

**MASTER OF SCIENCE**  
International Business and Marketing



 **HØGSKOLEN**  
I ÅLESUND

Aalesund University College

Are **you** seeking knowledge? We can offer **you** more!

[www.hials.no](http://www.hials.no)

# MASTER OF SCIENCE INTERNATIONAL BUSINESS AND MARKETING

Industry in Mid-Western Norway is highly internationalised. Aalesund University College is situated in the heart of this leading Norwegian industrial region. As a student in the master's degree programme, you will benefit from this expertise within international business.

## MASTER'S DEGREE PROGRAMME

International business is the core subject area of the programme, with focus on creating global customer value and building competitive advantages in global markets. It is tailored to the needs of the industry in the region.

Several of the courses are constructed to combine different scientific fields. This is done to stimulate cross-disciplinary thinking regarding problem-solving in business practice. Language is an integral part of the programme, since courses are taught in English only. During the second term you may participate in exchange programmes with partner universities abroad.

## ADMISSION REQUIREMENTS

Prerequisites include a completed bachelor degree within business studies such as business administration, international marketing, export marketing, retailing and service marketing etc., or a documented, equivalent education.

## CAREER OPPORTUNITIES

With a Master's degree in international Business and Marketing from Aalesund University College, you should be ready for careers in both private and public sectors as well as in national and international organisations. The programme provides a foundation for work within industry in the region, but also in other industrial sectors in Norway and abroad. Potential job categories are management within international business, marketing, management, retailing, businesses in service industries etc. After completing the programme, you will qualify for PhD-level studies.

## FUNDING

There are no tuition fees for the master's degree programme, but all students must have sufficient funding to cover the cost of living (including accommodation, food, transport, books etc). Please note that Norwegian authorities require all foreign students to document how they will finance their studies in Norway when applying for a student visa to Norway. The required amount is approximately NOK 93 000. Travel to/from Norway is not included. See more information on [www.udi.no](http://www.udi.no).

## LIVE AND STUDY IN ÅLESUND

Ålesund is named the most beautiful city in Norway\*. In Ålesund you will find a balance of city life, and spectacular mountains and fjords. The campus of Aalesund University College is situated right outside the city center, and the facilities are modern, spacious and accessible 24 hours a day. Creative dialogue and interaction between lecturers and students are at the heart of our study environment, and this creates the sense of belonging to a small and lively community. We will do everything we can to make sure you feel at home and enjoy your stay here.

## INGRID-HELENE LIABØ

Candidate BA Business Administration

It's really good news that AAUC now offers a Master in International Business and Marketing. I have been a student at AAUC for three years, I know the school, I can recommend the campus, the close contact you get with professors and fellow students and the relationship AAUC has with the industry. Even though Ålesund is a small city, it has it all! You can enjoy hiking, diving, skiing and kayaking just around the corner and find a lot of cafes and bars in the cozy city centre.

\* The Times 23 May 2009



Sparebanken Møre welcomes the new master's programme. Our region needs more graduates with advanced knowledge about creating value and positioning in global markets.

Kjetil Hauge, Head of Communications

## GOOD TO KNOW

No tuition fees  
Duration: Two years (four terms)  
Credits: 120 ECTS

Degree Level: Master  
The programme is offered on a full-time basis  
All teaching is in English

[www.hials.no](http://www.hials.no)



## 1ST YEAR

Code	Course title	Credits	M/O *)	Credits pr. semester	
				AUTUMN	SPRING
AE511211	International business	7,5	M	7,5	
AM510211	Global customer values	15	M	15	
AL510311	International organisation and management	7,5	M	7,5	
AL511612	International business strategy	7,5	M		7,5
AM510412	International marketing	7,5	M		7,5
AI521112	Innovation and intellectual property rights	7,5	O		7,5
AL520512	International corporations - leadership and culture	7,5	O		7,5
AM510512	Global sourcing and supply network management	7,5	O		7,5
AL520612	Service marketing management	7,5	O		7,5

\*) M - Mandatory course, O - Optional course

## 2ND YEAR

Code	Course title	Credits	M/O *)	Credits pr. semester	
				AUTUMN	SPRING
AE520412	Corporate governance - an international perspective	7,5	M	7,5	
AE511712	Industrial organisation	7,5	M	7,5	
AM521412	Scientific theory and data analysis	15	M	15	
AM521413	Master thesis - discipline oriented	30	M		30

\*) M - Mandatory course, O - Optional course

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