

The logo for IB&M, with 'IB' in blue, '&' in red, and 'M' in blue, all in a bold, sans-serif font.

International Business & Management



International Business & Management

Educating European Experts for the Global Market

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What is **IB&M**?

- International cooperation between the departments of economics of several partner universities
- One year exchange program, 60 CP
- Enables students to spend one year abroad studying international business at any of the IB&M partner universities and receive a certificate at the end of their studies



Why **IB&M**?

- For effective development of European markets
- To strengthen international competition
- High demand in business for decision-makers with international experience

1.1 Development of IB&M



- A survey conducted among the one thousand largest companies in Europe, nine European universities, and other higher education institutions showed that an international studies program in the field of business should be developed
- After a two-year development phase, the **IB&M** program was born and launched in 1997

The program is not only designed to contain courses with an international context, but also to provide students with the opportunity to gain international experience during their studies

1.2 IB&M partners

IB&M is an academic cooperation between **seven universities**



- Université Claude Bernard - Lyon I, Institut Universitaire Professionnalis  (France)
- Kymenlaakso University of Applied Sciences, Kotka (Finland)
- Noordelijke Hogeschool Leeuwarden University of Applied Sciences (Netherlands)
- Oslo University College (Norway)
- University of Rijeka (Croatia)
- Universitat de Valencia (Spain)
- Jade Hochschule in Wilhelmshaven (Germany)



1.3 Tasks and goals



Task of the **cooperating partners**:

- Train future managers in the fields of international business and management, as well as foreign languages

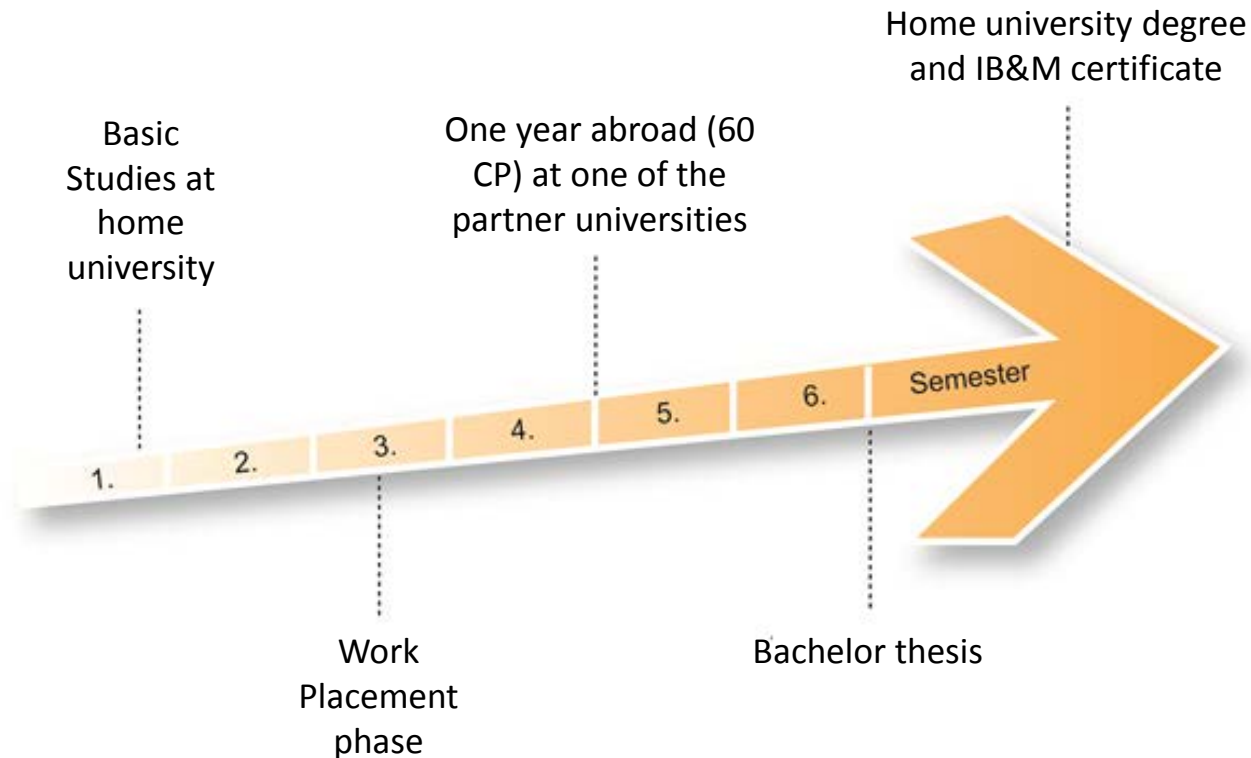
Goal of the **cooperating partners**:

- To impart knowledge and skills to work especially in the following fields: Management, Finance, Marketing and Human Resource Management
- To provide students with the opportunity to get to know other European countries, as well as their language and culture



Study Structure:

- Basic studies at home university
- One year abroad (60 credits of studies)
- Work placement (possibly abroad)
- Bachelor thesis at home university





Core Subjects

- International Strategy and Organization Management
- Intercultural Management and International Human Resource Management
- International Marketing, PR and Communication Management
- International Finance and Accounting



Possible Electives

Vary depending on the courses offered at the respective partner university. Some examples include:

- International Economics
- Distribution and Logistics
- Business Strategy and Planning
- International Contracts and European Law
- Cultural Studies and Languages

For Students

- Greater opportunities on the international market
- Think beyond the obvious
- Getting to know new cultures and languages
- Lifelong networks

For Companies

- Students have important know-how about international relations, cultures and languages
- Long-term business success
- Building bridges to new markets
- Bridge to new generation

Graduates will work in the following fields:

- International Management
- International Marketing
- Finance and Accounting
- Business Development

2.3 New Developments



- Meeting twice a year (next meeting scheduled approx. 14th December)
- Revision of IB&M Handbook
- New website



IB&M

International Business & Management

In order to ensure a successful further development of the „International Business and Management“ studies in the future, long-term commitment and creativity will be indispensable!



Thank you for your kind attention!