



NHH

Master in International Business

Part of the MSc in Economics and Business Administration

Global perspectives from the top of Europe



CEMS



www.nhh.no/study

Welcome to NHH



Founded in 1936, NHH is the leading business school in Norway. It is the first choice for Norwegian students and for the Norwegian business community. We have 3,000 full-time students, most of whom continue from their Bachelor studies in economics and business administration onto one of the Master of Science (MSc) options at NHH. Other programmes include international doctoral programme in accounting, economics, finance, management science and strategy and management. NHH also has the longest established Executive MBA programme in Norway.

The MSc in Economics and Business Administration is a key element in this portfolio of programmes. It consists of eight distinctive profiles, of which three are offered for international students: Energy, Natural Resources and the Environment (ENE), International Business (MIB), and Marketing and Brand Management (MBM).

The master specialisation in Energy, Natural Resources and the Environment is aimed to prepare students for one of the biggest future challenges to business and society; balancing the needs for energy and natural resources with those of the environment. Energy and natural resource management have strong traditions in Norway, both from a research perspective and in terms of actual policies. Being a world leading energy nation known for its environment consciousness, few places are better suited for such a course of study.

The master specialisation in International Business is designed for highly motivated individuals who want a high quality education to prepare them for a career in international business. The programme will equip students with the

right mix of analytical and practical skills, together with a cultural understanding, that is crucial for succeeding in today's globalised economy.

The master specialisation in Marketing and Brand Management attracts students who want to lead and make decisions in the marketing department of a firm or organisation. It provides students with an in-depth and research-based knowledge of marketing, consumer behaviour and brand management. NHH is at the forefront of teaching social media marketing by leading international academics.

NHH has a faculty of high standing in the international research community. As a member of CEMS – *the Global Alliance in Management Education* – and PIM (*Partnership in International Management*) we are part of global networks of institutions that represent the highest degree of excellence in the fields of business administration and management. We have an internationally oriented student body of which more than 50 per cent spend a semester or more abroad. Furthermore NHH is located in the old hanseatic city of Bergen, a city which has made its living through trade in natural resources for nearly a thousand years and has traditionally been the most outward looking city in Scandinavia.

Students who choose to study MSc at NHH can look forward to a stimulating learning experience at a dynamic, internationally oriented school. I look forward to meeting you here in Bergen.

With kind regards,

Jan I. Haaland
Rector

Norway's leading business school

NHH is the most prestigious centre for research and education within the fields of economics and business administration in Norway. The school has strong bonds with both the business community and public sector organisations. Faculty members publish in leading journals and occupy influential positions as advisers and board members in the private and public sectors.

In 2008, an international committee appointed by the Norwegian Research Council, ranked the departments at NHH as the best in Norway, among the best in northern Europe, and of international importance. The students at NHH are of top quality. A survey on admission quality in 2007 showed that the bottom 25 per cent of the school's students would be the top 25 per cent at any other business school in Norway.

As with the majority of European universities, the full-time academic programmes at NHH follow the structure of a three-year Bachelor of Science (BSc), a two-year Master of Science (MSc) and a three-year Doctor of Philosophy (PhD). The school launched Norway's first master programme fully taught in English in 1986, and has been awarding doctoral degrees since 1957.

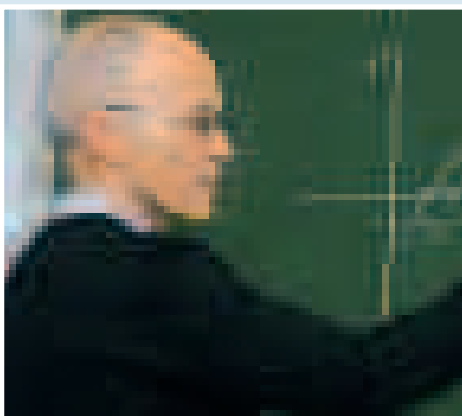
NHH graduates go on to distinguish themselves in their chosen careers, both nationally and internationally. Alumni occupy senior positions in business life, the public sector and politics in Norway, but their success is not limited to the shores of Norway. NHH graduates can be found in places as diverse as Canary Warf in London, the oilfields of Venezuela and the US Congress in Washington DC.

World class standards in research and teaching

NHH is a research led institution that is recognised internationally for its ground-breaking research in a number of fields. Faculty members have been intimately associated with some of the most significant developments in the fields of finance. The list of international renowned faculty members includes Karl Borch, co-founder of modern risk theory and Jan Mossin, one of the fathers of the Capital Asset Pricing Model (CAPM). In 2004 Professor II Finn Kydland, got the Nobel Prize for Economics, and in 2009 Agnar Sandmo was rewarded the European Lifetime Achievement Award in Environmental Economics.

