

# European Master in Business Studies

ANNECY - France

UNIVERSITÀ DI TRENTO - Italy

UNIVERSITÄT KASSEL - Germany

UNIVERSIDAD DE LEÓN - Spain



A TWO-YEAR INTERNATIONAL PROGRAM • 30 STUDENTS PER YEAR • CRETAED IN 2007

## OBJECTIVES OF THE 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 in France, Italy, Germany and Spain. EMBS is composed of 4 semesters in 4 different European countries, representing a total of 120 ECTS. 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.



## Job opportunities

Approximately a half of graduates (44%) have functions 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 graduates is involved with international partners/clients/people.



## Course content

### 10 skills families

- 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 behaviour
- Financial markets and corporate finance

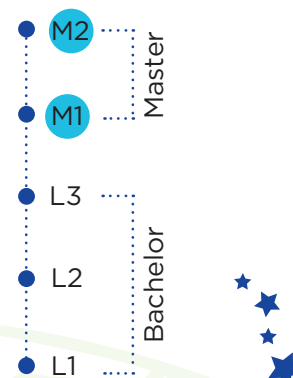


## Project and intership

EMBS courses 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.

- Internship in summer at the end of semester 4.

## Level of education



## General 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.





## How to apply

### Online application:

<http://www.embs-european-master-business-studies.com/home/>

### APPLICATION PROCEDURE

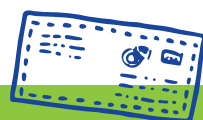
**Please make sure you upload the following documents (in English) in the above-mentioned online application form:**

- Statement of purpose;
- Copy of your identity card or passport;
- Curriculum Vitae;
- Copy of high school leaving certificate;
- Copy of University Degree/s obtained or enrollment certificate in a Bachelor's degree (or equivalent);
- University Transcript of Records;
- Proof of English proficiency at least at CEFR B2 level (e.g. TOEFL, IELTS or equivalent language test; certificate of the language center of your home institution testifying that your level of English is at least CEFR B2; university English exam; proof that university studies were completed at a recognized institution where English is the primary media of instruction; etc.)
- Passport size photo;
- FOR EU CITIZENS: a copy of your European Health Insurance Card (EHIC).

### APPLICATION DEADLINES

**Mid-March:** for non-EU citizens and «early bird» EU citizens

**End of May:** for EU citizens



### CONTACTS

**Program Manager:** Aude POMMERET  
embs@univ-smb.fr

#### Address:

IAE Savoie Mont Blanc  
International Office  
4, Chemin de Bellevue - BP 80439  
74944 Annecy-le-Vieux cedex  
FRANCE

#### For more details:

<https://www.embs-european-master-business-studies.com/home/>

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I really enjoyed studying in Annecy! The IAE Savoie Mont Blanc is a nice place to study, with a modern campus. It was interesting to have practical oriented courses given by professionals of the field coming from different countries. In my opinion, Annecy was a pleasant and beautiful place to live. I especially liked hiking in the mountains, swimming in the lake, renting a pedalo, cycling around the lake and not to forget my first paragliding jump!

Maria A. (Spain)



UNIVERSITY  
OF TRENTO - Italy

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universidad  
de León

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La Région  
Auvergne-Rhône-Alpes



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[www.univ-smb.fr/international](http://www.univ-smb.fr/international)

