



Cooperation with

**International Executive MBA**  
**International Market & Strategy Development**  
double degree program  
for MSU graduates



## SMBS - University of Salzburg Business School

**smbs** The University of Salzburg was founded in 1622, it today has around 20,000 students and 2,800 employees

**smbs** All SMBS students are enrolled at the University of Salzburg

**smbs** MBA is an academic title awarded by the University of Salzburg





## SMBS: International networks

### Internationality is a top priority of the SMBS

- smbs Fudan University, Shanghai*
- smbs Georgetown University, Washington DC*
- smbs Lomonosov University, Moscow*
- smbs University of the Sunshine Coast, Brisbane*
- smbs Rotman School of Management, Toronto*
- smbs Simon Fraser University, Vancouver*
- smbs Sasin Business School, Bangkok*
- smbs Westminster University, London*
- smbs Regent's University, London*

**... SMBS can therefore refer to more than 300 international lecturers**

**... SMBS: vivid internationality**



## **International Executive MBA**

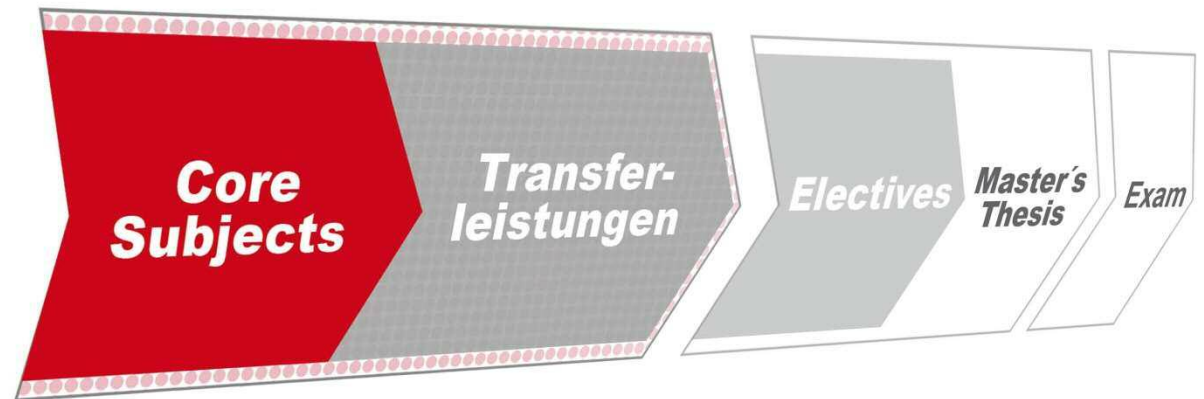
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**international - part time - academic**



## International Executive MBA: Nine Electives

- Core Subjects:** General management topics for managers
- Transfers:** Focusing on the Electives in conjunction with Core Subjects
- Electives:** Focus (IM, PPM, HCM, PUM, GM, MS, HR, QR)





## The SMBS Core Subjects should be credited by your previous academic achievements in the following subjects:

- Strategic Management
- Leadership, Entrepreneurship and Innovation
- Professional Ethics
- Social Competencies
- Human Resources
- Economics
- Law
- Marketing
- Managerial and Cost Accounting
- Controlling
- Finance
- Organisation and Organisational Development
- Logistics and Supply Chain Management
- Process and Quality Management
- Project Management
- Management Tasks and Management of Complex Systems
- Decision Making and Business Analysis
- Peer Review
- Project Exercise
- Applied Research Methods



## Elective: International Market & Strategy Development

- smbs Moscow: Applied Strategic Management – Doing Business in Russia
- smbs Marburg / Frankfurt: Applied Strategic Management - International Management
- smbs **London: Applied Strategic Management – Finance & Market Research**
- smbs **Washington & Toronto: Global Entrepreneurship & Doing Business in NA**
- smbs **Shanghai & Bangkok: Global Entrepreneurship & Doing Business in Asia**
  
- smbs International Destinations
- smbs International Lecturers
- smbs International Topics
- smbs Renowned Universities



## Our partners



**[University of Westminster, London](https://www.youtube.com/watch?v=9edxvVNstJw)**  
**<https://www.youtube.com/watch?v=9edxvVNstJw>**

This well known UK University was founded 1838 and has 4 locations in London delivers topics as Risk Management, Shareholder evaluation, Derivatives and Market Analysis / Global Supply Chain Management.