Faculty members are also closely involved with researching many of the issues faced by business and public organisations in Norway, including the economic and business implications of energy and natural resource development. This close relationship is exemplified by the active role NHH faculty have had and continue to play in the deregulated Nordic Power Exchange (Nord Pool), one of the most liberalised power markets in the world.

The school strives to be one of the leading research and educational institutions for economics and business administration in Europe, and sets out to recruit only the best students. EQUIS (European Quality Improvement System) accreditation, together with membership of CEMS and PIM, reinforce a strongly held belief that excellence in research is the prerequisite for excellence in teaching.



Winner of the Nobel Prize Finn E. Kydland, NHH

Professor II Finn E. Kydland became the third Norwegian to win the prestigious Nobel Prize for Economics in partnership with American Professor Edward Prescott of the Arizona State University, a former visiting professor at NHH. Kydland and Prescott were selected as winners of the prestigious Nobel Prize "for their contributions to dynamic macroeconomics: the time consistency of economic policy and the driving forces behind business cycles", the Royal Swedish Academy of Sciences said in its citation. "Their work has not only transformed economics research, but has also profoundly influenced the practice of economic policy in general and monetary policy in particular", the announcement continued.

Admission

In Norway, the best education is free...

The core Norwegian cultural values of fairness and equality, and the benefits of the wealth provided by North Sea oil, has led to the state fully funding a high quality education sector.

This means that NHH does not charge any application, admission or tuition fees to international MSc students. Students are, however, required to pay a social welfare fee of approximately NOK 680 (about € 75/ US\$ 110) per semester.

Once your residence permit is granted, a work permit, enabling you to work up to 20 hours per week, is automatically granted as well. There are many part-time jobs available for students in Bergen. The key to getting a job is basic knowledge of the Norwegian language. At NHH, you can attend Norwegian language courses from the first semester. Potential employers may be: kiosks, shops, sport halls, restaurants, and bars.

...but only the best get in

Competition for admission to NHH is tough, as applicants must have excellent academic qualifications to be considered for admission. High admissions standards ensure that, although the best is free in Norway, only the best students get in.

Admission is based on a university degree of at least three years of study beyond Norwegian minimum requirements for entrance to higher education. Applicants should have at least one and a half years of previous study at university level in business administration and economics (including subjects like statistics, mathematics, accounting, finance, computing, management, and marketing).

In character with the high academic standards at NHH, we require solid GMAT/GRE and TOEFL/IELTS/TOEIC scores from applicants. The TOEFL/IELTS/TOEIC requirement is

for students from non-English speaking countries and may be waived if applicants have successfully completed higher education with English as the medium of instruction for a minimum of two years. Some applicants are not required to take the GMAT/GRE test. Among these are applicants with a bachelor degree or equivalent from an institution in the CEMS and PIM network. For a complete list of applicants not required to take the GMAT/GRE, see our webpage. For current and further information on the admissions process please visit www.nhh.no/study

Practical points for attending NHH:

- No tuition fees
- Granted work permission
- Norwegian career possibilities



Teaching International Business since 1986

The two-year Master of Science programme in Economics and Business administration at NHH offers eight specialisations, of which three are available in English, namely International Business (MIB), Energy, Natural Resources and the Environment (ENE) and Marketing and Brand Management (MBM).

The International Business specialisation at NHH is specially aimed to equip students with the right mix of analytical and practical skills for a career within multinational companies, international organisations or smaller firms whose activities involve a substantial degree of international business.

The objectives of the programme are to educate students in the field of international business and to prepare them for international careers in management. The programme is designed to provide the students with a strong theoretical base through practical case studies and interaction with the business community. With this overall aim in mind, the profile courses make use of a variety of

teaching methods, including lectures, seminars, case studies and student presentations. Students are expected to be active in class, and for some of the courses attendance is mandatory.

From the beginning, the student body for the profile has been an international one, and will at any time include young people from as many as 20 nations, with a wide geographical distribution. In addition to a rigorous academic curriculum, this global orientation creates a learning environment geared towards developing the intercultural team skills and networks so important in today's business world. Through their two years of study MIB students thus have the opportunity to develop a global network of fellow alumni.

Did you know that 50 per cent of master students at NHH spend a semester abroad on exchange?



Doing business in a shrinking world

The forces of globalisation and internationalisation have brought people, businesses and markets across the globe closer together than ever before. The modern firm is required to master both international and local dimensions if it aims to succeed in an increasingly competitive setting. Today's global business environment therefore offers excellent opportunities for qualified professionals seeking international careers.

