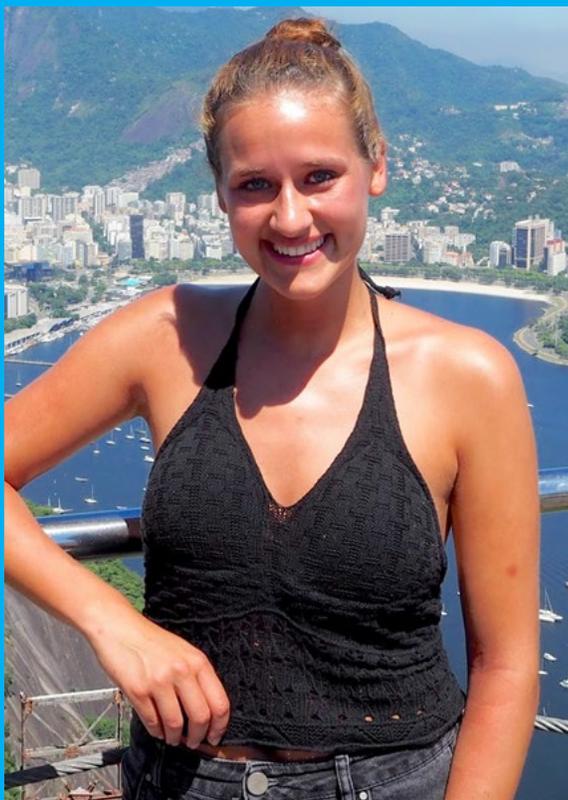


MSc International Business Strategy and Innovation

Progress through Innovation





Today's Team

Today's Agenda

1

What are we about?