## Schedule

WESTMINSTER  
BUSINESS SCHOOL

SMBS Executive Masters Timetable

Academic Lead

Walaa Bakry

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	5 September	6 September	7 September	8 September	9 September	10 September
TIME / ROOM	TBC	TBC	TBC	TBC	TBC	TBC
9:00 - 9:15	<b>Welcome</b> Dr David Hitchcock <i>Interim Dean, Westminster Business School</i>	<b>Finance</b> Dr Emmanouil Noikokyris	<b>Logistics</b> Nicholas Barnett	<b>Global Supply Chain Management</b> Dr David Barnes	<b>Finance</b> Dr Emmanouil Noikokyris	<b>Group Presentation</b> Dr Emmanouil Noikokyris
9:15 - 10:30	<b>Logistics</b> Nicholas Barnett					
10:30 - 10:45	<i>Break</i>	<i>Break</i>	<i>Break</i>	<i>Break</i>	<i>Break</i>	<i>Break</i>
10:45 - 12:30	<b>Logistics</b> Nicholas Barnett	<b>Finance</b> Dr Emmanouil Noikokyris	<b>Logistics</b> Nicholas Barnett	<b>Global Supply Chain Management</b> Dr David Barnes	<b>Finance</b> Dr Emmanouil Noikokyris	<b>Group Presentation</b> Dr Emmanouil Noikokyris
12:30 - 13:30	<i>Lunch</i>	<i>Lunch</i>	<i>Lunch</i>	<i>Lunch</i>	<i>Lunch</i>	<i>Buffet TBC</i>
13:30 - 15:15	<b>Logistics</b> Nicholas Barnett	<b>Olympic Park</b>	<b>London Stock Exchange</b>	<b>Finance</b> Dr Emmanouil Noikokyris	<b>Finance</b> Dr Emmanouil Noikokyris	
15:15 - 15:30	<i>Break</i>			<i>Break</i>		
15:30 - 17:00	<b>Logistics</b> Nicholas Barnett			TBC	TBC	
17:00 - 18:00	<i>Buffet TBC</i>	<i>Finish</i>	<i>Finish</i>		<i>Finish</i>	
18:00 - 19:00	<b>TBC</b> <b>British Business Culture</b> Dr Mark Patton			<b>Austrian Chamber of Commerce</b> Norbert Gerner		



## Our partners



### [Georgetown University, Washington](#)

**Video:** <https://www.youtube.com/watch?v=uz6W-MhOOP4>

At Georgetown University, one of the oldest and most prestigious private universities in the United States, key factors are mediated to a successful business in North America. They deal with market definition, value creation opportunities, capital raising, leadership and risk management - whether in starting a new business or building a business within existing corporate structures



