

# Master # European Master in Business Studies



## OBJECTIVES OF THE BACHELOR/MASTER

The European Master in Business Studies (EMBS) is a two-year full-time Master's degree in Management with focus on International Marketing. EMBS is jointly run by four Universities located in four different European countries: the University of Savoie Mont Blanc (France), the University of Trento (Italy), the University of Kassel (Germany) and the University of León (Spain). EMBS is composed of 4 semesters in 4 different European countries, representing a total of 120 ECTS. EMBS is officially integrated in the European Bologna system of higher education.

Successful business management in Europe and abroad requires to train and develop the European managers of tomorrow by:

- giving them all the tools and best practices to enable them to fit easily into international companies and feel at home in multicultural environments;
- improving their skills in English as well as in other European languages;
- offering a specific European professional curriculum.

## PREREQUISITES

Students having a Bachelor's degree in Economics, Management or Business Studies are qualified to apply. Students of other study backgrounds (Social Sciences, Engineering, Languages...) with a focus on Economics and/or Management (at least 50 % of courses attended by the applicant must be in the field of Economics/Business) are also eligible.

A minimum of 180 ECTS credits as well as certified working knowledge of the English language (at least at B2 level of the Common European Framework of Reference for Languages or 560 paper-based TOEFL or 87 internet-based TOEFL or equivalent test results) are required.

## COURSE CONTENT

European and international commercial law, Organizational behaviour and human resources management, Information systems, International accounting, International strategic management, Statistics and marketing research, Purchasing and supply chain management, European and global economics, European and global consumer behavior, Financial markets and corporate finance.

## ORGANIZATION

The EMBS programme is clearly designed for an efficient and concrete career preparation to reach some international business positions.

EMBS courses are taught entirely in English and are based on a mixed teaching methodology (traditional lessons and case studies).

EMBS is offered to small groups of students (**30 students maximum**) of various nationalities who learn to work and study together in a multicultural environment, over a period of two years (in-take in September each year).

EMBS has been developed in order to offer to both European and non-European students a unique opportunity of learning how to do business in Europe effectively.

## OPPORTUNITIES

The EMBS graduates record a very high level of employment (94 %) with graduates working in 26 countries all around the world (32 % being concentrated in Germany, which is followed by Italy and Switzerland).

The knowledge obtained during the EMBS program ensures a steady job, 83 % of graduates having a permanent contract.

## CONTACT

Aude Pommeret - [aude.pommeret@univ-smb.fr](mailto:aude.pommeret@univ-smb.fr)  
[embs@univ-smb.fr](mailto:embs@univ-smb.fr)



Label de qualité bénéficiant d'une solide réputation dans le monde entier, l'accréditation EPAS (EFMD Programme Accreditation System - Système d'accréditation de programme de l'EFMD) récompense les meilleurs programmes de formation à vocation internationale. L'IAE Savoie Mont Blanc a obtenu le label pour le parcours EMBS en septembre 2017 pour une durée de 3 ans. Cette accréditation récompense le travail de coopération inédit entre les 4 universités partenaires du master EMBS, la synergie des équipes pédagogiques et administratives, ainsi que la qualité, l'innovation pédagogique et la pertinence des enseignements dispensés.