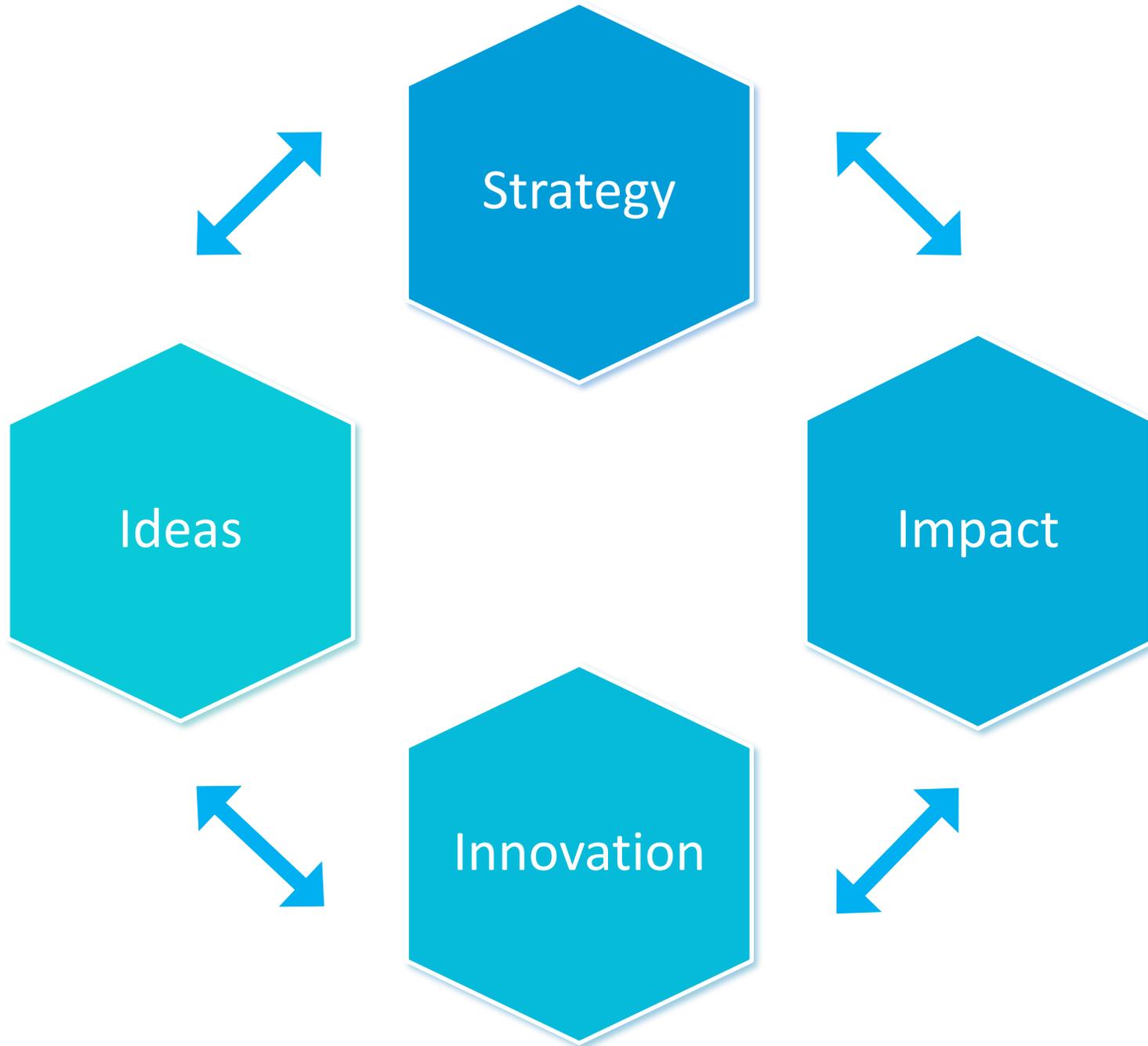
Variations in the Track

5

What does the future hold?

