

Next Intake:
September 2022

Duration:
24 months part-time

Teaching Locations: Germany
and London

Credit Points:
90 ECTS

Awarding Body:
Liverpool John Moores University



- Are you an **ambitious bachelor graduate** who wants to build on the knowledge gained in your first degree?
- Do you **aspire to follow an international career** and want to gain vital **business and management skills**, laying the foundations for you to achieve your goals?

The MSc at ECBM is a part-time programme which has been designed to meet the needs of young professionals. It is taught by subject area and lasts **24 months**, starting yearly in September.

The structure of the programme has been developed so that you can efficiently **study and work at the same time**.

First Year (2 semesters)

4 weekend seminars (Fri-Sun) in Germany
and London, 1 full week in London

Second Year (2 semesters)

2 weekend seminars (Fri-Sun) in Germany
and 1 full week in London

Masters Programme Structure (24 months)

The ECBM provides complete administration and tuition of the programme in full agreement with Liverpool John Moores University, the awarding body of the Masters.

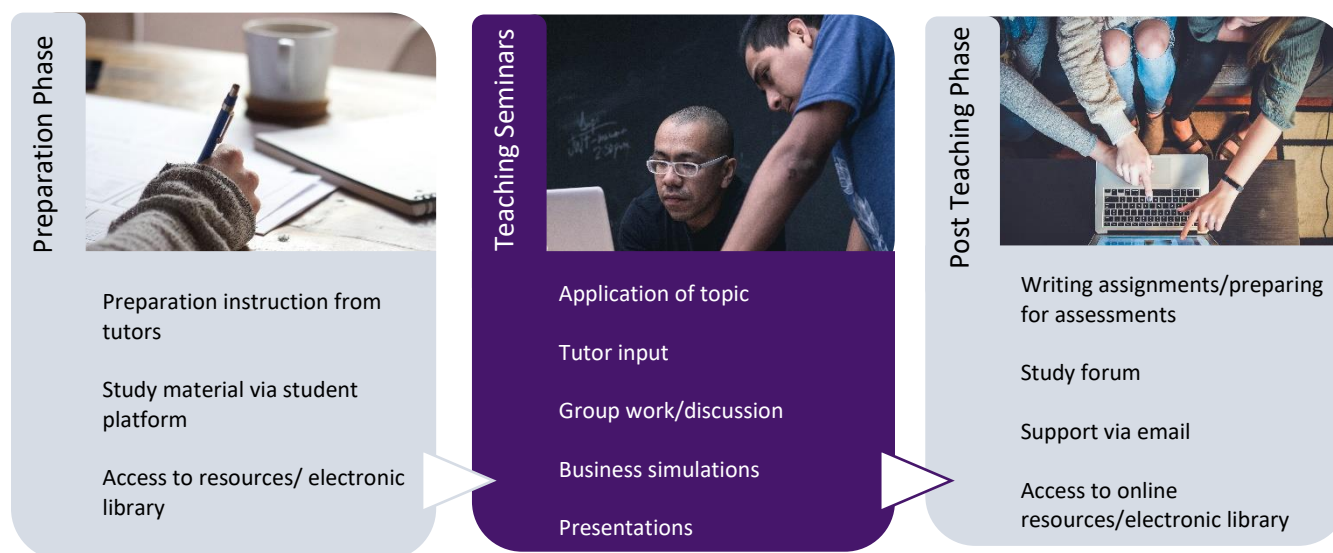
Programme Delivery

The unique mix of different learning styles, called **Blended Learning**, is a modern form of teaching that combines **e-learning, self-study and intensive in-class teaching seminars**, aimed at professionals with limited time. The block seminars are learning opportunities that use case studies, group interaction, business simulations and discussions.

Students are expected to actively participate in the seminars and therefore must complete the directed reading instruction from tutors, given in the preparation phase, to engage with the module content before coming to a session.

As a student on the programme you will have **access to our student platform at any place and time**. Even when you are away you can access the teaching material, get in touch with tutors as well as your fellow students regarding group work and study questions. In addition to the teaching material, supplied via our student platform prior to any teaching session, every participant receives access to the university's online resources and various electronic journal services with a broad range of relevant literature.

Module Implementation



A balanced mix of university lecturers and academics with a strong business background and professional experience is the key to building a bridge between the worlds of academic and business.

In order to complete each module various assessments must be passed. The assessments consist of written assignments, written tests, case study presentations and group project work.

Programme Content

Throughout the programme you are registered with **Liverpool John Moores University**, one of the largest state recognised universities in the UK. ECBM carries out tuition, organisation and administration in full agreement with the partner university which awards the **internationally accredited Masters qualification**. The programme equips participants with essential business and management skills and theories that can be applied in an international business environment.

Students are required to analyse case studies using their theoretical knowledge, gained during classroom sessions and extensive research, to solve business problems and improve business processes.

**Communication in an
International Business World**

This subject enables future managers to be aware of and fully utilise language and communication to enhance their management effectiveness in an international setting.

**International Business
Culture for Managers**

Students will investigate cultural preconceptions, compare and analyse international management. You will also seek to challenge stereotypical views that are part of management and leadership styles.

**Managing International
Brands**

Equips students with a range of skills to critically evaluate and develop international branding strategies including the assessment of how brands operate in a global environment. It covers branding strategy with reference to up-to-date

**Managing Resources
Internationally**

Examines issues of managing business resources in the international context, including people, information, knowledge and technology. It takes a multi-disciplinary approach to managing the resources within the global environment.

