



# EUROPEAN MASTER IN BUSINESS STUDIES ENLARGE YOUR HORIZONS

ITALY - UNIVERSITÀ DI TRENTO

FRANCE - UNIVERSITÉ SAVOIE MONT BLANC

GERMANY - UNIVERSITÄT KASSEL

SPAIN - UNIVERSIDAD DE LEÓN

2-year post graduate in 4 countries

*"EMBS stands for a unique experience that will help you grow professionally but most of all personally. It will equip you with a set of highly valuable soft skills such as flexibility or open-mindedness and you will create a network with young professionals all over Europe!"*

**EMBS Alumnus**

**[www.embs.eu](http://www.embs.eu)**



UNIVERSITÀ  
DI TRENTO



UNIVERSITÉ  
SAVOIE  
MONT BLANC

UNI KASSEL  
VERSITÄT



universidad  
de León

# Study programme and curriculum

The European Master in Business Studies (EMBS) is a 2-year joint degree master programme. EMBS aims to develop high-quality graduates with a well-developed global mindset, with a focus on International Marketing and Sales, in preparation for an international career in business.

EMBS has been awarded EPAS, a prestigious international programme accreditation delivered by the European Foundation for Management Development (EFMD), an organisation that is acknowledged globally as an accreditation body of quality in management education.

EMBS is jointly run by four European Universities: the University Savoie Mont Blanc (France), the University of Trento (Italy), the University of Kassel (Germany) and the University of León (Spain). EMBS is composed of four semesters in the four different countries according to the following curriculum:

## **SEMESTER 1 (WINTER TERM): University of Trento (Italy)**

- European and International Commercial Law
- Organizational Behaviour & Human Resources Management
- Information System
- International Accounting
- International Strategic Management

## **SEMESTER 2 (SPRING TERM): University Savoie Mont Blanc (France)**

- Statistics and Marketing Research
- Purchasing and Supply Chain Management
- European and Global Economics
- European and Global Consumer Behaviour
- Financial Markets and Corporate Finance

## **SEMESTER 3 (WINTER TERM): University of Kassel (Germany)**

- Business Negotiation
- Distribution and Pricing in the Internet Age
- Research Methods and Master Thesis

## **SEMESTER 4 (SPRING TERM): University of León (Spain)**

- Sustainable and Responsible Management
- Communication Challenges (Consumer Engaging Communication -Company Project)
- Innovation and Entrepreneurship
- Internship in summer at the end of semester 4

## Master degree awarded: EMBS joint degree

At the end of the EMBS programme students receive an internationally recognized joint qualification, the “European Master in Business Studies” corresponding to the following four national degrees:

- Italian University system: “Laurea Magistrale - Classe LM77 Lauree Magistrali in Scienze Economico-Aziendali”;
- French University system: “Master en Droit Économie Gestion”;
- German University system: “Master of Arts”;
- Spanish University system: “Master Universitario Europeo en Dirección de Empresas”.

## Why study the European Master in Business Studies

Only talented students are selected each year for the EMBS joint degree programme. EMBS offers professional international education in management skills with a focus on marketing and sales, international internships and experience of real business projects. Around 90% of EMBS Alumni work in international environments.

## What does this programme offer?

- training in international management with focus on marketing and sales;
- EFMD-EPAS accredited joint degree master programme;
- four compulsory semesters abroad;
- international internship;
- opportunity to carry out an international company project;
- opportunity to carry out innovative academic research;
- opportunity to be part of a diverse, international and multicultural student team;
- opportunity to be member of a very active Alumni community, thus bringing you lifelong career and network opportunities.



## What does this programme prepare for?

EMBS is designed to prepare students for leadership positions in the competitive international labour market, to conduct successful business management in Europe and abroad or to develop innovative academic research in the world. Approximately a half of EMBS graduates (44%) have positions in marketing, 16% in sales, 9% in finances, 4.5% in IT, 4% in human resources/purchasing-procurement/research, the other fields of work being less representative. 90% of EMBS graduates are involved with international partners/clients/people.