A stack of smooth, rounded stones is balanced on a larger, textured rock. The stones are stacked vertically, with a large, smooth, light-brown stone at the base of the stack. Above it are several smaller, smooth stones of various shades of brown and grey. The stack is balanced on a larger, dark grey rock with patches of orange lichen. The background shows a rocky coastline with a blue sky and a body of water.

What are  
we about?



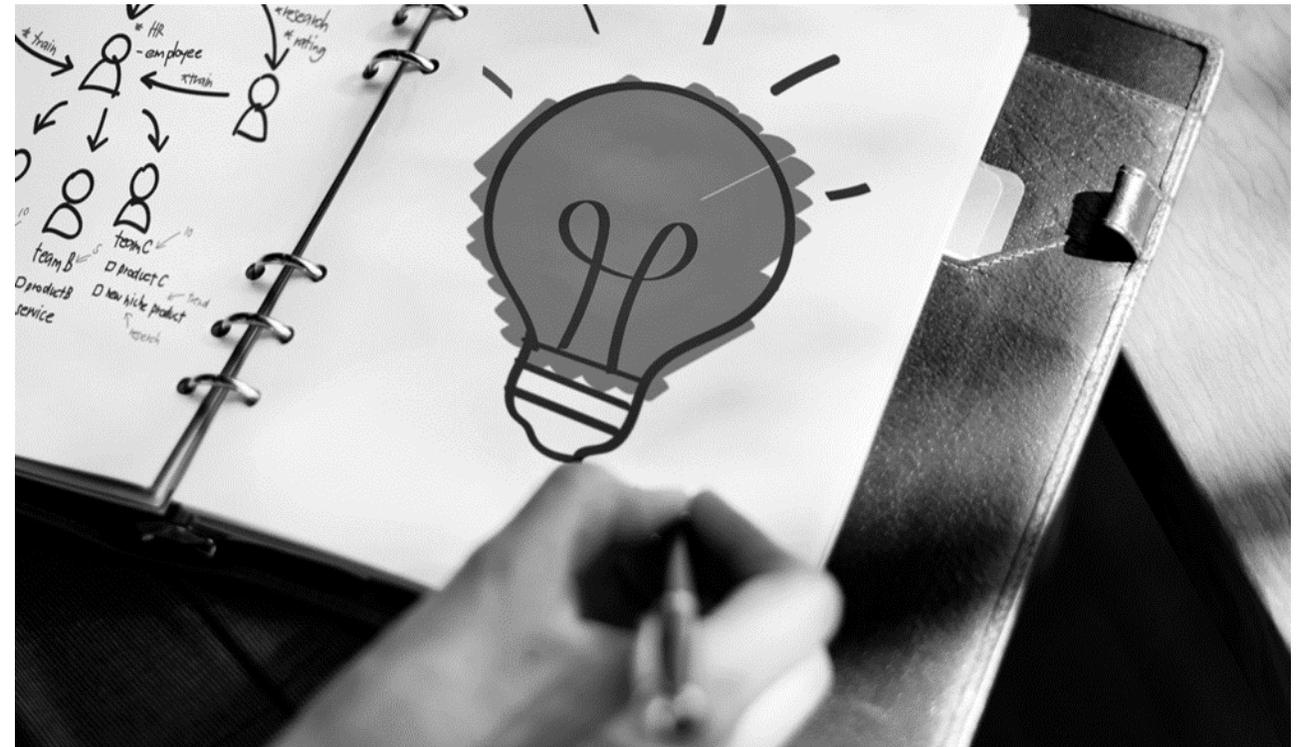
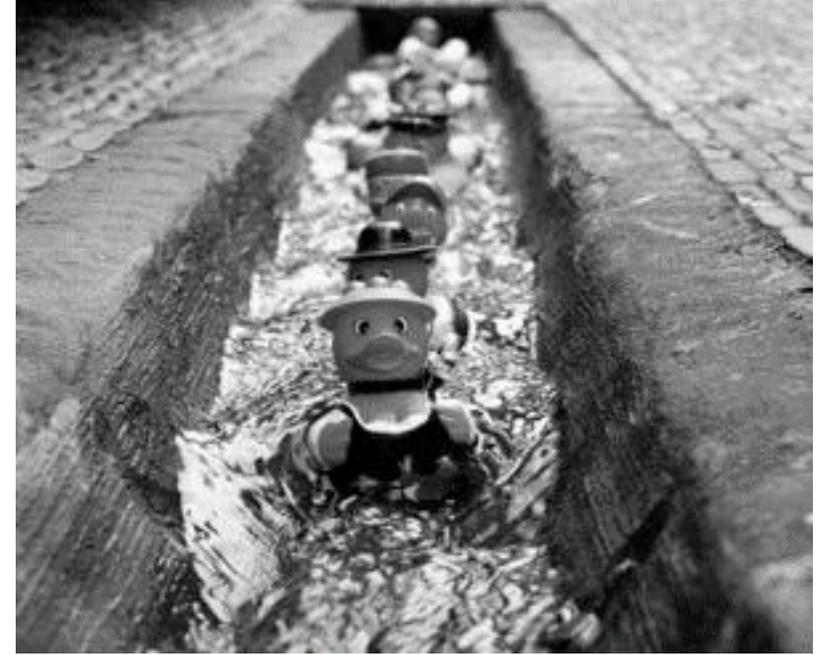