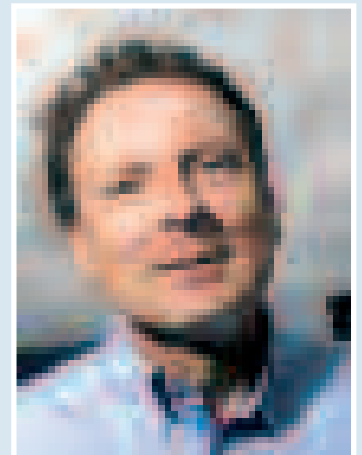
At NHH, students are taught the range of skills that will enable them to navigate the challenging, yet rewarding, seas of the international business world. By focusing on

numerous topical clusters and independent projects, the MIB curriculum caters for a wide variety of intellectual interests. Students have the possibility to extend and deepen their understanding of different aspects of modern business practices. The programme broadly focuses on three main subject areas:

- International Economics (including globalisation, integration, and trade)
- International Business Strategy and Management
- International Finance

“In addition to teaching a MIB course on International Management with my colleague Professor Odd Nordhaug, I am leading a research project on facilitating knowledge transfer in multinational companies. This project, the “GOLD” project, has received substantial funding from the Research Council of Norway, three major Norwegian multinational companies and the consultancy, AFF. Through my connection with AFF I am a founding member of a network of some 20 different multinational companies that meets on a regular basis. My research has been published in many of the leading academic journals such as Journal of International Business Studies, International Journal of Human Resource Management, Strategic Management Journal and Journal of Management Studies.”

Paul Gooderham, Ph.D. Professor NHH & Research Director SNF - Institute for Research in Economics and Business Administration



“My present research interest is within English as a Lingua Franca (ELF), with a specific focus on business negotiations discourse in an intercultural context. As far as MIB courses are concerned, I teach the INB403 Cross Cultural Management course, which is a profile course, and also mandatory in the CEMS programme.”

Anne Kari Bjørge (Dr), Associate Professor, Department of Professional and Intercultural Communication, Profile coordinator for the International Business profile

Curriculum and structure

The specialisation in International Business (MIB) comprises 12 courses and a thesis. Six courses must be chosen from the MIB portfolio. Two of these are mandatory and may be chosen from a core of five subjects, while four must be chosen from the MIB portfolio which contains 27 courses in all. In addition, you choose six courses from all the courses offered by NHH.

The two mandatory courses must be selected from the following core courses:

- International Strategy
- International Finance
- International Trade and Macroeconomics OR Globalisation and Integration
- International Organisation and Management

The four additional courses may be selected from the total MIB portfolio. In addition to the core courses these include the following:

- Cross Cultural Management
- International Business and Non-Business Accounting
- International Marketing
- Chinese Challenges
- Shipping Economics
- Topics in International Economic History in the 19th and 20th Century
- EU Law
- English for Business Law
- Management Control
- Supply Chain Management
- Valuation, Financial Analysis and Accounting
- Strategic Firm Behaviour in a Global Setting
- Corporate Finance
- Applied Finance
- Brand Management
- Petroleum Economics
- International Economics
- International Fisheries Management
- Social Science Research Methods

- Methodology for Master Thesis
- Entrepreneurship with Focus on Market Evaluation
- Corporate Social Responsibility

The remaining six courses may be selected from the total portfolio of courses offered by NHH, which includes a wide range of courses taught in English. It is recommended that four of these be taken from the same specialisation to enable a minor profile to be developed within the Master in International Business. NHH offers the following minor options:

- Business Analysis and Performance Management
- Economic Analysis
- Economics
- Energy, Natural Resources and the Environment
- Financial Economics
- Marketing and Brand Management
- Strategy and Management

Students are free to decide when to take the required courses. Many students choose to go on exchange for a semester, and may then take four elective courses or courses for a minor specialisation at an overseas school. Students may also opt to stay at NHH for the whole period of study.

Students can also apply for the Double Degree or CEMS Master in International Management programmes once they are at NHH, and combine their studies to graduate with two internationally recognised degrees.

For further information on the programme structure, minor specialisation and course selection please visit "The Study Handbook" on www.nhh.no/mib and click on the Programme link.

"The professors and guest lecturers share with us their valuable experiences, which is better than textbook-based discussions."

Sarah Raquipiso, Philippines, NHH MSc student



International opportunities



NHH – a truly international experience



Global opportunities

NHH has for several years worked to establish good exchange opportunities as an integrated part of the school's degrees, and as a result of these efforts, NHH's range of exchange options is probably one of the best in the world.