Some of the companies EMBS graduates are working for are: Accenture, Adidas, Antéis, B.Braun, Bank of Tokyo-Mitsubishi, Bayer Pharmaceuticals, Benetton Group, Colgate-Palmolive, Deutsche Bahn, Deutsche Telekom, Dun & Bradstreet, ECOM Trading, Eli Lilly and Company, E.ON, Ernst & Young, Fiat, Ford, Gaba, General Electric, Geodis, Henkel, Hewlett-Packard, Hilton, Intel, Ipsos, Johnson & Johnson, KPMG, Lexmark, LinkedIn, L'Oréal, Michael Page, Mondelez International, Nestlé Health Science, Olympus, PVG, Quechua, Ralph Lauren, Renault, Siemens, Somfy, Swisscom, Tchibo, Villeroy & Boch, Waldner.

EMBS graduates record a very high level of employment (94% after 6 months from graduation). The average (weighted) net salary of an EMBS graduate is 2,852 euros per month (40% are reaching 2,000 - 3,000 euros monthly, 18% have 3,000 – 5,000 euros and 14% are reaching more than 5,000).

## Mode of education

Besides lectures and seminars, students are expected to be doing many exercises in teams. They work in small groups on case studies, business games, assignments and company projects. Skills training, presentations, qualified faculty members, visiting lecturers and practitioners from European companies are all part of the curriculum. In order to graduate students are trained in analytical and research skills and have to write an individual thesis on a topic of their choice.



## Who is this programme for?

Talented and highly motivated bachelor graduates from around the globe with an ambition to pursue an international career. No previous professional experience is necessary, but candidates should be socially competent, high-achieving, and great team players.

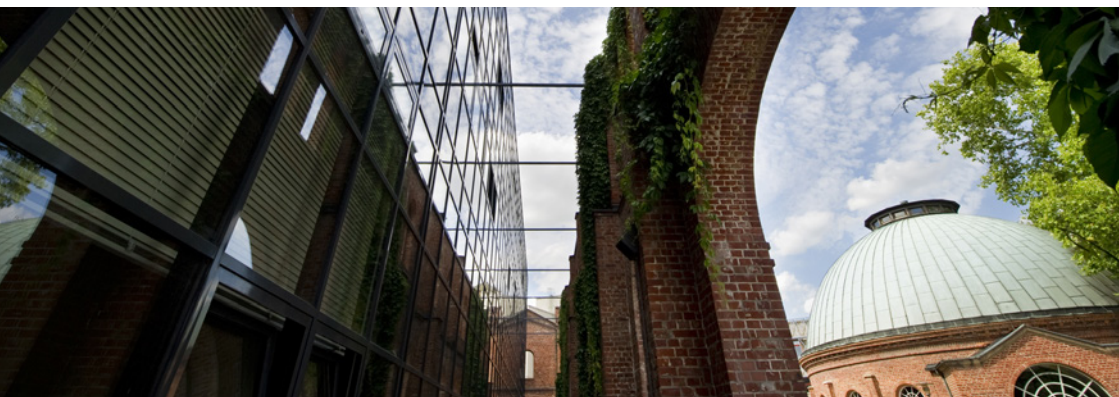
It is required that students:

- have obtained a university bachelor degree (min. 6 semesters for 180 ECTS) in Economics, Management, Business Studies or a related field. At least 50% of their Bachelor studies have to be done in the Economic/Business field;
- have obtained a final mark of at least 95/110 in Italy, 13 in France, 2,5 in Germany, 6,5 in Spain or the equivalent in other countries;
- have a 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);
- good command of the most common computer applications.

If you have not completed yet your Bachelor's degree, you can apply for EMBS provided you meet the following requirements:

- conclusion of all exams to obtain the Bachelor's degree by 31st August 2019
- graduation by the 31st of October, 2019 having passed the graduation exam (if any);
- submission of the official Bachelor's degree diploma by the 30th November 2019.

You will be “conditionally admitted” to the programme as long as the bachelor certificate remains outstanding. Formal enrolment to the programme can only be granted, however, when the bachelor certificate is submitted.



# Apply for European Master in Business Studies

Since admission to EMBS is selective, you will need to apply directly through an online application system on the EMBS website [www.embs.eu](http://www.embs.eu)

## **Application deadlines:**

Mid-March for non-EU citizens and “early bird” EU citizens (1st deadline)

End May for EU citizens (2nd deadline)

Check out on EMBS website for deadline updates.