2

Student profile

3

Course Content

4

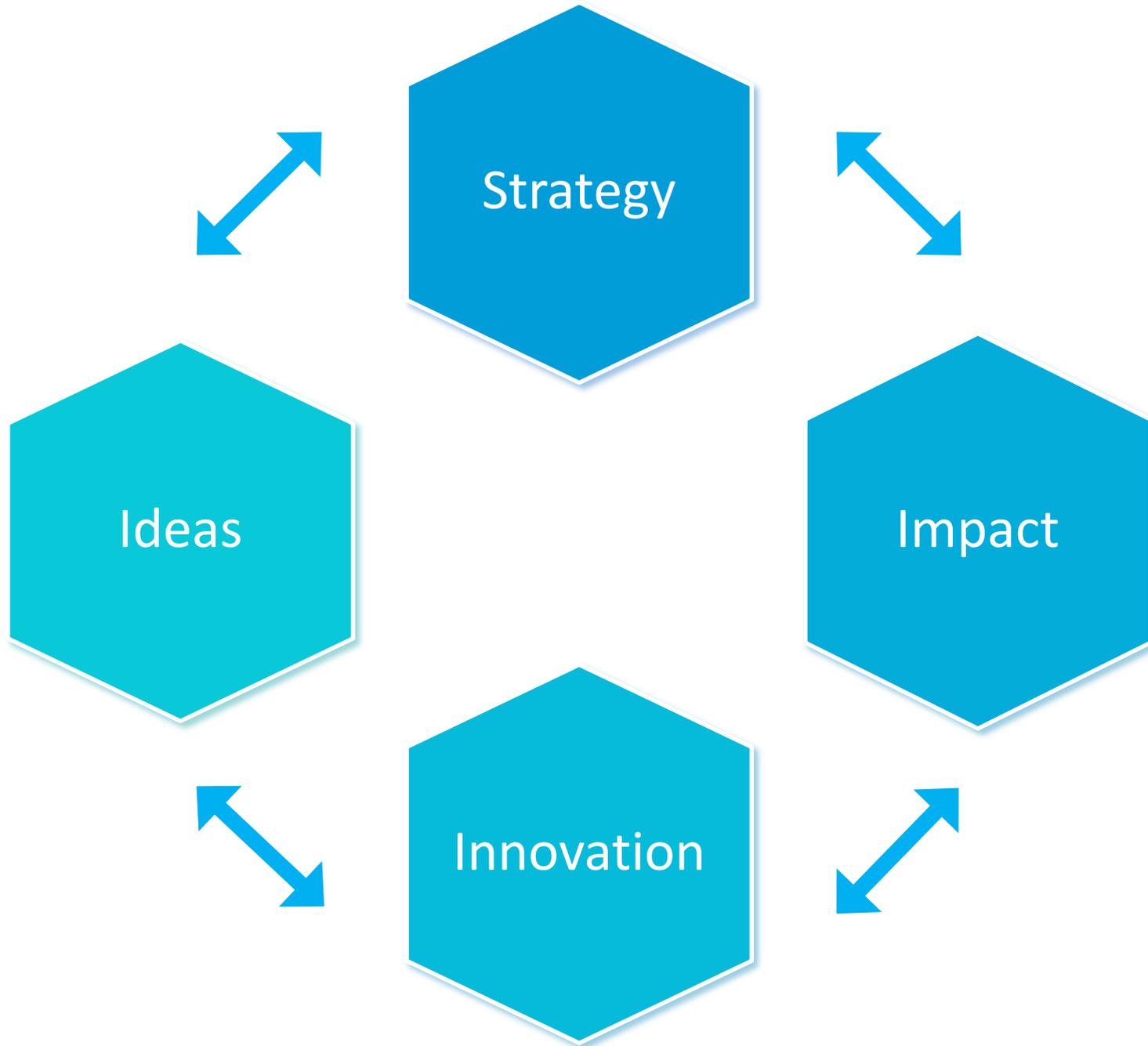
Variations in the Track

5

What does the future hold?



What are
we about?



