

# MSc Global Management & Digital Competencies

- Study in 2 countries
- Taught entirely in English
- Single & Double Degree Options
- Offered with 4 partner universities from IPBS (International Partnership of Business Schools)
- Builds on 20 years of experience in master of international management





# 6 Key Reasons to Choose this Programme

- Prepares you for a global management career in the era of digital disruption.
- Makes you aware of the impact of digitalization on organisations and gives you the skillset to manage the arising challenges and opportunities.
- Develops your communication, problem-solving, analytical and team skills to function effectively in an intercultural environment.
- Has a strong practical orientation
- Gives you international experience
- Expands your network of corporate contacts



Our



partner universities



UCSC, Piacenza, Italy



Brock University, St. Catharines, Canada



Dublin City University DCU  
Dublin, Ireland



NEOMA Business School,  
Reims, France

# Programme Concept:

## Single (SD) & Double Degree (DD) Tracks: 15 months

*Study Block 1*  
*Sept/Oct – Dec*

Focus: Global  
Management

*DCU, Dublin, Irl (DD)*  
*NEOMA, Reims, F (DD)*  
*Brock, Canada (SD)*  
*UCSC, Piacenza, IT*  
*(SD)*

*Study Block 2*  
*Feb – May*

Focus: Data &  
Digital  
Competences

*ESB Reutlingen*

*Study Block 3*  
*June – Dec*

Focus: Thesis  
(If internship  
+ 6 months)

*Location: Global*

**Internship compulsory for French track and applicants with 3 year BA,  
otherwise optional**

# Double Degree Curriculum

## NEOMA - ESB



1. International Business: Disruption & Challenges
2. International Service Marketing & Customer Experience Mgt.
3. Advanced Strategic Toolkit for Global Markets
4. International Negotiation Skills
5. Cross-Cultural Agility in Global Business
6. Personal Branding & Career Management

1. Statistics for Business
2. Data Analytics & Visualisation
3. International Finance & Risk Management
4. Smart Operations Management
5. Leadership in a Digitalised World
6. Consulting Skills for Digital Transformation

Thesis with  
company  
(preceded  
by  
internship  
4-6 mths)

# Double Degree Curriculum DCU – ESB



DCU  
BUSINESS  
SCHOOL

1. Strategy in a Global Context
2. International Business: Disruption & Challenges
3. Marketing & Customer Experience Management
4. Economic Geography & Geopolitics
5. Cross-Cultural Agility
6. Business Process Innovation



1. Statistics for Business
2. Data Analytics & Visualisation
3. International Finance & Risk Management
4. Smart Operations Management
5. Leadership in a Digitalised World
6. Consulting Skills for Digital Transformation

Thesis  
[optional  
with  
company]

# Single Degree Curriculum

## BROCK - ESB

**Goodman**  
School of Business

Brock University

 **ESB**  
BUSINESS SCHOOL

1. Business Strategy
2. Global Business
3. International Marketing
4. Internet & Social Media Marketing
5. Augmented Reality Marketing

1. Statistics for Business
2. Data Analytics & Visualisation
3. International Finance & Risk Management
4. Smart Operations Management
5. Leadership in a Digitalised World
6. Consulting Skills for Digital Transformation

**Thesis**  
**[optional**  
**with**  
**company]**

# Single Degree Curriculum

## UCSC - ESB



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore



1. Corporate Strategy
2. Global Challenges & Impacts
3. International Marketing & Customer Experience Management
4. Advanced International Business
5. Sustainability Management
6. Advanced Economic Scenario Analysis

1. Statistics for Business
2. Data Analytics & Visualisation
3. International Finance & Risk Management
4. Smart Operations Management
5. Leadership in a Digitalised World
6. Consulting Skills for Digital Transformation

**Thesis**  
**[optional**  
**with**  
**Company]**

For queries contact:

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Or check out <https://www.esb-business-school.de/en/degree-programmes/master/msc-global-management-and-digital-competencies/>