**Research Methods for
Managers**

Prepares students to write a proposal for a research project based on a critical business issue of their choosing. Enables participants to critically evaluate research design & understand approaches to research, research methodologies &

Students choose **one option out of the two subjects below** (subject to minimum group numbers):

Business Ethics

Provides you with an introduction to the concept of business ethics and the underlying philosophical theory and their critical evaluation. Introduces ways of framing ethics in the context of business and the application of ethical theories.

**Managing Human Resourcing
Strategy**

Provides a conceptual framework for effective employee resourcing in an international context and demonstrate the contribution of employee resourcing to effective and ethical business practice.

In addition to taught modules students need to submit a **research project (15,000-18,000 words)**. The dissertation gives students the opportunity of undertaking a significant piece of independent research which applies appropriate business management and academic research concepts to investigate a significant organisational issue or problem.

Peer-to-Peer Mentoring

As a student of the Master in International Business and Management you will benefit from our **Peer-to-Peer Mentoring**. You will get access to our **Alumni platform** where you can get in touch with ECBM graduates. You will profit from the knowledge and experience of the former students and you can expand your professional network. Connecting with people in various industries or meeting people in other industries than your own can be the ideal boost for your career prospects. The platform is also featuring a **digital event board** allowing you to be always up-to-date with the newest events in your region and Europe-wide. If you haven't made your decision yet - **get in touch with an alumni or current student via our Ambassador programme and hear about their experiences.**

About the ECBM

The European College of Business and Management (ECBM) is located in the heart of London and teaches in several locations across Europe. It is leading provider of tailor-made courses in business and management training for European companies and individual students. Established in 1988 by the German-British Chamber of Industry and Commerce it has developed various partnerships throughout Europe and has provided our 15,000 students with important business, cultural and language skills to enable them to work successfully in an international environment. ECBM has taught Bachelor and Master programmes in Business and Management for many years with high levels of academic success.

Accreditation

After successful completion of the programme students will be awarded with the internationally recognised degree “**Master of Science International Business and Management (MSc)**” by Liverpool John Moores University. The degree encompasses 90 ECTS and holders of this degree are entitled to begin PhD studies in Germany and abroad.*

ECBM is a collaborative partner of Liverpool John Moores University.



** Since the announcement of the official resolution by the Ministry of Education and the Arts ('Kultusministerium') every European country has to accredit qualifications that are registered within their respective system. The specific organisations that are registered within Europe, like Liverpool John Moores University, are to be found on www.anabin.de.*

Why choose this Masters Programme?

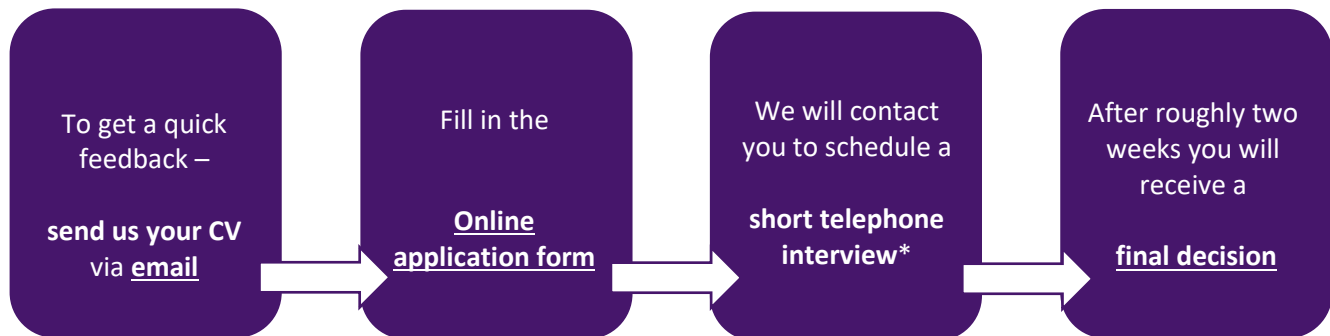
- You can deepen your business knowledge whilst also following a professional path towards becoming a management executive in an international business environment
- **Elective modules in the second year of this Masters allow you to customise the programme content according to your professional needs and interests.**
- You profit from the **Peer-to-Peer Mentoring** programme allowing you to build new connections, expand your professional network and get support from experienced ECBM graduates
- **The block seminar structure requires you to only take a few 'out-of-office' days each academic year, allowing you to develop and accelerating your career whilst following the concept of lifelong learning.**
- You will demonstrate that you possess an extraordinary degree of self-motivation and time management. **By the time you graduate you will be a valuable and more versatile employee.**

Entry Requirements

The programme is suitable for applicants with a Bachelor degree or Bachelor Professional (CCI), which may be in a business subject but degrees in other disciplines can also be considered.

A good level of proficiency in the English language is required as the entire programme is delivered in English. Applicants need a minimum score of **6.0** (overall) in the IELTS test to prove their English skills. You do not need to take the IELTS test if you have already achieved a Bachelor from a UK university.

Application Process



** The interview examines the data provided in the application and supporting documents, tests your level of English and evaluates whether your profile will meet the demands of the programme.*

Not quite the right programme for you? – Have a look at our MBA Programme!

Master of Business Administration (MBA)

The MBA is aimed at professionals in middle management wishing to enhance their professional/managerial skills with a sound business management qualification.

Taking an international and interdisciplinary approach to learning you will gain an understanding of the key areas of international business and management and the way in which these key areas impact upon each other while also developing your skills in leadership, problem solving and communication in a changing and challenging global business environment.

Duration: 18-24 months

Intake: October & February

Entry Requirements:

- more than 3 years management experience
- business degree or business based education ('Betriebswirt' or equivalent)
- good level of English language knowledge