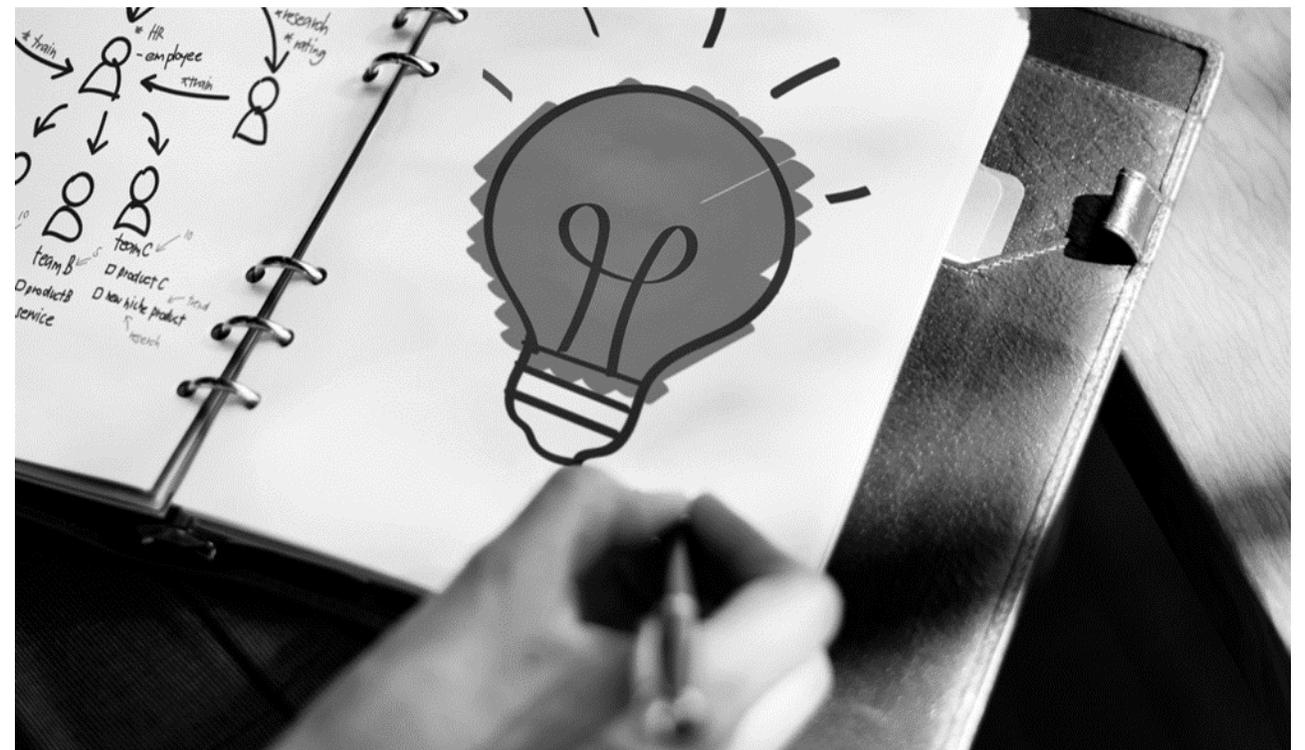
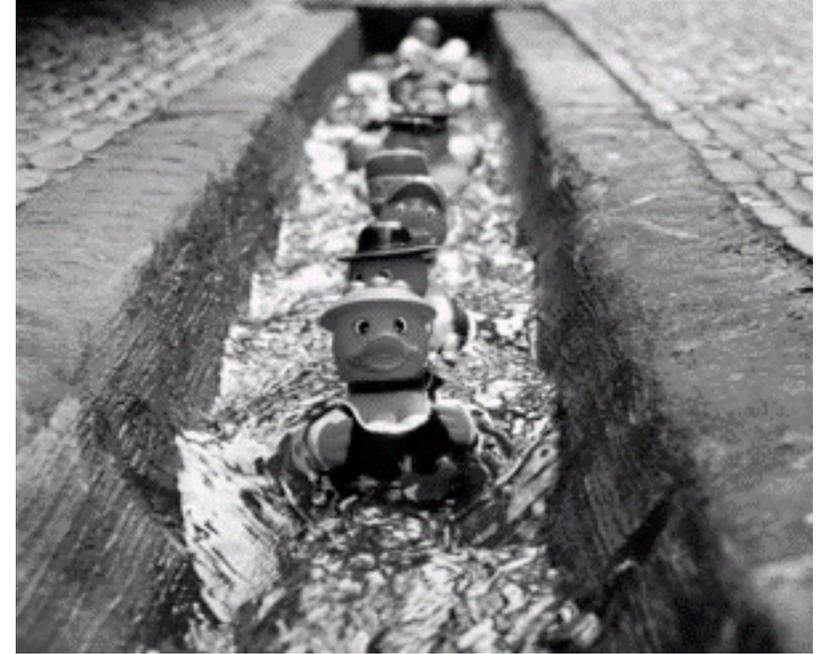


We promote

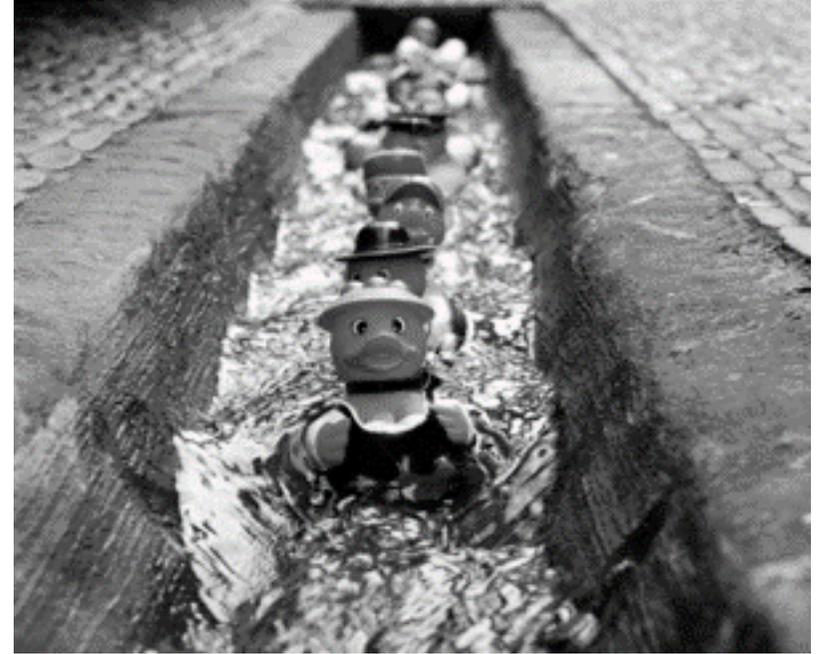
- Critical Thinking
- Creative processes
- Self-Organization
- Balance of Theory & Practice