## **University Savoie Mont Blanc**

IAE Savoie Mont Blanc

EMBS Recruitment

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[www.iae.univ-savoie.fr](http://www.iae.univ-savoie.fr)



## Facts & Figures

Official name	European Master in Business Studies - EMBS
Website	<a href="http://www.embs.eu">www.embs.eu</a>
Study area	Management with focus on International Marketing and Sales
International accreditation	EFMD-EPAS
Instruction language	English
Mode of study	Full time, in presence, compulsory attendance
Location	SEMESTER 1: University of Trento (Italy) SEMESTER 2: University Savoie Mont Blanc (France) SEMESTER 3: University of Kassel (Germany) SEMESTER 4: University of León (Spain)
Class size	30 students max.
Start date	Early September
Duration	2 years (120 ECTS)
Degree	EMBS Joint Master's degree internationally recognized
Application deadline (EU)	Mid-March ("early birds") or end May (2 <sup>nd</sup> deadline)
Application deadline (Non-EU)	Mid-March
Internship	Yes
Plus	International and multicultural environment; compulsory company project; the opportunity to undertake local language courses (French, Italian, German and Spanish) sponsored by the host University.
Funding	Erasmus Plus or regional mobility grants; a limited number of specific scholarships offered by the four Universities and their partners.
Tuition fees per year	<ul style="list-style-type: none"> <li>• €2.500 (Programme fee)</li> <li>• €1.000 approximately (local administrative fee)</li> </ul>
Additional costs	Board and lodging, travels, books, visa, health insurance, personal expenses, etc.
Accommodation	In each University, a service at the International Office assists students in finding an accommodation



## Italy, University of Trento

Over its 50 years of history, the University of Trento has been known for its propensity for international relations and mobility and for the top quality of its research and education offer. These features have led the University of Trento to reach prominent positions in national and international university rankings, coming first in the Italian Ministry of Education, Universities and Research ranking. EMBS students have the option to stay in modern accommodations and use all the advantages of the campus (student residences, language centre, library, international lounge dedicated to EMBS students).

### About the city

Located in the heart of the UNESCO World Heritage Dolomite Mountains, Trento is the friendly and welcoming provincial capital of the Trentino region. It hosts the very successful annual Festival of Economics and it has been selected by the IEEE as one of the 10 core cities involved in the IEEE Smart Cities Initiative. The region is renowned not only for the high living standards, but also for the unspoiled nature: picturesque landscapes, deep blue lakes and wide valleys. Here you can experience the typical Italian flair: relaxing, sipping your aperitif in the sunset, enjoying food, and the atmosphere of this historic town.

### Experiences

*"After the EMBS, I have done an internship in the HQ of Deutsche Telekom in Bonn. Afterwards, thanks to the international experiences I had acquired in the EMBS, I entered the International Graduate Leadership Programme of TUI Group for 18 months and now I finally settled in London - a great multinational city where other 6 of my EMBS beloved friends live. More than just a Master, EMBS is a journey where you will learn day by day what collaboration, flexibility and team spirit is!"*

**EMBS Alumnus**

#### Contact

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## France, University Savoie Mont Blanc

The University Savoie Mont Blanc is located in two cities, Chambéry and Annecy. EMBS students will study at IAE Savoie Mont Blanc in Annecy, which is part of the French Management School Network. The IAE provides students with an interactive approach to management and the challenges future managers will face. Professionals will share their knowledge during lectures and business simulations and company visits offer practice and real insights into the world of business.

### About the city

Annecy offers not only a beautiful landscape, but also great cultural events such as the animation movie festival. Annecy is often referred to as the French little Venice. This lovely medieval old town is intersected by small canals and flower decked quays. Outdoor sports lovers will appreciate cycling around the lake, hiking up the mountains to enjoy a breath-taking panoramic view of the lake, or make a dream come true making first paragliding experiences.

