



# WITTENBORG

University of Applied Sciences



## MSc in International Business and Management

Coming September, besides the new Bachelor in Entrepreneurship, Wittenborg University will launch a new Master of Science (MSc) programme. This MSc in International Business and Management is a programme in both academic research and applied science of 1 ½ year. Having an international approach and focusing on sustainability the MSc is aimed at graduates who want to continue their studies - after a year of work experience - on a higher, academic level, fulltime or in combination with a job. Main themes are strategic management and innovation management. Modules will be taught by (senior) lecturers and professors (PhD researchers) with extensive experience in international business, letting students combine broad and focused research with applying theory to business. Students will focus on trends in the world markets and economies and make the link to specific branches, both domestically and abroad.



Goal of the programme is to let graduates work in the field of international business and management which is influenced by a rapidly changing world economy. Besides this, they will be able to support economic stability and growth in/of the Netherlands by means of the knowledge of innovation and sustainability methods applied within companies. The Master's programme will supply graduates - with great knowledge of the use and implementation of business intelligence, analytics, risk and stakeholder management, ethics, and corporate social responsibility - to business in the Apeldoorn region. The instigation of Wittenborg's Research Centre plays an important role in this programme, as it will unite Apeldoorn, regional, and national researchers to develop programmes and associate themselves with research projects. The Research Centre will function as a bridge between companies and organisations, students, research programmes, and the researchers themselves.



## Apeldoorn Area Growth Market for Higher Educated

Research and business send out a strong signal that more higher education is needed in the Apeldoorn region. Besides contributing to this needed growth, Wittenborg Business School also improves the quality level of higher education (business administration, marketing, hospitality, etc.) and delivers experts in business. Companies find it difficult to fill vacancies on a university level, especially in business administration. Ever since moving to Apeldoorn, Wittenborg has been realizing a good connection between education and the labor market. Its graduates are known for their high level of knowledge and expertise in their field of business and its programmes are known to be 'heavy'. For more information about the research please click [here](#).



## Mobility Scan Proves Favorable for Wittenborg

Mobiliteitsscan.com, an initiative of SEPP Research, recently conducted an investigation into the level of mobility of Wittenborg University. The scan showed us that at the moment this level is high and thus, Wittenborg performs well when it comes to the level of flexibility and efficiency amongst employees (good facilities for working at home, digitalization of work material, Internet-based working), and environmental friendliness (more than half of Wittenborg staff and students travel to/from work/school by train and the majority of staff and students lives close to the business school, partly due to our unique location next to the central train station of Apeldoorn. Also, the university puts effort in web conferencing instead of meetings).



## Join Us on Facebook, LinkedIn and YouTube!

Interested in a place where Wittenborg, partners, and friends can communicate freely? An environment where the latest Wittenborg pictures and news can be found? A webpage where future and current business partners can find each other? A channel which allows you to sit back and enjoy videos related to the Business School? All of these exist within your reach:

Join us on [Facebook](#),  
Connect with us on [LinkedIn](#),  
and Subscribe to our [YouTube channel](#)!

## Calendar 2011

### SEMINARS APRIL

- 08 April
  - [Energy Transition](#)  
*Harry Maatjes*
- 14 April
  - [Corporate Synergy: PR & Marketing](#)  
*Loek Hopstaken*
- 15 April
  - [Mass Communication](#)  
*Adeyemi Banjo*
- 28 April
  - [Change Management](#)  
*Antoinette Vriend*
- 29 April
  - [A Practical Approach To Change Management](#)  
*Wim Vriend*

### SEMINARS MAY

- 12 May
  - [International Law](#)  
*Harry Maatjes*
- 26 May
  - [Hospitality Issues and Trends](#)  
*Pete Odgers*
- 27 May
  - [Sustainability and Corporate Social Responsibility in Hospitality](#)  
*Pete Odgers*

## Hotlinks

- [Master Programmes](#)
- [Bachelor Programmes](#)
- [Wittenborg Online News](#)

## Contact

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