



## **INTERNATIONAL BUSINESS AND ENTREPRENEURSHIP**

**4 semesters, 2 years**

**Full time program, taught in ENGLISH**

The Master *International Business and Entrepreneurship*, organized by the School of International Business, is intended for persons who wish to develop their international competences and know-how in international business and entrepreneurship. The program focuses on business development, internationalization of small and medium-sized enterprises, intercultural management, strategic management, innovation and customer relationship management in international markets, with “intrapreneurial” skills being targeted as well, aiming to develop the students' understanding and knowledge of the global business environment.

### **Who can apply?**

Graduates with a bachelor's degree can enroll, regardless of the graduated domain or specialization.

### **Admission procedures**

The admission procedure will consider the grade given by the evaluation committee on applicant essay (50%) and the bachelor's exam grade (50%).

### **Why should apply to this master program?**

The primary task undertaken by the Master in International Business and Entrepreneurship is to prepare students to meet the challenges offered by their employment in companies that are compelled to carry out activities in a business environment which is increasingly internationalized, technological and competitive. Our objective is to provide training and a relevant experience in the field which are recognized both nationally and internationally. Therefore, the Master International Business and Entrepreneurship aims to address the curriculum not only in theoretical terms, but more importantly to create multiple connections between practice and research. Applied business simulations, scenarios and case studies are to be used, as well as creativity and innovation labs.