### Experiences

*“EMBS is a chance to know more about international business, intercultural communication and yourself, to manage the uncertainty and train your problem-solving skills. I still find it one of the best life experiences”.*

*“The EMBS is a unique program that has helped me grow in many ways and open the doors to an international career”.*

**EMBS Alumni**

### Contact

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## Germany, University of Kassel

Founded in 1971, the University of Kassel is the newest university in the state of Hesse. The University of Kassel has over 24.000 students, 2.900 of which are coming from all over the world. Interdisciplinary research is a priority for the University of Kassel. This includes research cooperation and dialogue with research institutions from all over the world. This international flair is reflected in the University's international programmes and engagements.

### About the city

Kassel is a multi-cultural city with various facets. The city center was rebuilt after the Second World War and now offers hundreds of shops, restaurants, and bars. Kassel is protected by the city's landmark, the Herkules, which is surrounded by historical castles and impressive cascades. Since 2013 the "Bergpark" is UNESCO World Heritage Site. The streets are filled with the spirit of the masters of fairy tales: the famous Brothers Grimm. The architecturally diverse campus invites students to live and study in a pleasant atmosphere.

### Experiences

*"Whenever someone asks me about my EMBS studies, I smile. Talking about the EMBS program makes me happy, and that is because of the experiences I had with the most wonderful people that have made me become the person I am today. When that someone asks me about my favorite semester, I cannot really answer that question – because I loved all of the semesters. I loved eating pizza in Trento, I loved swimming in the lake in Annecy, I loved dancing in K19 in Kassel and I loved going out for tapas in Leon. But most of all, I am thankful for all the people I have met and the network that came with it. I think getting to know different cultures and traditions will help me immensely in my future life".*

**EMBS Alumnus**

### Contact

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## Spain, University of León

The University of León was founded as an autonomous entity in 1979. The ULE offers today a total of 53 higher education degrees taught in 17 Centers by a total of 26 Departments. With around 13,000 students, the University of León has a clear inclination toward internationalization, having signed important cooperation agreements, leading international projects and hosting a great number of international students every year. The campus is located in the north of the city at 20 minutes walking distance from the center with bus connections from different parts of the city.

### About the city

León is located in the north-west of Spain. It can well presume to be a beautiful small city with a big history, culture and traditions. León combines stunning historical heritage, being able to enjoy a peaceful walk, with a particularly irresistible energy. Its standout attraction is the cathedral, one of the most beautiful in Spain. But the modern part of the city with the Musac and the Auditorium, the gastronomy and the landscape of the province, makes León a city of reference in Spain.

### Experiences

*"After finishing the EMBS I went to London and I have been working for over 2 years in corporate reputation management. I've enjoyed the job very much and also the vibrant atmosphere of the city. It's an amazing place for a young professional to develop a career and to have a lot of fun in the meantime. We're actually a small community of EMBS Graduates here and there's no "typical" weekend. EMBS is a life-changing intercultural experience that I'd recommend to anyone!"*

**EMBS Alumnus**

#### Contact

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## EMBS Alumni Association

The EMBS Alumni Association was created in 2010, just when the first generation graduated, and it is composed of dozens of young international executives working in more than 20 different countries.

The EMBS Alumni Association follows three main goals:

- keeping the EMBS spirit alive: a platform with the objective of maintaining the group spirit of our Master programme, which is achieved by the annual conference, more informal meetings and the members' database;
- developing a global professional network of EMBS graduates;
- assisting current and prospective students by providing them with useful information and access to our professional network.

*"The EMBS brought me closer to companies and to the business world. It was an excellent warming up before starting a real job!"*

**César Tascón García, EMBS3 graduate**

## EMBS Annual Corporate Seminar

The EMBS annual corporate seminar is an event organized annually to gather the whole EMBS community (some would say « family ») in the early Spring: the two current students generations, the programme coordinators and administrators, graduates and Alumni club members.

Educational, networking and social activities are scheduled during the 3 or 4 days. Locations were London in 2009, Lisbon in 2010, Budapest in 2011, Brussels in 2012, Berlin in 2013, Barcelona in 2014, Milano in 2015, Madrid in 2016, Rome in 2017 and Valencia in 2018.



Graphic>UniTrento

IMG>UniTrento archives; Cyrill Merlin; Dario Lafferte, Universität Kassel;  
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