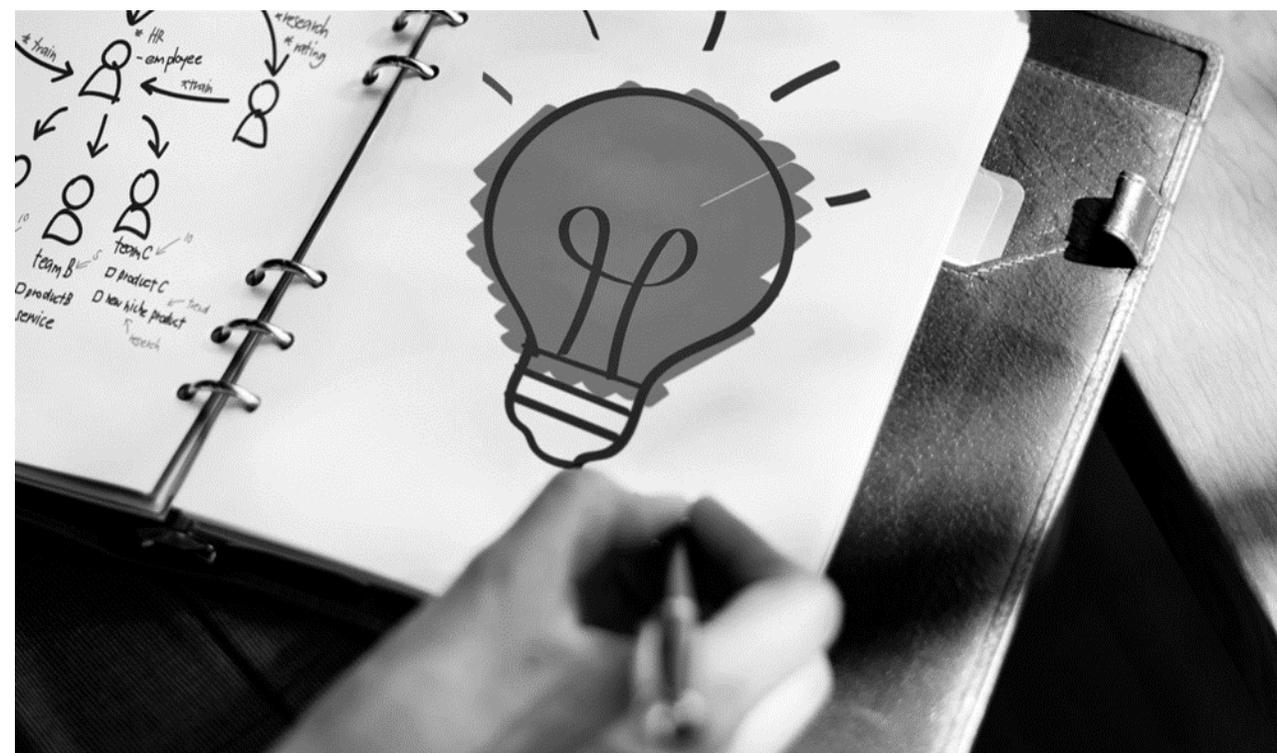
## We promote

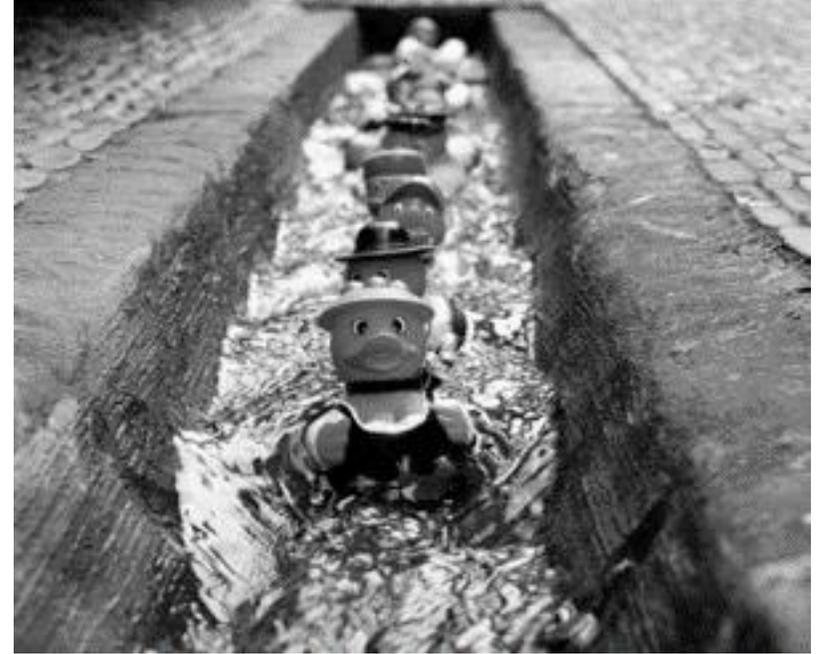
- Critical Thinking
- Creative processes
- Self-Organization
- Balance of Theory & Practice

