

## → GENERAL INFORMATION

### Application

All students with a Bachelor in Economics and Management are qualified. Students with other study backgrounds (Social sciences, Engineering, Languages...) with a focus on Economics and Management are also eligible.

A minimum of 180 credits as well as a certificate of English are required.

Each student interested in this Master should contact the professor in charge of the international relations in his university or one of the coordinators of this programme (see back of the leaflet). An online application form is available from the EMBS website : [www.embs.eu](http://www.embs.eu). Application deadline :

- end of May for EU citizens
- end of April for non-EU citizens

### Tuition fees

The annual fees for the cursus "European Master in Business Studies" are 2.000 € + national administrative fees (count approximately 500 € per year).

### Aid and Support

For financial support, students have to ask at the International Office of their home university or one of the EMBS coordinators.

European students have the possibility to be supported through ERASMUS grants.

### Accommodation

In each university, a service at the international office assists students in finding an accommodation.

### Classes in Local Language

Students have the possibility to attend courses in local language for foreigners as an option.

### Registration, Information and Administration

#### IAE Savoie Mont-Blanc

International Office  
Anne Filippi  
4, Chemin de Bellevue - BP 80439  
F - 74944 Annecy-le-vieux cedex  
Tel. : +33 (0) 450 09 24 14  
[embs@univ-savoie.fr](mailto:embs@univ-savoie.fr)  
[www.iae.univ-savoie.fr](http://www.iae.univ-savoie.fr)

### Educational aspects

#### Università degli Studi di Trento

Facoltà di Economia  
Pr. Italo Trevisan  
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#### IAE Savoie Mont-Blanc

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Tel. : +33 (0) 450 09 24 00  
[sgana@univ-savoie.fr](mailto:sgana@univ-savoie.fr)

#### University of Kassel

International Direct Marketing  
Pr Ralf Wagner  
DMCC - Dialog Marketing Competence Center  
Mönchebergstr. 1,  
D-34125 Kassel  
Tel.: +49.561.804.7404  
[rwagner@wirtschaft.uni-kassel.de](mailto:rwagner@wirtschaft.uni-kassel.de)

#### Universidad de León

Facultad de Ciencias Económicas y Empresariales  
Pr. Carmen Rodriguez-Santos  
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E - 24071 León  
Tel : +34 987 291 000 (ext.5444)  
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*The application conditions and the course details are to be found on the web site :*  
[www.embs.eu](http://www.embs.eu)



## EUROPEAN MASTER IN BUSINESS STUDIES



## Enlarge your horizons

ITALY - Università di Trento  
FRANCE - Université de Savoie  
GERMANY - Universität Kassel  
SPAIN - Universidad de León

2 Year  
Postgraduate  
in 4 countries



Rhône-Alpes Région



UNIVERSITÀ DEGLI STUDI DI TRENTO

UNIKASSEL  
VERSITÄT



In collaboration with the IMUS Business Club  
[www.club-entreprises-imus.fr](http://www.club-entreprises-imus.fr)



## → A MASTER IN BUSINESS WITH AN INTERNATIONAL MARKETING FOCUS

The European Master in Business Studies is a Master's degree in Management officially integrated in the new European Bologna system of higher education. It 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,
- > To give them all the tools and best practices to enable them to fit easily into international companies and feel at home in multicultural environments,
- > To improve their capabilities in English (and other European languages).
- > To offer a specific European professional-oriented curriculum.

The European Master in Business Studies (EMBS) gives you the opportunity of starting your professional career with all these tools.

Run by four different universities in four European countries, the EMBS offers an international programme in European Business Management to small groups of students of various nationalities who learn to work and study together over a period of two years.

The courses are taught in English. Qualified faculty and managers from European companies are involved in the teaching of courses, seminars and workshops.

## → PROGRAMME STRUCTURE OF THE EMBS

### FIRST YEAR

#### SEMESTER 1 (WINTER) : TRENTO

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

#### SEMESTER 2 (SPRING) : ANNECY

- Marketing Research
- Supply Chain Management
- B to B Marketing and Business Negotiation
- Cross-Cultural communication
- Customer behaviour

### 120 CREDITS FOR A EUROPEAN JOINT MASTER'S DEGREE



### SECOND YEAR

#### SEMESTER 3 (WINTER) : KASSEL

- Global Economic Policy
- Corporate Finance
- International Marketing
- Distribution Policies
- Services Marketing
- Master Thesis Intermediate Report

#### SEMESTER 4 (SPRING) : LEÓN

- European Economy Structure
- Financial Markets
- Innovation and Knowledge Management
- Quality Management
- Final Master Thesis
- Internship in summer at the end of semester 4

## → STUDY IN FOUR EUROPEAN COUNTRIES

### ITALY, Trento...

In the north-east of Italy, Trento lies in a wide glacial valley called the Adige valley just south of the Alps foothill range Dolomite Mountains. The valley is surrounded by mountains and the Lago di Garda is nearby. Trento is a small but very friendly city with the university right in the center.

100 km north of Verona / Trento is on the highway to Verona and to Bolzano, Innsbruck and Munich.

### FRANCE, Annecy...

In the east-central part of France, Annecy lies in the French Alps, close to major ski stations and on the shores of the Lake of Annecy. Lake Annecy and Aravis mountains offer a kaleidoscope of cultural and sports activities in an exceptional landscape.

Annecy is located between Lyon and Geneva, Switzerland (35 km) and easily reachable either by train, plane (airport in Annecy, Geneva or Lyon) or road.



### SPAIN, León...

León is in the north-west of Spain. The north area is a mountainous part, the southern slopes of the Cantabrian range, known because of its landscape beauty. The flatlands are high, between 800 and 900 metres above sea. León is a very touristic place, famous for its Gothic monumental buildings and on the Pilgrim route, on the way to Santiago.

León's airport is located 7 km away from the town with daily connections to Madrid and Barcelona. You can also take the bus or the train from Madrid. The campus is located in the north of the city at 20 mn walking distance from the center with bus connections from different parts of the city.



### GERMANY, Kassel...

Kassel is located in the heart of Germany, between Hannover in the north and Frankfurt in the south. Kassel hosts the Documenta, the world's most important exhibition of contemporary art.

International airports near Kassel are Frankfurt and Hannover. From there, Kassel is easily reachable with fast InterCityExpress trains to Kassel-Wilhelmshöhe. Kassel is close to the A 7, Germany's main north-south highway.

