Roberta Cuel
Italo Trevisan
Lorenza Zuccatti
Arianna Pozzatti
Ermanno Zampiero

https://www.youtube.com/watch?v=hR317nsazm4
EMBS: main features

• Master’s degree in Management (IT: “laurea magistrale”) - focus on Marketing and Sales

• Duration: 2 years, full-time – 120 ECTS (European Credits Transfer System)

• 4 semesters in 4 different European countries:
  • 1st Semester: Università di Trento – Italy
  • 2nd Semester: Università de Savoie Mont Blanc – France
  • 3rd Semester: Universität Kassel – Germany
  • 4th Semester: Universidad de León – Spain
Master’s degree awarded:
EMBS Joint Degree

- Italy: “Laurea Magistrale in CLASSE LM77 Lauree Magistrali in Scienze Economico-Aziendali”
- France: “Master en Droit Economie Gestion”
- Germany: “Master of Arts”
- Spain: “Master Universitario Europeo en Dirección de Empresas”
EMBS: main features

• Teaching language: English.
  • Local language courses (Italian, German, French, Spanish) in each university
  • Very heterogeneous environment (mix of students from different countries)

• Other compulsory activities:
  • Company project for a real client,
  • Improvisational workshops and other workshops,
  • Intensive programme,
  • Annual corporate seminar with EMBS ALUMNI association,
  • min. 3-month international internship...
## EMBS: the history

<table>
<thead>
<tr>
<th>Year</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>EMBS Memorandum of Understanding (Annecy, Trento, Kassel, Leon)</td>
</tr>
<tr>
<td>2007-2008</td>
<td>EMBS1 – 14 students, 4 countries (France, Italy, Germany, Spain), French Master’s degree</td>
</tr>
<tr>
<td>2009</td>
<td>EMBS Double degree agreement (University of Savoie and University of Trento)</td>
</tr>
<tr>
<td>2011</td>
<td>EMBS2 – 25 students, 9 countries, Double degree</td>
</tr>
<tr>
<td>2011</td>
<td>Addendum to MoU for EMBS Joint degree</td>
</tr>
<tr>
<td>2013</td>
<td>EMBS4 – First EMBS Joint Degree graduates: 22 students, 12 countries</td>
</tr>
<tr>
<td>2016</td>
<td>EMBS10 – 29 students, 12 countries</td>
</tr>
<tr>
<td>2017</td>
<td>EFMD-EPAS accreditation <a href="http://www.efmd.org/accreditation-main/epas">↩</a></td>
</tr>
<tr>
<td>2017</td>
<td>EMBS11 – 28 students, 13 countries</td>
</tr>
<tr>
<td>2018</td>
<td>EMBS12 – 28 students, 11 countries</td>
</tr>
<tr>
<td>2019</td>
<td>EMBS13 – 19 students, 6 countries</td>
</tr>
<tr>
<td>2020</td>
<td>EFMD-EPAS re-accreditation</td>
</tr>
</tbody>
</table>
Main objectives...

• **Personal development ... by experience** by providing the students with the challenge of adapting to a variety of European living and working environments.

• **Professional development ... by theory based lectures and cutting edge** courses not only in marketing, but in all lectures: the EMBS provides the students with a harmonized approach of management tasks in enterprises of different industries as well as governmental institutions.

• **Social development...by linking the intercultural challenges** of our societies as well as the tasks arising from the major environmental changes (e.g., ageing societies, adaption to climate changes, or the need for environment-friendly business models) directly to the design of solutions in the lectures and practical tasks.

• The combination of these three aims differentiates the EMBS from other business school programs. Thus, the students get the opportunity to become a new type of European managers and make feel them at home in multicultural environments.
...AND TOOLS

• Focus on Management, Marketing and Sales

• Consultancy project (for a real client), intensive programmes, workshops, seminars, international internship,...

• Very heterogeneous environment (mix of students from different countries)
Programme overview (1st part)

• Intake: September each year. No admission in 2nd year or during semesters is possible.

• Class size: up to 30 students

• Application deadline:
  • NON-EU applicants: expired;
  • EU applicants: 15 May 2020, 12:00 at noon

• Minimum requirements: Bachelor’s degree with at least 50% of exams in Economics/Management related fields, English at B2 level and computer skills, Degree grade 95/110.