All students at NHH are encouraged to take at least one semester on exchange at another leading business school in the world, and about 50 per cent choose to do so. Through membership of the prestigious CEMS – the Global Alliance in Management Education– and PIM – Partnership in International Management, networks and bilateral agreements, NHH enjoys exchange partnerships with some of the world's top academic institutions within the fields of economics and business administration.

The opportunity to take a semester at one of our 140 partner schools makes an MSc at NHH a truly global experience. The experience gained from a semester in another country builds on the solid educational foundations gained at NHH and provides students with the kind of international profile that many companies seek in their future employees.

Double Degree

NHH has established a Double Degree programme with some CEMS institutions, such as HEC Paris. A double degree gives you the opportunity to gain two university degrees in the same amount of time as it normally takes to complete one. The selected students spend the first year of their MSc at NHH, and the second year at another leading international business school.

Did you know that NHH is member of the CEMS network together with for instance LSE, HEC and ESADE?

“NHH is truly global, both in terms of the course subject matter as well as the student body. Accordingly, students at NHH have well-rounded international perspectives.”

Emma Micklem, South Africa, NHH MSc student

CEMS – Master in International Management

MSc students at NHH can also apply for the CEMS – Master in International Management (MIM) programme, and use their exchange semester to gain both an additional qualification and international work experience.

Core elements of the CEMS MIM programme are a number of skills seminars, a real-life business project and an internship spent at an international company. The seminars are aimed at providing training in the practical skills needed to launch an effective professional career. The business project and internship build upon this by providing hands-on experience with companies enabling students to develop their analytical, team-working and leadership skills.

The CEMS MIM programme is offered in partnership with the other leading European business schools in the CEMS network, and was rated by the Financial Times as the top world Master in Management programme in 2009.



Career prospects

Career possibilities

NHH graduates are highly sought-after by employers. According to the 2009 graduate careers surveys, nearly 100 per cent of NHH's MSc students had found full-time employment or moved on to further education six months after completing their studies. In addition, 80 per cent had found a relevant job before graduating.

Further, the average salary for graduates of NHH is at the top end of the average graduate salaries for all European master's programmes. These surveys have also highlighted the success among NHH's international students with respondents obtaining an average annual salary in excess of €50,000 (excluding bonuses).

The student-run Business Committee (Næringslivsutvalget– NU) organises and coordinates more than 100 company presentations at NHH each year. These provide future employers with the opportunity to introduce themselves to NHH students, and to get in touch with students for further discussion and potential recruitment.

The main placement event of the year is the NHH Career Day, organised by NU in the autumn semester. With more than 70 companies participating each year, the NHH Career Day is a fantastic platform for bringing together students and their prospective future employers. In addition, the school has a separate career day event aimed at employment in non-profit organisations.

Among the host of Norwegian and international companies that actively recruit at NHH are:

- Statoil
- Shell
- BP
- ENI
- Exxon Mobil
- Conoco Philips
- Hydro
- Telenor
- Statkraft
- E.On
- Jotun
- Orkla
- McKinsey
- Boston Consulting Group
- Morgan Stanley
- JP Morgan
- UBS
- Aker Solutions
- Ernst & Young
- Accenture
- Deloitte
- Price Waterhouse Coopers
- DNV

NHH Alumni Network

As a NHH student, you are invited to join the NHH Alumni network before you graduate. This is a service that helps both current students and alumni keep in touch with NHH and old friends and colleagues from their student days. Past and present international master's students at NHH span more than 50 countries, and after their time together in Bergen they have gone on to have successful international careers. The bonds developed between students at NHH form the foundations for an international network of friends and colleagues that stay with them for life. NHH Alumni is the perfect tool for enabling graduates to keep in touch with their classmates wherever they are in the world. In addition, the alumni network will keep you updated on news and happenings at NHH.



“At NHH I received a world-class education; a solid grounding in economics and exposure to specialised subjects such as oil and gas. My time at NHH and in CEMS allowed me to build a diverse international network of friends and colleagues. I find NHH students to be people who are very competent in their subjects, analytically superb, but also with a keen sense of initiative.”

Isikan Aysev, Turkey, A.T. Kearney, United Arab Emirates, NHH Alumnus 2008

Active student tradition

NHH has a very rich student life, and the NHH Student Union (NHHS) is the most active student organisation in Norway. The school encourages students to start new groups that cater to the multifaceted and varied interests of students. Getting involved in the student union is a great experience in itself and also an excellent way of getting to know people in other study programmes at NHH.