### SMBS - University of Salzburg Business School Georgetown University Washington

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
09:00	start 09:00	start 09:00	start 09:00	start 09:00	start 09:00	start 09:00
	<b>Introduction to U.S. Society, Markets, and Politics</b> Prof. Eric Langenbacher	<b>Trends in Training and Recruitment in the U.S.</b> Patricia Buchek	<b>Corporate Social Responsibility</b> Prof. Jose-Luis Guerrero	<b>Fostering Innovation</b> Prof. Mike Ryan	<b>Evolution of Financial Policy in the US and its Implications for Europe and the Globe</b> Prof. George Shambaugh	<b>Case Presentations</b>
10:30	break 10:30 - 10:45	break 10:30 - 10:45	break 10:30 - 10:45	break 10:30 - 10:45	break 10:30 - 10:45	break 10:30 - 10:45
	<b>Introduction to U.S. Society, Markets, and Politics</b> Prof. Eric Langenbacher	<b>Trends in Training and Recruitment in the U.S.</b> Patricia Buchek	<b>Corporate Social Responsibility</b> Prof. Jose-Luis Guerrero	<b>Fostering Innovation</b> Prof. Mike Ryan	<b>Evolution of Financial Policy in the US and its Implications for Europe and the Globe</b> Prof. George Shambaugh	<b>Case Presentations</b>
13:00	lunch 12:30-14:00	lunch 12:30-14:00	lunch 12:30-14:00	lunch 12:30-14:00	lunch 12:30-14:00	<b>Presentations of Certificates</b> end 13:30
	<b>Introduction to the case</b> Prof. Lynn Ross	<b>Fostering Entrepreneurship and Creativity</b> Prof. Robert Bies	<b>Advanced Strategic Management - Market Entry Strategy</b> Prof. Michael Czinkota	<b>Executive Negotiating Skills</b> Prof. Douglas McCabe	<b>Good Bosses, Bad Bosses and Leadership</b> Mike Mears	
15:30	break 15:30 - 15:45	break 15:30 - 15:45	break 15:30 - 15:45	break 15:30 - 15:45	break 15:30 - 15:45	
	<b>Campus Tour, Opening Reception</b>	<b>Fostering Entrepreneurship and Creativity</b> Prof. Robert Bies	<b>Advanced Strategic Management - Market Entry Strategy</b> Prof. Michael Czinkota	<b>Executive Negotiating Skills</b> Prof. Douglas McCabe	<b>Good Bosses, Bad Bosses and Leadership</b> Mike Mears	
17:00						



## Our partners



### **York University / University of Toronto, Toronto**

In Toronto, the subsequent module directly from Washington has topics such as Leadership, "What is Entrepreneurship?", Outsourcing, Managing across Cultures and Global Branding are processed. The distinguished speakers team comes from the University of Toronto, Rotman School of Management and the York University Toronto. Thus, this combined modules are for general manager of very high importance because the topics above are all in the field of "Entrepreneurship".



**SMBS - University of Salzburg Business School  
University of Toronto / York University - DRAFT**

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
09:00	start 09:00	start 09:00	start 09:00	start 09:00	start 09:00	start 09:00
	<b>North American Business Environment</b> Prof. Peter Constantinou	<b>Outsourcing</b> Prof. Walid Hejazi	<b>The Global Leader</b> Dr. Tom Sears	<b>Y o u r  D a y  Y o u r  W a y</b>	<b>Global Technology Strategy</b> Prof. Mihkel Tombak	<b>Case Presentations</b>
10:30	break 10:30 - 10:45	break 10:30 - 10:45	break 10:30 - 10:45		break 10:30 - 10:45	break 10:30 - 10:45
	<b>North American Business Environment</b> Prof. Peter Constantinou	<b>Outsourcing</b> Prof. Walid Hejazi	<b>The Global Leader</b> Dr. Tom Sears		<b>Global Technology Strategy</b> Prof. Mihkel Tombak	<b>Case Presentations</b>
13:00	lunch 12:30-14:00	lunch 12:30-14:00	lunch 12:30-14:00		lunch 12:30-14:00	<b>Presentations of Certificates</b> end 13:30
	<b>Introduction to the case</b>	<b>Before and After the Global Financial Crisis</b> Prof. Laurence Booth	<b>The Global Leader</b> Dr. Tom Sears		<b>Brand Management in a Crisis</b> Prof. Peter Constantinou	
15:30	break 15:30 - 15:45	break 15:30 - 15:45	break 15:30 - 15:45		break 15:30 - 15:45	
	<b>Campus Tour, Opening Reception</b>	<b>Before and After the Global Financial Crisis</b> Prof. Laurence Booth	<b>The Global Leader</b> Dr. Tom Sears		<b>Brand Management in a Crisis</b> Prof. Peter Constantinou	
17:00						



## Our partners



### **Fudan University, Shanghai**

This specialization module in the School of Management - China's No. 1 Business School in Shanghai, is with International and Intercultural Management - with a special focus on the Chinese market - another highlight of this international training.

Topics such as Chinese Culture, Chinese Economy, Foreign Investment in China - Opportunities and Risks, International Finance and RMB exchange regime, Intellectual Property Law in China and Strategic Marketing in China provide instructive and exciting discussions.