• Further details about entry requirements: [https://international.unitn.it/embs/requirements-application](https://international.unitn.it/embs/requirements-application)
Programme overview (2nd part)

• Accommodation: a service in each university will help EMBS students find an accommodation

• Compulsory activities: 3-months international internship, consultancy project, workshops, intensive programmes, seminars...

• Tuition fees: about € 3500 per year (2500 € tuition fee per year plus about 250/300 euro per year to be paid to each partner university as administrative fee).

• Info: www.embs.eu and https://international.unitn.it/embs
Programme structure

**ANNECY**
- Specialized courses
- International Marketing

**LEÓN**
- Business-oriented activities and complements

**TRENTO**
- Fundamental courses
- International Business

**KASSEL**
- Selected advanced course in Marketing
- Academic Master’s Thesis
<table>
<thead>
<tr>
<th>Semester 1 – Trento</th>
<th>Semester 2 – Annecy</th>
</tr>
</thead>
<tbody>
<tr>
<td>European &amp; International Commercial Law - 6 ECTS</td>
<td>Statistics and Marketing Research (Principles of Marketing Research + Intensive Study Programme) - 8 ECTS</td>
</tr>
<tr>
<td>Organisational Behaviour &amp; Human Resource Management - 5 ECTS</td>
<td>Purchasing and Supply Chain Management – 5 ECTS</td>
</tr>
<tr>
<td>Information System - 5 ECTS</td>
<td>European and Global Customer Behaviour – 6 ECTS</td>
</tr>
<tr>
<td>International Accounting - 5 ECTS</td>
<td>European and Global Economics – 6 ECTS</td>
</tr>
<tr>
<td>International Strategic Management - 9 ECTS</td>
<td>Financial Markets and Corporate Finance – 5 ECTS</td>
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</tbody>
</table>
Programme Structure – 2nd Year

<table>
<thead>
<tr>
<th>Semester 3 – Kassel</th>
<th>Semester 4 – León</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business negotiation – 5 ECTS</td>
<td>Sustainable and Responsible Management – 5 ECTS</td>
</tr>
<tr>
<td>Distribution and pricing in the Internet Age – 5 ECTS</td>
<td>Innovation and Entrepreneurship – 5 ECTS</td>
</tr>
<tr>
<td>Research Methods and Thesis – 20 ECTS</td>
<td>Communication Challenges (Cross Cultural Obstacles + Company Project) – 10 ECTS</td>
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<tr>
<td></td>
<td>Internship (3 months)</td>
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</tbody>
</table>
Teaching/learning style

Traditional lectures mixed with case studies, simulations and business games, group works, paper and report writing assignments...

• 1 semester in Trento
  • business game (for International Strategic Management)

• Intensive programme
  • Marketing Game in spring 2020
  • about 60 students participating+EMBS
  • Company Project
  • 4th semester in Leon
  • assignment given by a real client

• Internship
  • June - September (2nd Year)
  • International context
… Examination rules

• Class attendance is compulsory (80% in Trento, 70% in the other partner universities)

• In case of failure, an exam can be repeated twice (re-sit session are scheduled for January and during the second semester in France).

• A passed exam cannot be repeated.

• If a student does not attend an examination or does not comply with other obligations, e.g. related to company project, master thesis, internship, unless for reasons he/she is not responsible for, he/she will have failed the corresponding module / part-module. If the student cannot be held responsible, the examination board decides on how the student can fulfil the requirements.
## Conversion table

<table>
<thead>
<tr>
<th>Italy</th>
<th>France</th>
<th>Germany</th>
<th>Spain</th>
</tr>
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<tbody>
<tr>
<td>30 L</td>
<td>20 / 19</td>
<td>1.0</td>
<td>10</td>
</tr>
<tr>
<td>30</td>
<td>18</td>
<td>1.0</td>
<td>10</td>
</tr>
<tr>
<td>29</td>
<td>17</td>
<td>1.3</td>
<td>9</td>
</tr>
<tr>
<td>28</td>
<td>16</td>
<td>1.7</td>
<td>8.5</td>
</tr>
<tr>
<td>27</td>
<td>15</td>
<td>2.0</td>
<td>8.0</td>
</tr>
<tr>
<td>26</td>
<td>14.5</td>
<td>2.0</td>
<td>7.5</td>
</tr>
<tr>
<td>25</td>
<td>14</td>
<td>2.3</td>
<td>7</td>
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<tr>
<td>21</td>
<td>11.5</td>
<td>3.3</td>
<td>5.5</td>
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<tr>
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<td>3.7</td>
<td>5.25</td>
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<tr>
<td>18</td>
<td>10</td>
<td>4.0</td>
<td>5</td>
</tr>
<tr>
<td>&lt;18</td>
<td>&lt;10</td>
<td>4.3 / 5.0</td>
<td>&lt;5</td>
</tr>
</tbody>
</table>
ADMISSION REQUIREMENTS