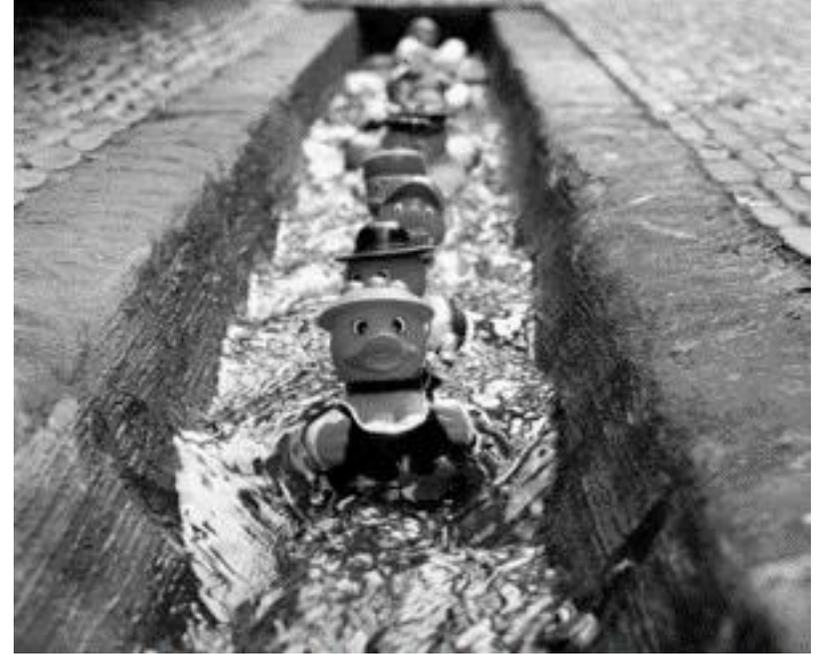


Student  
Profile









A close-up photograph of a row of books on a shelf. The books have various colored spines (red, purple, black, yellow) and some show signs of age with worn pages. In the upper right corner, there is a blue hexagonal graphic with a white border containing the text "Course Content".

Course  
Content

Block	Innovation	Strategy	Research