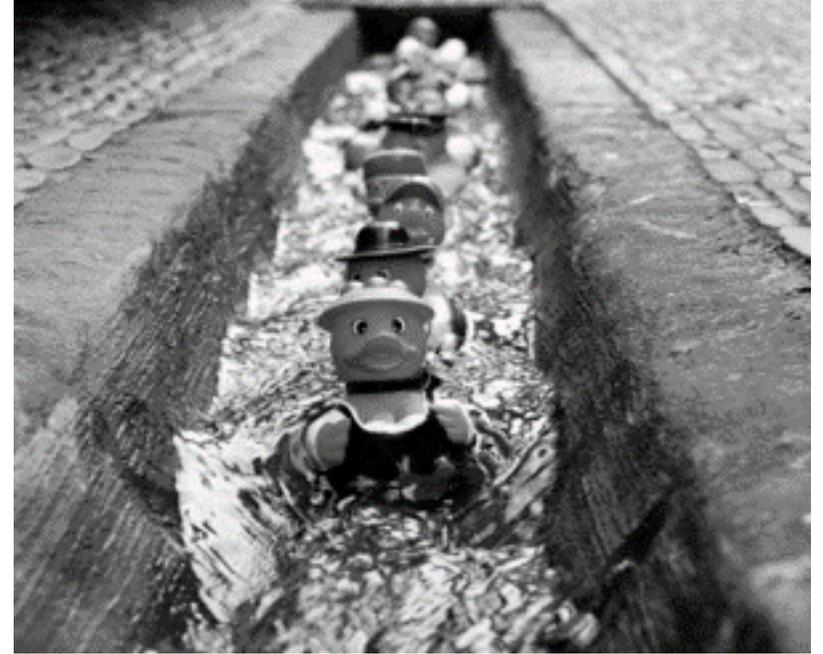


Student Profile









A close-up photograph of a row of books on a shelf. The books have various colored spines (red, purple, black, yellow, brown, grey, white) and some show signs of age. 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

