

MASTER OF SCIENCE IN INTERNATIONAL BUSINESS, LANGUAGE AND CULTURE

FACULTY OF SOCIAL SCIENCE



PROFILE

The increasingly global character of business and politics requires graduates who can communicate effectively across languages and cultures.

This programme gives you a profound knowledge of economics, communication and culture that enables you to be a key decision-maker in global organisations.

The programme combines economics, marketing and management with language, culture and communication. You will be qualified to be an expert in international business, negotiation and intercultural communication and at the same time become a trained user of English and - if you have the required previous qualifications - also in Arabic, French, Spanish or German.

The programme offers three specialization areas, each of which combines courses offered by strong and relevant research environments from the Faculties of Humanities and Social Sciences.

- The specialization in Human Resource Management predominantly focuses on managerial processes within organizations
- The specialization in marketing and communication focuses on processes

between an organization and its external environment.

- The specialization in international relations focuses mainly on the external environment of organizations and a more macro-oriented analysis of economic and cultural surroundings

All courses are taught in English. If you have qualifications in Arabic, French, Spanish or German at BA level you can also take courses in this language.

STRUCTURE

Duration of the whole programme: 2 years of study (120 ECTS)

Specialization courses (60 ECTS)

You must choose one of the three specialization areas:

Human Resource Management

- Negotiation Theory (5 ECTS)
- Interpersonal Communication (10 ECTS)
- Communication and Culture in Organizations (10 ECTS)
- Project presentation (5 ECTS)
- Human Resource Management (10 ECTS)

- International Management (10 ECTS)
- Globalization Processes (10 ECTS)

International Relations

- Negotiation Theory (5 ECTS)
- The Welfare State in International Perspective (10 ECTS)
- Human Rights and Culture (10 ECTS)
- Project presentation (5 ECTS)
- International Economic Policy (10 ECTS)
- European Economic Integration (10 ECTS)
- Globalization Processes (10 ECTS)

Marketing and Communication

- Negotiation Theory (5 ECTS)
- Analysis of Media (10 ECTS)
- Media and Communication Theory (10 ECTS)
- Project presentation (5 ECTS)
- Integrated Market Communication (10 ECTS)
- Advanced Marketing Theory and Strategy (10 ECTS)
- Globalization Processes (10 ECTS)



Optional courses (min. 30 ECTS)

Optional courses should cover at least 15 ECTS courses supplied by the Faculty of Social Sciences and at least 15 ECTS courses supplied by the Faculty of Humanities. You may choose subjects from other specializations than the one you have chosen as optional courses

After application optional courses can be substituted by relevant and non-overlapping courses from other universities, Danish of foreign, and credit (max. 10 ECTS) can be obtained for a report based on a 3.5-month relevant *trainee program*.

Master Thesis (30 ECTS)

CAREER PROSPECTS

All professional careers pertain to corporations or organisations working in an interantional or global context:

- marketing manager or assistant marketing manager
- product or assistant product manager, including product development executive

- brand management executive
- communications executive
- advertising executive in the advertising and communications sector
- human resources executive or consultant
- consultant in market and product development
- market researcher
- academic research and teaching

ENTRY REQUIREMENTS:

An Undergraduate degree (BA) in Negotiation or the similar to be approved by the Study Board.

The undergraduate degree must include subjects within the main field 1) Business Economics, 2) Economics, 3) Marketing, 4) Management, 5) English language, and 6) Communication

To be enclosed in the application:

1. Documentation for university career (certified copies of certificates, diplomas, and course descriptions (syllabus/literature etc.).

2. Documentation for other relevant studies / relevant working experience, if any
3. A CV
4. Two passport photos (only applicants not living in Denmark)
5. TOEFL (min. 575 paper based/ 230 computer based) or IELTS (min. 6.5). Test score must be sent in original directly from the test center before registration deadline. The Code for sending the TOEFL test is: 7969.

Students from English-speaking countries (USA, Great Britain, Canada, Australia) and students with a BA in English does not need the TOEFL test

TUITION FEES	For Non-EU/EEA citizens: Full Master's Degree /2 years, 120 ECTS) EUR 17.000	REGISTRATION DEADLINES	Study starting 1st of September: 1st of March. EU citizens 1st of May Study starting 1st of February: 1st of August. EU citizens 1st of November Application form: As the programme is offered by the Faculty of Humanities please find the application form in this homepage: www.humaniora.sdu.dk/ nywebX/documentUpload/ 2173.doc	FURTHER INFORMATION	University of Southern Denmark, Odense The International Office Campusvej 55 DK-5230 Odense M Phone: +45 6550 2072 Fax: +45 6615 7500 SDU homepage: www.sdu.dk Faculty homepage www.humaniora.sdu.dk
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