1		International Competitive Analysis and Strategy	International Business Research
2	Entrepreneurship and Innovation	(Elective)	
3			Thesis skill training
4		Alliances and M&As	Initiate the thesis
5	Business Innovation and Sustainable Development		Thesis
6			Complete the thesis

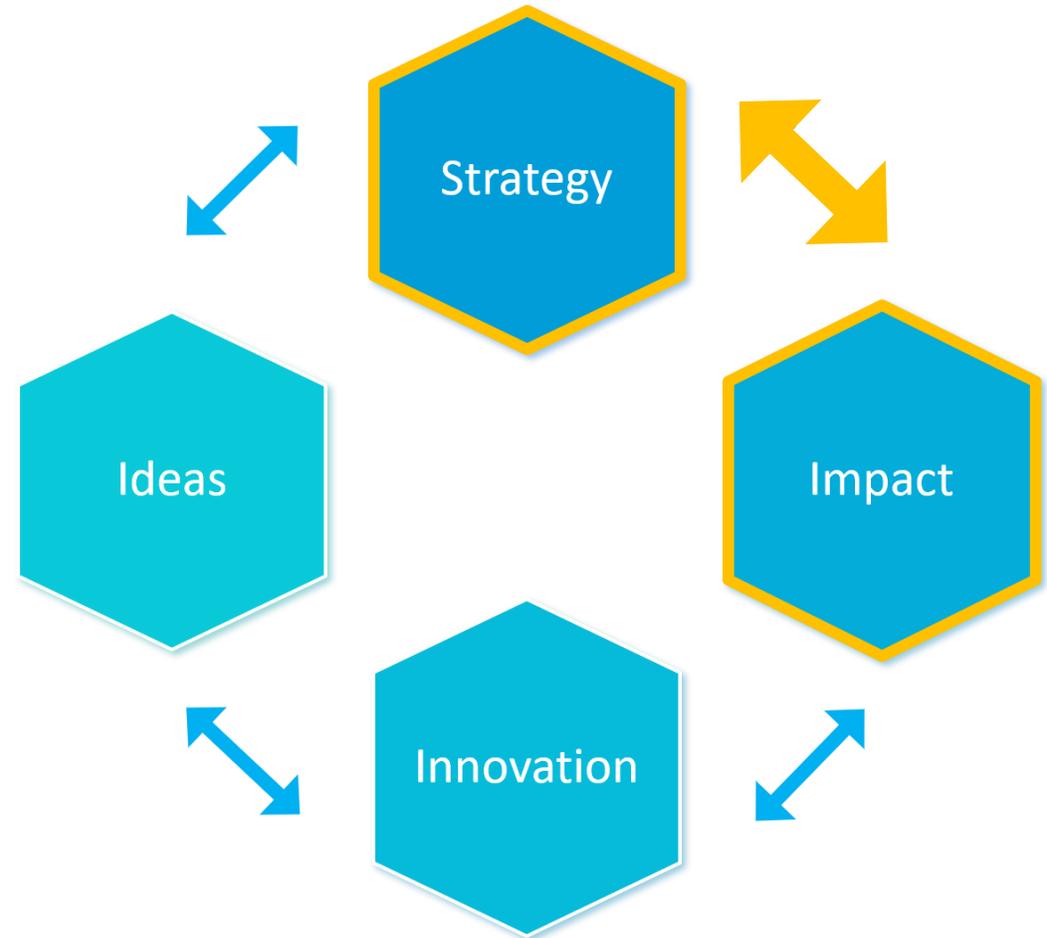
# International Competitive Analysis and Strategy