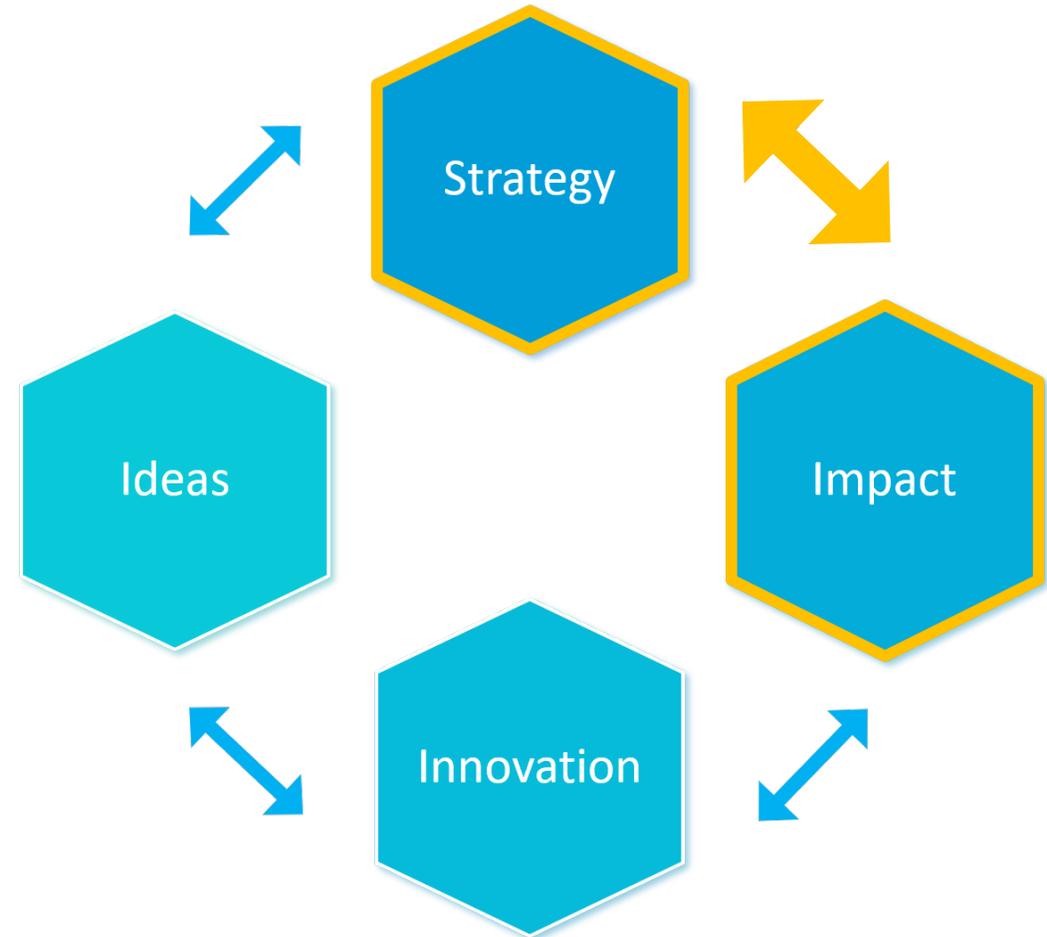
International Competitive Analysis and Strategy