## Schedule

Zeit	Montag 11.05.2015	Dienstag 12.05.2015	Mittwoch 13.05.2015	Donnerstag 14.05.2015	Freitag 15.05.2015	Samstag 16.05.2015
<b>Start</b>	<b>Begrüßung 08:30</b>	Beginn 09:00	Beginn 09:00		Beginn 09:00	Beginn 09:00
	<b>Chinese Economy</b> Prof. Yihong Yu	<b>Business Model Comparison between MNC and Local Company (Part I)</b> Prof. James Yuann	<b>How to do crosscultural business</b> Prof. Bo Chen	<b>Y o u r  D a y  Y o u r  W a y</b>	<b>Intellectual Property Law</b> Prof. James Wang	<b>Group Presentations</b>
<b>Pause</b>	Pause 10:30 - 10:45	Pause 10:30 - 10:45	Pause 10:30 - 10:45		Pause 10:30 - 10:45	Pause 10:30 - 10:45
	<b>Chinese Economy</b> Prof. Yihong Yu	<b>Business Model Comparison between MNC and Local Company (Part I)</b> Prof. James Yuann	<b>How to do crosscultural business</b> Prof. Bo Chen		<b>Intellectual Property Law</b> Prof. James Wang	<b>Group Presentations</b>
<b>Mittag</b>	Mittag 12:00-13.45 Campus Tour 13.45-15.00	Mittag 12:00-14:00	Mittag 12:00-14:00		Mittag 12:00-14:00	<b>Certificate Celebration</b> Ende ca. 13.00
	<b>Impact on Foreign Business under the Current Business Environment in China</b> Prof. James Yuann	<b>Business Model Comparison between MNC and Local Company (Part II)</b> Prof. James Yuann	<b>How to do crosscultural business</b> Prof. Bo Chen		<b>Foreign Direct Investment in China and Local Firms: Survival Strategy</b> Prof. Youzhen Zhao	
<b>Pause</b>	Pause 16:30 - 16:45	Pause 15:30 - 15:45	Pause 15:30 - 16:00		Pause 15:30 - 15:45	
	<b>Impact on Foreign Business under the Current Business Environment in China</b> Prof. James Yuann	<b>Business Model Comparison between MNC and Local Company (Part II)</b> Prof. James Yuann	<b>Economic Forum</b>		<b>Foreign Direct Investment in China and Local Firms: Survival Strategy</b> Prof. Youzhen Zhao	
<b>Ende</b>	18:00	17:00	17:30			17:00



## Our partners



### [Sasin Business School, Bangkok](#)

**Video:** <https://www.youtube.com/watch?v=gAOd1n6xyi4>

The module at the Sasin Business School - Sasin Graduate Institute of Business Administration of Chulalongkorn University completes this high-profile training. Among other topics such as Managing Human Capital in a Global Context, Industrial Structure and Strategy Formulation, Management of New Venture Funding or Politics and Economics in the South-East Asia region are treated at this prestigious business school.