## Focus

- Strategy & Impact

## Student skills

- Analysis: apply economics with statistics to strategy in a real world team strategy project



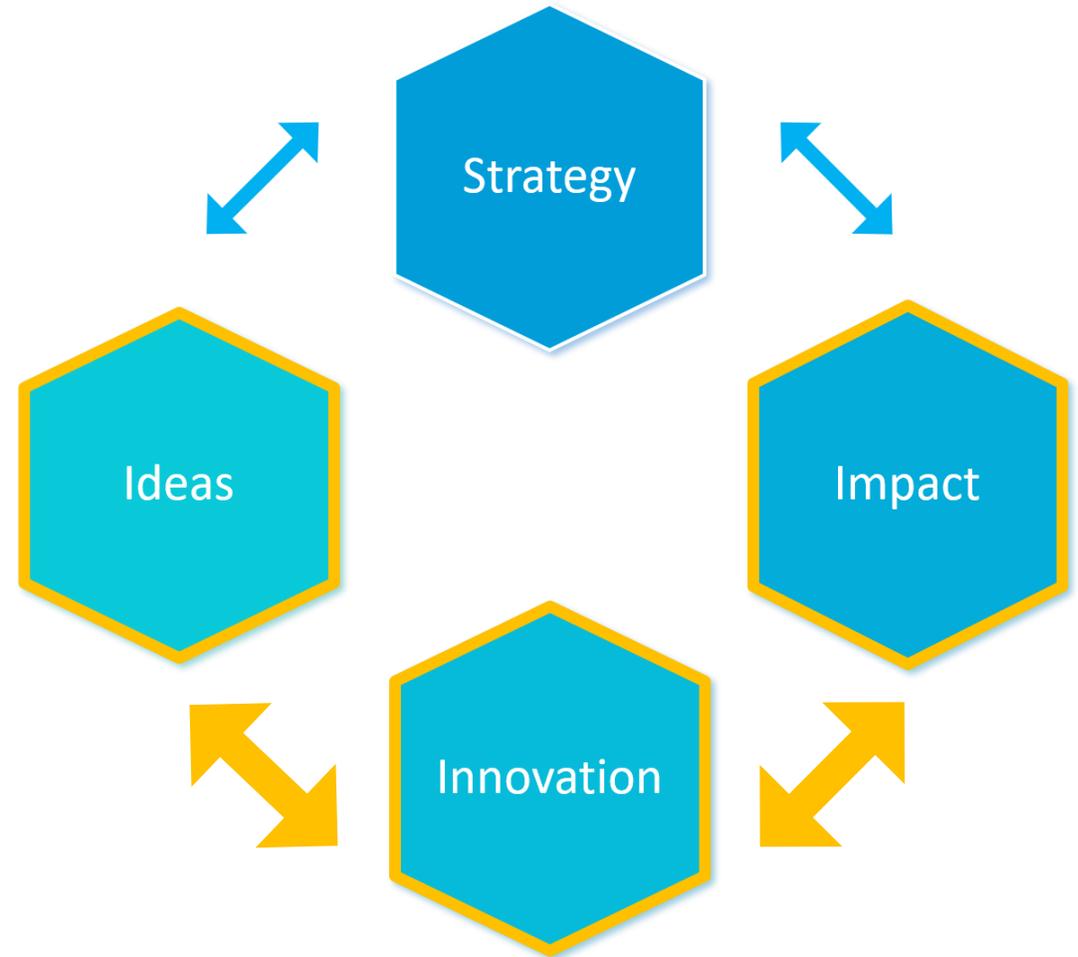
# Entrepreneurship and Innovation

## Focus

- Ideas, Innovation & Impact