Focus

- Strategy & Impact

Student skills

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



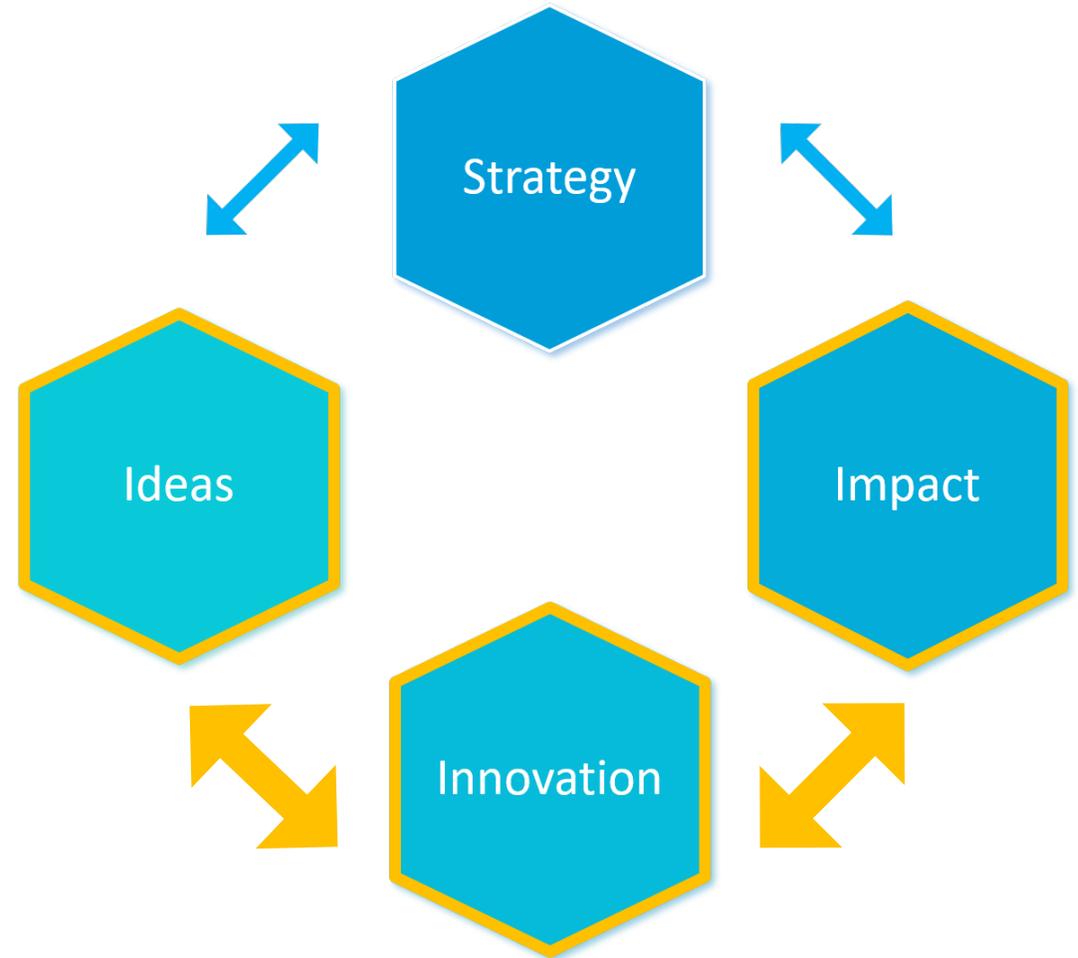
Entrepreneurship and Innovation

Focus

- Ideas, Innovation & Impact

Student skills

- Consulting team project
- Creativity and design workshop