At NHH there are groups to accommodate every student interest, from a telemark ski club to a finance group, and from student choirs to an entrepreneur organisation. You can either develop your leadership skills through interesting activities in international student organisations such as AIESEC – NHH, or you can join NHH’s student-run newspaper. In addition to various photo groups and sports associations, you can also take part in the preparations for the second largest music festival in western Norway – UKEN, which is organised by NHH every two years, or you can be a part of the largest student-run business conference in Scandinavia – the NHH Symposium. This fall, the first TEDx event in Norway was organised by NHH students.

International MSc students have their own group within NHHS, the MEBA Council, which organises many events in cooperation with both international exchange students and

Norwegian students. This group helps students get involved in the business community and build international networks that stay with them after they leave NHH.

The MEBA Council organises one of the annual highlights for international MSc students: the MEBA Forum. The aim of the Forum is to bring academics and experienced practitioners together with students to address international issues currently facing the business community. For instance, the 2009 MEBA Forum focused on the value of waste and how it affects business operations.

Welcome Week

Certainly, studying will be an important part of your time at NHH. However, you will also have the opportunity to enjoy a well-rounded experience, beginning with a jam-packed Welcome Week. Integration is very important at NHH, and Welcome Week is set up as a mixture of activities bringing Norwegian and international students together; enabling them to get to know each other and familiarise themselves with the campus. Previous years’ activities include a Taste of Norway dinner, a sports afternoon with curling and bowling, a pub-crawl around Bergen, and various parties and events traditionally organised at school.

MSc students during try out oil platform evacuation procedures; company visit organised by MEBA Council



The difference is Bergen and Norway

Norwegians are a little different from other Europeans, and the people of Bergen are a little different from other Norwegians. The reasons for this originate in the culture, landscape and history of Bergen and Norway.

The highest quality of life in the world

Norwegian culture is a little different from that of other advanced industrial nations. Norway was still largely a country of farmers and fishermen until the early 20th century, but is now one of the wealthiest and most advanced economies in the world. This rapid development has left a distinctive imprint on Norwegian society.

A strong tradition of equality and a sense of fairness have created a high degree of gender, economic and social equality

in Norway, and have led to Norway becoming one of the top donors of aid to developing countries. Combined with its high level of economic development, this has resulted in Norway being consistently ranked by the United Nations as having the highest quality of living in the world.

The Norwegian economy is one of the most international in the world, with the development of and trade in energy and natural resources dominating the economy. Offshore oil and gas, fisheries, aquaculture and power generation are typical examples of successful industries that are important areas of research at NHH.

Norwegian companies have also developed a unique form of management, emphasising the quality of life of employees through participative management. This is combined with a focus on innovation, high technology and a concern for the environment.



Bergen and Norway



Bergen: historic city of trade

From the days of the Vikings, through the Hanseatic time and right up to the present day, Bergen has been trading with the known world. Founded in 1070, the city grew up around its colourful harbour and has been a hub of commerce, seafaring and craftsmanship ever since. Located between mountains and the Atlantic Ocean, the city has always looked outwards towards overseas opportunities.

Bergen is a very charming city with a relaxed atmosphere, old-fashioned North European architecture, cobblestone streets, an outdoor fish market and a Hanseatic harbour area (a UNESCO World Heritage Site). With over 30,000 students, Bergen is also a truly vibrant city, filled with outdoor bars and cafes, restaurants and nightclubs, and a very active music scene.

A rugged, beautiful land

Deep fjords and valleys carved out during the last ice age and towering mountains dropping straight into the sea create a magnificent backdrop to Western Norway. An outdoor playground sits on the doorstep, offering a wide variety of activities throughout the year for those who enjoy being in the great outdoors.

A trip in the mountains is a wonderful experience, offering both tranquillity and a challenge, within a majestic setting. For the more adventurous, glacier hikes, paragliding, white-water rafting and rock climbing are amongst the activities available within an easy reach of Bergen.

This magnificent landscape, and the opportunities it provides, makes Norway a special place to live, study and work.

“Bergen’s beautiful sceneries and atmosphere makes an ordinary day exciting. Simply exploring the city, hiking the surrounding mountains, or enjoying the night life makes my day feel adventurous.”

Anna Sariceva, Latvia, NHH Msc student





NHH

Norges Handelshøyskole

Norwegian School of Economics
and Business Administration

Office of Student and Academic Affairs

Helleveien 30
No-5045 Bergen
Norway

Tel: + 47 55 95 92 00
Fax: + 47 55 95 95 65
admission@nhh.no

www.nhh.no/study