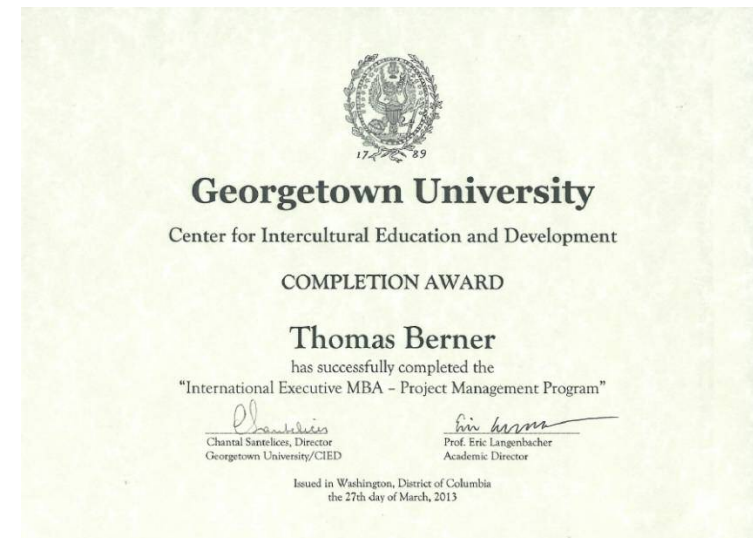
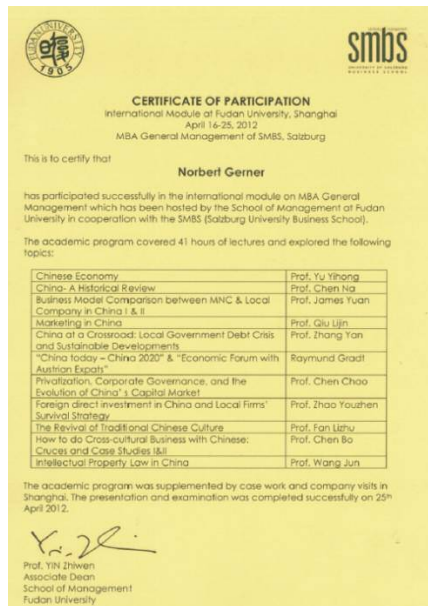


## Schedule

Zeit	Montag 18.05.2015	Dienstag 19.05.2015	Mittwoch 20.05.2015	Donnerstag 21.05.2015	Freitag 22.05.2015	Samstag 23.05.2015
<b>Start</b>	<b>Begrüßung 08:30</b>	Beginn 09:00	Beginn 09:00	Beginn 09:00	Beginn 09:00	Beginn 09:00
	<b>Multicultural Marketing Management</b> Prof. Kritika Kongsompong	<b>Financial Analysis and Valuation</b> Prof. Pattarake Sarajoti	<b>Managing Human Capital in Asian Context</b> Mr. Kulshaan Singh	<b>Sustainability Management</b> Mr. Alex Mavro	<b>ASEAN from an intellectual perspective</b> NN	<b>Group Presentations</b>
<b>Pause</b>	Pause 11:00 - 11:15	Pause 10:30 - 10:45	Pause 10:30 - 10:45	Pause 10:30 - 10:45	Pause 10:30 - 10:45	Pause 10:30 - 10:45
	<b>Multicultural Marketing Management</b> Prof. Kritika Kongsompong	<b>Financial Analysis and Valuation</b> Prof. Pattarake Sarajoti	<b>Managing Human Capital in Asian Context</b> Mr. Kulshaan Singh	<b>Sustainability Management</b> Mr. Alex Mavro	<b>ASEAN from an intellectual perspective</b> NN	<b>Group Presentations</b>
<b>Mittag</b>	Mittag 12:45-14:00	Mittag 12:30-13:30	Mittag 12:30-13:30	Mittag 12:30-13:30	Mittag 12:30	<b>Certificate Celebration</b> Ende ca. 13.00
	<b>Multicultural Marketing Management</b> Prof. Kritinee Nuttavuthisit	<b>Site Visit Stock Exchange of Thailand</b>	<b>Managing Human Capital in Asian Context</b> Mr. Kulshaan Singh	<b>Creativity and Management</b> Dr. Alexander Paufler	<b>Preparation for the presentation</b>	
<b>Pause</b>	Pause 15:30 - 15:45		Pause 15:30 - 15:45	Pause 15:30 - 15:45		
	<b>Multicultural Marketing Management</b> Prof. Kritinee Nuttavuthisit	<b>Management of New Venture Funding (Site Visit)</b> Exec. VP Chanitr Charnchainarong	<b>Managing Human Capital in Asian Context</b> Mr. Kulshaan Singh	<b>Economic Forum</b>	<b>Preparation for the presentation</b>	
<b>Ende</b>	17:45	17:45	17:45	<b>Austrian Reception</b>		