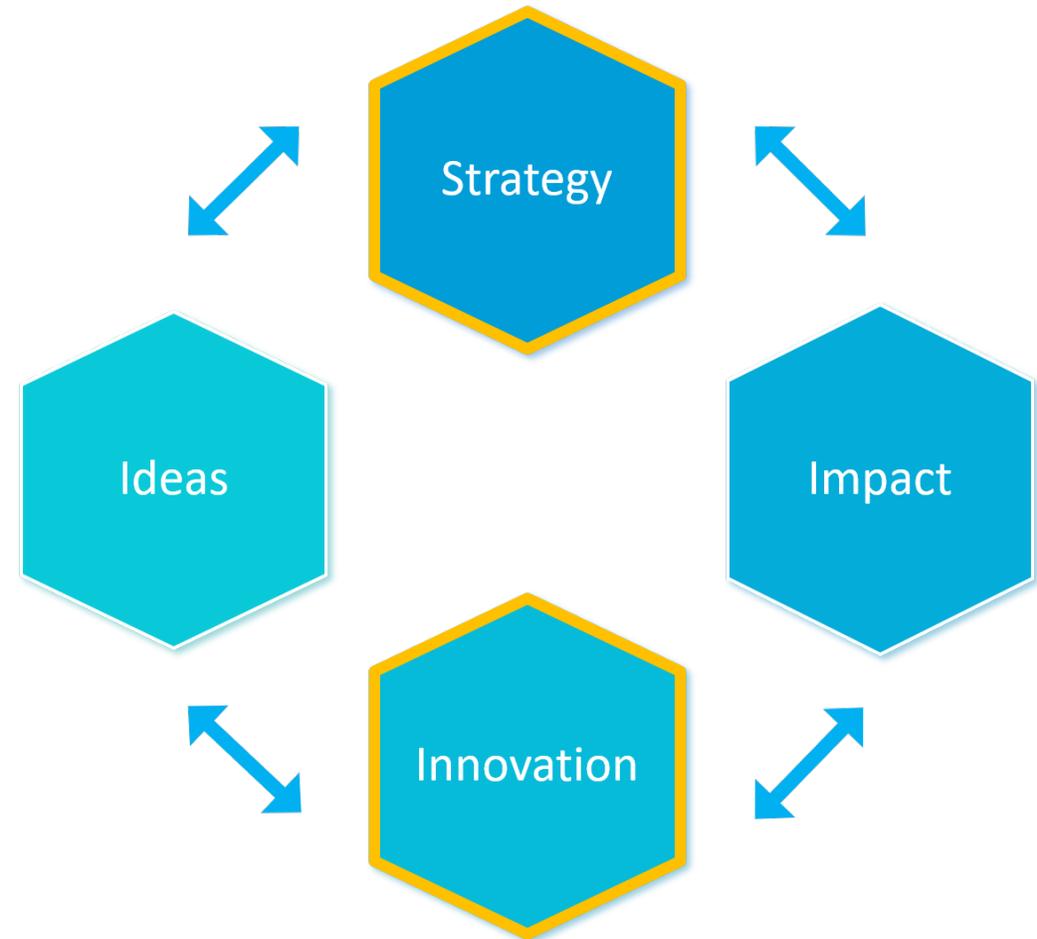
Alliances and M&As

Focus

- Strategy & Innovation

Student skills

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



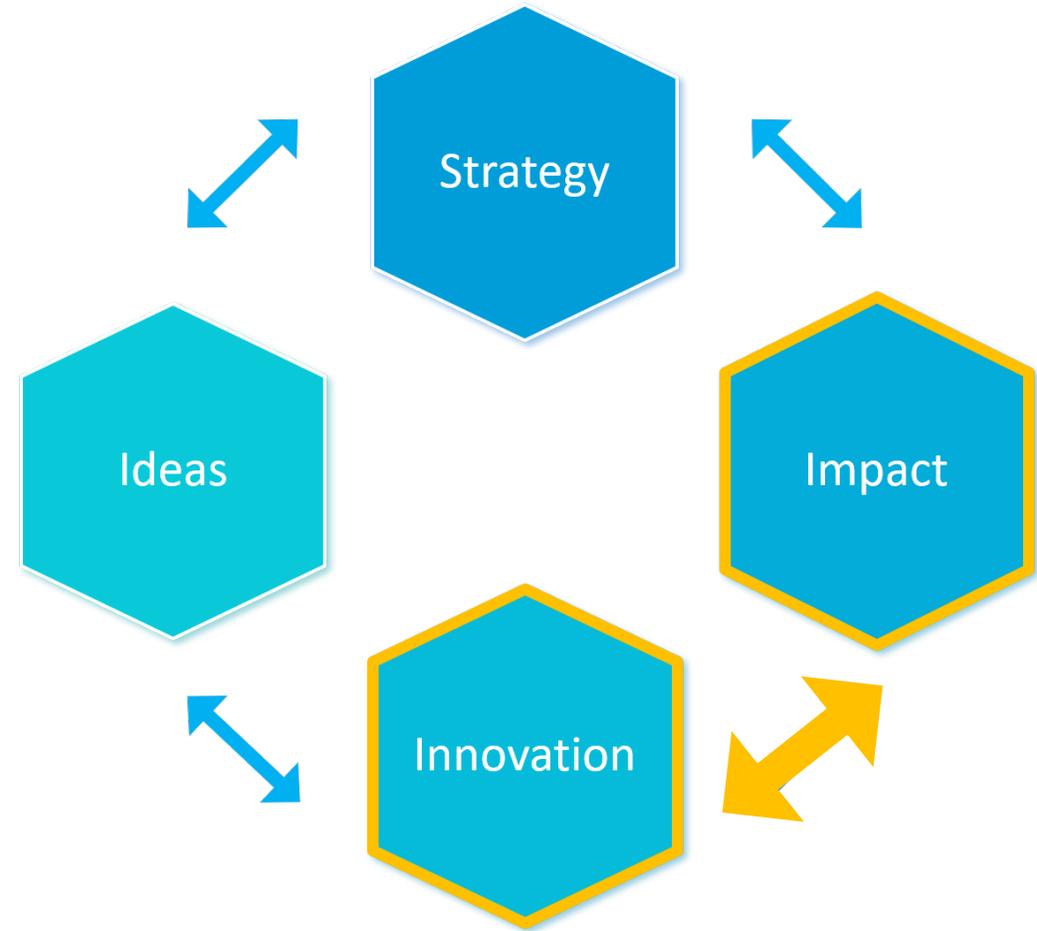
Business Innovation and Sustainable Development

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?