

MSc International Business Development



Key facts

Admission requirements	Qualified university degree in economics, at least "good" (2.5) Experience abroad related to degree programme (may be acquired in Master's course) Good German language skills (proof required for international applicants) English language skills (B2)
Admission procedure	Written application and interview
Application deadlines	15th January for the summer semester 15th July for the winter semester
Start of course	Summer and winter semester
Length of course	3 semesters if applicant has acquired above mentioned experience abroad, otherwise 4 semesters
Semester abroad	Mandatory if applicant has no experience abroad, optional for all
Number of places	22 summer semester 23 winter semester
Degree	Master of Science (MSc)
Costs per semester	www.esb-business-school.de/ibd-costs



Welcome

You would like to enhance your basic knowledge of business management by acquiring specialist knowledge in business development? You are looking for a degree programme that is scientifically sound and at the same time highly application-oriented?

In the International Business Development Master's programme at ESB Business School you will learn how to establish new business segments and to develop existing ones systematically. You will acquire knowledge in business management, strategic management and international sales. A common theme throughout the course is the focus on international business relations. Therefore you will be ideally prepared for a consulting or management career in internationally operating companies. You will work in areas such as product or innovation management, marketing or as an entrepreneur. You can also apply for a doctoral programme after gaining your Master's degree.

Contact

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Hochschule Reutlingen
Reutlingen University



Course content

The degree programme includes the following modules:

- › International Marketing Cases & Sales
- › International Market Research Projects
- › Entrepreneurship & Innovation Management
- › Elective – Controlling, Finance & Accounting
- › International Business Law and Strategy
- › Business Ethics
- › Elective Business Language I/II
- › Applied Management Studies
- › Elective - International Management
- › International Business Studies / Internship
- › Advanced Business Simulation
- › Master's Thesis

Order of study

For students with experience abroad related to the degree programme	
1 + 2	Lectures, seminars and workshops in German and English
3	Master's thesis in cooperation with a company

For students with no experience abroad related to the degree programme	
1 + 2	Lectures, seminars and workshops in German and English
3	International internship semester or study semester abroad, optionally also for students with experience abroad related to the degree programme
4	Master's thesis in cooperation with a company

Teaching by experts with practical experience

In addition to our team of professors with practical experience you will be taught by qualified company representatives. Real-world corporate projects, all-day workshops with companies and a business simulation lasting several days complement the lectures. You will write your Master's thesis in cooperation with a company.

Acquiring experience abroad

If you have not had any international experience before starting the Master's course, you will complete a mandatory semester or internship abroad in the third semester. If you have already acquired experience abroad, you can still opt for a study semester or internship abroad.

Partner universities

- Napier University, Edinburgh, UK
- NEOMA Business School, Rouen, France
- ESSCA Angers, Angers, France
- ESSCA Angers, Campus Budapest, Hungary
- Université de Savoie, Chambéry, Annecy, France
- ESIC Business & Marketing School, Madrid, Spain

and other universities in cooperation with the Reutlingen International Office (RIO).

Double degree is possible in cooperation with Edinburgh Napier University in Scotland: e.g. MSc Management with a specialisation.