## Student skills

- Consulting team project
- Creativity and design workshop



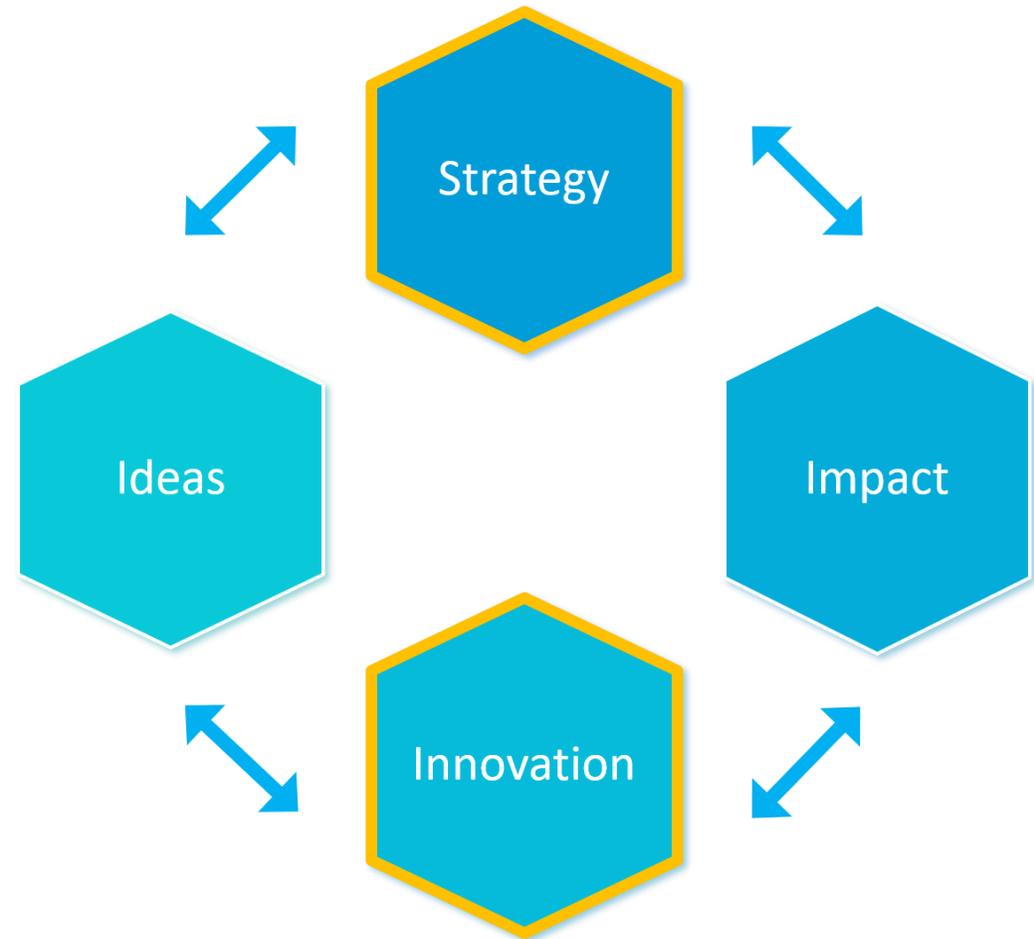
# Alliances and M&As

## Focus

- Strategy & Innovation

## Student skills

- Individual project of analysing the network strategy of a company.