## Certificate awards our partners once the respective modules





## Statement of MSU graduates – Asian modules

*“To connect the modules in Shanghai and Bangkok is a very good idea, because it gives a fairly complete picture of the Asian region as a whole, but also gives a clear understanding of the differences in business approach of China in compare the ASEAN countries. The module at the Sasin University in Bangkok seemed to me more meaningful and interesting than in Shanghai, and well organized. However, the module in Fudan University, Shanghai, helped to get an idea of the key aspects that allow to build a successful business relationships in China. Knowledge obtained during the module, made me and my company to look at business opportunities in Asian region in new ways. And of course, the module in Asia is a great opportunity to learn more about Eastern culture. Thank you very much for the opportunity to participate in such an interesting and well-organized module.”*

Maria Barkovskaya, LL.M. MBA; Deputy Director on legal issues, LLC "AS Consult"

*“The Asian modules are the most interesting part of the program. It gives you the unique opportunity to learn how to run business in the fastest growing region. It’s well-known that usually you can make a high profit just in emerging markets as in developed economies competition is too strong and regulations are too strict. The best idea of these modules is that you can see the difference and specifics in running business in China and in other Asian countries. This is a very useful thing. I’d like also to mention that Sasin’s module differs from all others. Professors give you not the ordinary academic theory which you can learn in any country in the world, they give you IDEAS, global view on many processes happening on the planet. You will for sure open a lot of New in your world view. It gives you competitive advantages in your future life and work.*

*I’m really going to find some opportunities to run business in Asia after these modules and I’ve started to implement several ideas in my current business already. After these modules I can say that for me this program is fully compensated.”*

Mikhail Yanchuk, MAS MBA; CEO AntalBank, Moscow



## Dates / Organization (modules can also be taken in later classes in 2018)

- International Markets: **Fudan University Shanghai / Sasin Business School Bangkok**  
22 May – 03 June 2017: Monday – Saturday, Monday – Saturday
- Applied Strategic Management: **University of Westminster – London**  
04 – 09 September 2017: Monday – Saturday (Logistics instead Market Research / Derivatives)
- International Markets II: **Georgetown University Washington / UoT, York University - Toronto**  
2 weeks March 2018: Monday – Saturday, Monday – Saturday
- Contact: Norbert Gerner, Director Program Management  
[norbert.gerner@smbs.at](mailto:norbert.gerner@smbs.at)



**During the three international modules the performance assessments will be done by:**

Written exams

Group work / presentations

Case Studies

At the end of your studying you have to hand in a master thesis with approximately 80 pages in english. After the approbation (has to be positive) of the thesis you will present and defend your thesis in a final exam. After completion of all courses and the approbation you will be awarded with the degree „Master of Business Administration – MBA“ by the University of Salzburg.

Regular Course fee € 27.600,00 for 2 year study

**Course fee for Graduates of MSU € 9.500,00**

(Possibility to pay the fee in 3 parts – before each module)



## Admission

- Graduates of Management and Economic studies at Moscow State University
- Proven written and spoken English skills (online test)
- Admission interview (skype)



## Prerequisites and Content



## London / Great Britain (University of Westminster)

The module in London offers an in-depth view of some topics of international finance and market research.

The speakers will provide the tools to assess the financial risks of a business, to assess the value of the company and for assessing investment strategies. The second focus is devoted to the analysis of opportunities and risks in selected target markets. When new products are developed or when a new market is to be developed, critical factors, potential risks and the odds of winning have to be analyzed with a market analysis. For this purpose it is important to know where to find relevant market data to evaluate and to process. The students will develop a market analysis that is included simultaneously in the calculation of the shareholder value of a company. On the last day the results will be presented to the plenary. The content of the module will be supplemented by a program that introduces to the British "way of life".





## London / Great Britain (University of Westminster)

### Prerequisites (for the London module you should be familiar with the following topics)

Basic knowledge in Accounting, Finance and Controlling :

- Accounting
  - Foundations of bookkeeping
    - Assets, revenues, marginal returns
  - Balance Sheet (Reading and understanding)
  - Budgeting
  - Financial Reporting (Tools)
    - Statement of financial position
    - Statement of comprehensive income
    - Statement of cash flows
  - Key performance indicators
  - Cost accounting and results accounts
- Managerial Accounting
  - Cost Analysis
  - Cost-benefit Analysis
  - Live cycle costs analysis
  - Activity-based costing
  - Lean accounting
- Corporates Finance
  - Financial structure of the company
  - Financing instruments
  - Investment analysis



## Subjects covered in this module

**For the following subjects you will get pre-readings & literature to prepare**

- Risk Management
- International Finance
- Target Costing
- Shareholder Value Analysis
- Global Supply Chain Management



## Washington / USA (Georgetown University) / Toronto UoT/York

America stands for a very competitive but also very entrepreneurial business culture. To be entrepreneurially successful means to know the business opportunities and to realize these opportunities with discipline, energy and a lot of know how.

