

# Degree Programme in International Business Management

Degree Programme in International Business Management (90 ECTS) known as IBMA is a master programme offered completely in English. It leads to an internationally recognized degree called **Master of Business Administration**. Accomplishment of IBMA takes around 2-3 years. The contact sessions are scheduled for evening hours and for the weekends because the programme is targeted to students who work full-time.

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## Objectives of the DP

The goal of IBMA is to develop students' international competences through variety of research methodology, international business management courses and through tutoring them in a work development project as a Master's thesis. Working on the thesis starts from the very beginning of the studies. Students are expected to act as change agents and apply their knowledge that will make them and their organizations competitive players in international business.

The three main objectives of the IBMA Programme are:

- To satisfy the increased demand of organizations for employees with practical international business competencies.
- To provide an opportunity for Bachelor graduates to continue and upgrade their education in international business management.
- To help graduates to apply their international business knowledge and skills in their everyday work in order to create and extract value for their organizations.

Upon graduation you will possess an internationally recognized degree called Master of Business Administration that is a Master's degree awarded by HAAGA-HELIA University of Applied Sciences.

## Pedagogical Approach and Learning Methods

In the IBMA Programme the investigative and workplace development oriented pedagogical approach means:

- practical approach to learning,
- flexibility in studies, and
- personalized studies.

A practical approach to learning, such as workshops, learning cafés, exercises, lectures, thesis work, and other student-centered activities, makes it possible for students to integrate their work experience with their studies. Flexibility in studies will be achieved by having the contact hours in the evenings and the workshops during the weekends. This way, students can conduct their studies

while working. After accomplishing the core studies, students prepare their personal study plans to enhance their personal competencies and to fit the needs of their workplace.

## Structure, Content and Extent of the DP

The Degree Programme in International Business Management - IBMA consists of 90 credit points.

Modules (ECTS)	Themes (ECTS)	Courses (ECTS)
<b>Core Studies</b> (30) First academic year	Management and Business Research (13)*	Qualitative Research in IB (5)
		Understanding International Business Environment (5)
		Tools for Managing the Future (3)
	Managing International Business Projects (6)	International Business Project Management (3)
		Project Management Tools (3)
	International Human Resources (6)	International Talent Management (3)
Communities of Practice (3)		
Workshops 1-2-3 (5)		
<b>Personal Studies</b> (30) Second academic year	Preparing and implementing the Personal Study Plan (PSP)	Elective courses (25)
	Workshops 4-5-6 (5)	
<b>Thesis into Practice</b> (30) Third academic year	Thesis Work (30)	Thesis as work development project (collaboration of the student, company and HH)
	Workshops 7-8-9 (0)	

\* Management and Business Research courses (13 ECTS) are offered to students of the Degree Programme in International Business Management (IBMA) and Degree Programme in Tourism (DPT).

# Curriculum

The curriculum of the IBMA programme consists of three 30 ECTS parts according to the structure of the programme.

## Core Studies

The Core Studies part (30 ECTS) is compulsory for all students. It includes the following courses:

- Workshops 1, 2 and 3
- Qualitative Research in International Business
- Understanding International Business Environment
- Tools for Managing the Future
- International Business Project Management
- Project Management Tools
- International Talent Management
- Communities of Practice

\*Please note that all workshops of the IBMA Programme are compulsory.

## Personal Studies

The 'Personal Studies' part (30 ECTS) has the following courses:

- Workshops 4, 5 and 6
- Elective courses based on the Personal Study Plan of each student\*\* (25 ECTS)

\*\*Elective courses offered in this study part are for example:

### IBA courses

- International Trade Theories (3 ECTS)
- Market Entry Modes (3 ECTS)
- International Marketing Strategies (3 ECTS)
- Cross-Cultural Management (3 ECTS)
- International Logistics (3 ECTS)
- International Financial Management (3 ECTS)
- International Business Agreements (3 ECTS)
- International Business in Practice (3 ECTS)

### IBMA courses

- Business Practices in a Dynamic Environment (5 ECTS)
- Internationalization of the Firm (5 ECTS)
- Knowledge Management (5 ECTS)
- International Marketing (5 ECTS)
- Global Supply Chain Management (5 ECTS)
- International Corporate Strategy (5 ECTS)

## Thesis into Practice

Students work on their Master's Thesis (30 ECTS).

- Workshops 7, 8 and 9

## Courses

Degree Programme in International Business Management (Master)		Code	ECTS credits
<b>Core Studies</b>			<b>30</b>
<i>Compulsory core studies</i>			
	Qualitative Research in International Business	<a href="#">MGT2LG010</a>	5
	Understanding International Business Environment	<a href="#">YMA2RQ025</a>	5
	Tools for Managing the Future	<a href="#">YMA2RQ023</a>	3
	International Business Project Management	<a href="#">MGT2LG005</a>	3
	Project Management Tools	<a href="#">MGT2LG006</a>	3
	International Talent Management	<a href="#">MGT2LG007</a>	3
	Communities of Practice	<a href="#">MGT2LG008</a>	3
	Workshop 1	<a href="#">MGT2LG051</a>	1
	Workshop 2	<a href="#">MGT2LG042</a>	2
	Workshop 3	<a href="#">MGT2LG043</a>	2
<b>Personal studies</b>			<b>30</b>
<i>Compulsory personal studies</i>			5
	Workshop 4	<a href="#">MGT2LG044</a>	1
	Workshop 5	<a href="#">MGT2LG045</a>	2
	Workshop 6	<a href="#">MGT2LG046</a>	2
<i>Elective personal studies</i>			25
	Business Practices in a Dynamic Environment	<a href="#">MGT2LG097</a>	5
	Global Supply Chain Management	<a href="#">MGT2LG095</a>	5
	Internationalization of the Firm	<a href="#">MGT2LG094</a>	5
	International Corporate Strategy	<a href="#">MGT2LG096</a>	5
	International Marketing	<a href="#">MGT2LG091</a>	5
	Knowledge Management	<a href="#">MGT2LG093</a>	5
	Managing Integrated Communication Processes	<a href="#">MGT2LG092</a>	5
	International Business Acumen (IBA) courses		
<b>Thesis into Practice</b>			<b>30</b>
	Thesis Work	<a href="#">MGT2LG040</a>	30
	Workshop 7, 8 and 9	<a href="#">MGT2LG047</a> , <a href="#">MGT2LG048</a> , <a href="#">MGT2LG049</a>	0
<b>TOTAL</b>			<b>90</b>

# **Recommended Study Schedule**

The contact hours are scheduled for the evening hours and the workshops will be during the weekends. Part-time studies could take around two to three years. It is recommended to take the core studies first and take the elective courses in the second year of the studies. Please note that students will start working on their thesis from the very beginning of the programme. Therefore, it is suggested that students have their thesis topic ideas when they start their studies.

## **Study Paths**

The IBMA Programme offers students a range of elective international business courses from which they can choose up to 21 ECTS to complete their master's degree. These courses could be chosen to fit best with the students' personal development areas and with the development needs of their workplace defined in their personal study plans at the beginning of the 2nd academic year. Normally, students begin to take the elective courses in the second year of their studies.