In today's business world, strong business development skills have become a vital, central part of company management and development. Companies and organisations need to develop their businesses, business models and processes rapidly and efficiently in order to meet the ever-changing needs and demands of customers and of society. For this reason, more and more companies are hiring business developers to carry out key management and development tasks in order to safeguard their existing markets and gain competitive advantage in new markets.

**BE ONE OF TOMORROW’S BUSINESS DEVELOPERS**

The MSc programme in Economics and Business Administration – International Business Development aims to build the business developers of tomorrow. The programme focuses on business development and the implementation of strategies related to business development processes. It provides students with the analytical decision tools they will need to make the professional decisions that will ensure targeted management of the company’s knowledge-workers, as well as innovation and optimisation of the company’s business and processes. The programme is intended for students who wish to gain understanding and insight into business development in large global companies as well as small and medium-sized companies.

**UNIQUE COMPANY COLLABORATION AND JOB OPPORTUNITIES**

The Department of Business Development and Technology in Herning has a unique collaboration with the regional business community, and our company collaborations connect the academic world with the demands of the business community. As a student on the programme, you will benefit from this unique network. You will be able to test your knowledge, models and tools in a business context. You will be in a position to strengthen your personal and professional skills, and you will learn to transform theory and academic knowledge in order to develop new business areas for the company you choose to work with. Collaborating and interacting with companies during your studies will increase your job opportunities and extend your professional network.

**STUDENT LIFE**

International Business Development students study at the Department of Business Development and Technology, which is located in Herning in central Jutland. The campus is well known for promoting interaction between its different degree programmes on a continuous basis – a valuable asset for students preparing to enter the international, interdisciplinary business world. The department with its 1,600 students forms a vibrant, close-knit community of students and teachers. There are many extra-curricular options at the department, including a Danish favourite – the weekly Friday bar – as well as a student house, a fitness room, and options to join a variety of committees.

**BE A COMPANY INSIDER**

The MSc in Economics and Business Administration – International Business Development will give you in-depth knowledge and experience of working within a company. Using that knowledge of the company and its markets, you will be able to critically analyse the company’s internal processes with a view to optimising them. You will be able to conduct a professional analysis of the market potential of a new business area, product or service. You will also be well equipped to develop the company’s strategy.

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**PLACE OF STUDY**
Herning

**ANNUAL TUITION FEE**
EU/EEA/Swiss citizens: FREE
Others: EUR 10,000

**WWW**
masters.au.dk/intbusinessdevelopment
MSC IN ECON. AND BUS. ADMIN. – INTERNATIONAL BUSINESS DEVELOPMENT*

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<td>Business Model Development</td>
<td>Electives at AU / Internship / AU Summer University / Study Abroad</td>
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30 ECTS  30 ECTS  30 ECTS  30 ECTS

AARHUS BSS
Aarhus BSS (School of Business and Social Sciences) is one of Aarhus University’s four faculties. With approximately 13,000 full-time students, several thousand part-time students, more than 230 PhD students and more than 590 faculty members, Aarhus BSS ranks among the largest business schools in Europe and is Denmark’s biggest business and social sciences unit at university level. Building on its broad academic base, it encompasses both traditional business and social science disciplines.

LEARNING IN AN INTERNATIONAL CONTEXT
At Aarhus BSS, we conduct research and teaching at the highest academic level. We are dedicated to imparting to our students exactly the knowledge, skills and experience that are in demand – the skills that are essential for engaging in professional business activities in a global marketplace.

Our broad scope enables us to attract researchers, lecturers and students from all over the world. With their help, we have built an international environment in which academic and cultural views are exchanged, experiences gathered, and friendships formed.

Our students are encouraged to take a semester abroad at one of Aarhus BSS’s approximately 300 partner universities around the world. Studying abroad is an excellent opportunity for you to expand your horizon academically, culturally and personally, and for you to acquire valuable international experience and qualifications that are in high demand in companies and organisations everywhere.

*PLACE OF STUDY
Herning

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FINANCE, BUSINESS AND MANAGEMENT
STUDY AT AU 2019

Fees are subject to change. See studyguide.au.dk