- Bachelor’s Degree (180 ECTS) in Economics & Management or other study backgrounds (Social Sciences, Languages, Engineering) with a focus on Economics & Management (at least an amount of 50% of courses in general belonging to bachelor studies of management/economics such as Economics/Business/Law/Maths/Statistics)

- Final marks at least: 95/110 in Italy, 13 in France, 2,5 in Germany, 6,5 in Spain or the equivalent in other countries)

- Sound English knowledge at least at B2 level (or 560 paper-based TOEFL or 87 internet-based TOEFL or equivalent test results; certificate of the language center of the home institution testifying that your level of English is at least CEFR B2; university English exam; proof that university studies were completed at a recognized institution where English is the primary media of instruction; etc.).

- Good command of the most common computer applications.

- Applicants who do not have yet their Bachelor’s certificate can still apply for the EMBS master's programme, provided they are able to graduate by October and submit their certificate no later than November 2020. Such applicants will not be admitted unconditionally to the programme, but may be “conditionally admitted” as long as the certificate remains outstanding. Formal enrolment to the programme can only be granted, however, when the Bachelor’s certificate is submitted.
Average age
Academic Background
Administrative contacts

... in Annecy

Université de Savoie
IAE Savoie Mont-Blanc
EMBS Recruitment
B.P. 80439 – 74944 Annecy-le-Vieux Cedex
Tel.: +33 (0)450 09 24 14
e-mail: embs@univ-smb.fr

... in Trento

Lorenza Zuccatti
International Mobility Office
Via Verdi, 8 – 38122 Trento
Tel. : +39 0461 28 2275
Fax. : +39 0461 28 7024
E-mail: embs@unitn.it

Office hours:
Monday and Wednesday
10.00-12.00
Academic contacts

• Annecy: Aude POMMERET
  embs@univ-smb.fr

• Trento: Roberta CUEL and Italo TREVISAN
  • roberta.cuel@unitn.it and italo.trevisan@unitn.it

• Kassel: Ralf WAGNER
  • wagner@wirtschaft.uni-kassel.de

• León: Carmen RODRIGUEZ-SANTOS
  • carmen.santos@unileon.es
## EMBS: Academic Calendar

<table>
<thead>
<tr>
<th>Date</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>09/09/2020 - 16/09/2020</td>
<td>Welcome weeks</td>
</tr>
<tr>
<td>17/09/2020 - 05/12/2020</td>
<td>Lectures first semester</td>
</tr>
<tr>
<td>07/12/2020 - 23/12/2020</td>
<td>1° exam session</td>
</tr>
<tr>
<td>07/01/2021 - 30-01-2021</td>
<td>Resit session (2\textsuperscript{nd} and 3\textsuperscript{rd} attempts)</td>
</tr>
<tr>
<td>September-December</td>
<td>No classes due to the graduation ceremony (see DEM calendar)</td>
</tr>
<tr>
<td></td>
<td>25/9/2020 – 21/10/2020 – 14/12/2020</td>
</tr>
<tr>
<td>Holydays</td>
<td>Christmas Holidays 24/12/2020-06/01/2021</td>
</tr>
<tr>
<td>1\textsuperscript{st} of February 2021</td>
<td>French semester</td>
</tr>
</tbody>
</table>
Current situation of embs graduates

Figure 13 – Countries where graduates work

Figure 14 – Graduate contracts
• Official website: https://www.embs-european-master-business-studies.com

• Why EMBS? 
  https://www.youtube.com/watch?v=jr1gwrcmbHo

• EMBS Seminar (Rome 2017) 
  https://www.youtube.com/watch?v=DLvukbxZixw

• Linkedin: 
  https://www.linkedin.com/groups/2115325/

• Facebook: 
  https://www.facebook.com/EuropeanMasterinBusinessStudies/

• Instagram: 
  https://www.instagram.com/embs.official/
Alumni

• Alumni Unitn: https://alumni.unitn.it

• Alumni association: https://alumni.unitn.it/it/gruppi/embs-alumni-association_32586_idap/

• http://www.embs-alumni.com/

• hello@embs-alumni.com