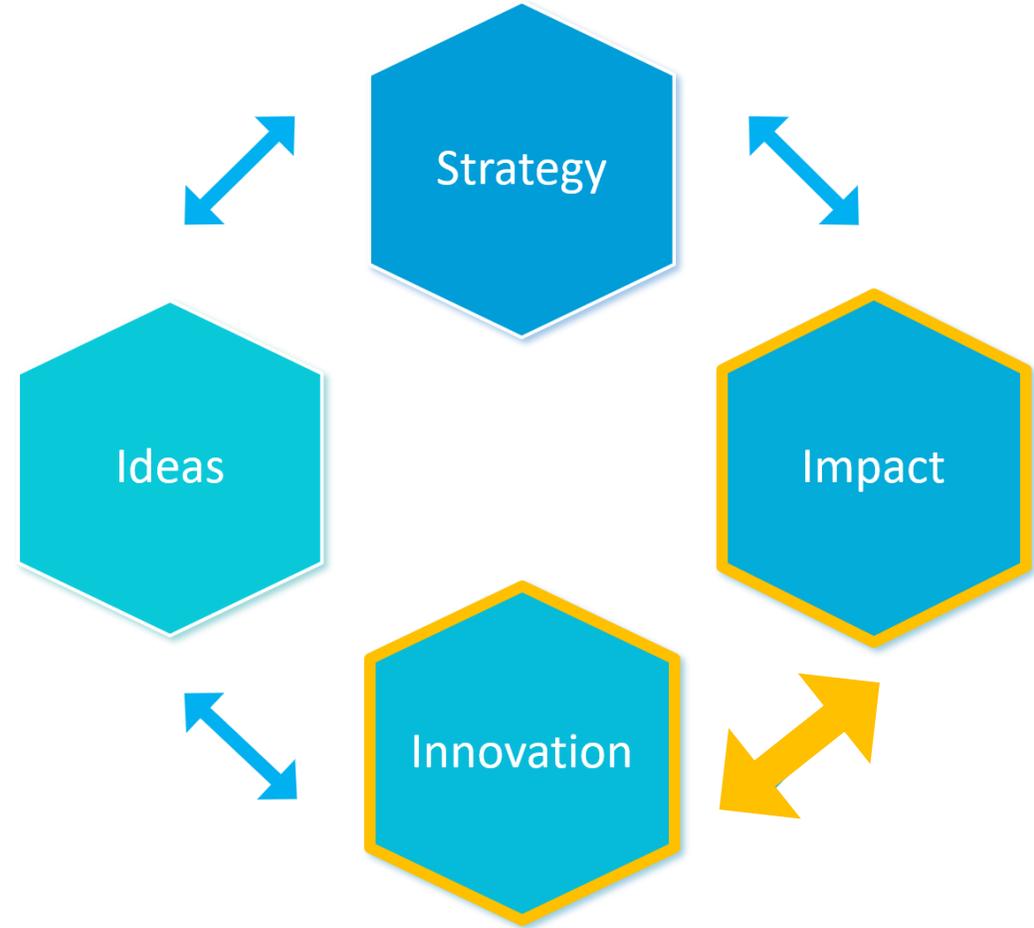
# Business Innovation and Sustainable Development

## Focus

- Innovation & Impact

## Student skills

- Team project – case study of real world company / industry on how they integrate sustainability in business strategy





Variations  
in the  
Track

Kolej  
2

## Your Choice

- Choose from 40 + electives
- Combine this degree with other degrees
- Business research master



What does  
the future  
hold?

# Alumni Careers



About 1,000 graduates  
Employed in 23 countries



Consultant, incl. in-house  
Business Analyst  
Manager (Project; Logistics; Industry; Performance; Strategy)



AkzoNobel; ASML; RWE; Detecon; Ernst & Young; OC&C; PNO  
Consultants; InterFinanz; Simon-Kucher



*Questions?*