This module covers two distinct topics: Entrepreneurship and Business Success Factors in the North American markets. You will get to know the relevant political and socio-cultural changes in America, the psychology of successful entrepreneurs, the sources of entrepreneurial creativity and innovation, elements of risk assessment and risk management, venture capital and the development of market entry strategies.

All speakers come exclusively from the faculty of Georgetown University, primarily of the prestigious Mc Donough School of Business and York University / University of Toronto with its well-known Rotman School of Management. The study program is accompanied with visits to some of the best think tanks in the world and a self organized visit to a company of your choice (Your Day Your Way) where you will have an interview to find out more about of „Doing Business in America“.



## Washington / USA – Toronto / Canada

**Prerequisites (for the Washington module you should be familiar with the following topics)**

Basic knowledge in Marketing:

- 5 P's (Product, Price, Promotion, Place and People)
- Marketing-Mix
- Strategic Marketing (customer segmentation)
- Product Policy
- Price Policy
- Communication Policy
- Relationship Marketing

Basic knowledge in Strategic Management and managerial economics:

- SWOT-Analysis
- Basics in managerial economics
- Share- and Stakeholder Value
- Portfolio Management (BCG – Boston Consulting Group Portfolio)
- Balanced Score Card
- Porter 5 Forces
- Mission/Vision/Strategy
- Market driven strategy
- Resource driven strategy



## Subjects covered in this module

**For the following subjects you will get pre-readings & literature to prepare**

- Entrepreneurship and Business Success Factors in the North American Markets
- US Society
- Markets and Politics
- Risk Assessment and Financing in the US Market
- Trends in Training and Recruitment in the US
- Good Bosses – Bad Bosses: Executive Leadership
- Corporate Social Responsibility: Methods and Cases
- Market Entry in the US
- Management Approach in North America
- Your Day Your Way Toronto
- Global Leadership
- Brand Management
- Outsourcing



## **Shanghai / China (Fudan University) und Bangkok / Thailand (Sasin Business School)**

Content of this module are the critical success factors for the design of business in China and the ASEAN countries. The economy in the ASEAN States which include among other countries, Thailand, Singapore, Malaysia, Vietnam and Indonesia, populated by 600 million people, is one of the economic hot spots of the world.

In this module, based on investment and market entry decisions, you will compare the advantages and disadvantages and the comparative strengths and weaknesses of China and ASEAN countries. In order to do this optimally, the students will fly after six days at Fudan University directly to Bangkok and study there six days at the Sasin Business School. This allows studying the differences in political, economic, and cultural respect in theory and practice.

The Fudan University as well as the Sasin Business School at the University Chulalongkorn are among the top universities in the region. Both are internationally accredited by EQUIS and AMBA or AACSB and cooperate with the leading business schools in the world.



## **Shanghai / China (Fudan University) und Bangkok / Thailand (Sasin Business School)**

**Prerequisites (for the Shanghai / China module you should be familiar with the following topics)**

Basic knowledge in Strategic Management and managerial economics:

- SWOT-Analysis
- Basics in managerial economics
- Business planning
- Share- and Stakeholder Value
- model of strategic management
- Portfolio Management (BCG – Boston Consulting Group Portfolio)
- Balanced Score Card
- Porter 5 Forces
- Mission/Vision/Strategy
- Market driven strategy
- Resource driven strategy
- The theory of market entry strategy as taught in the US module.
- Leadership theories as taught in the US module.



## Subjects covered in this module

For the following subjects you will get pre-readings & literature to prepare

### China:

- Differences between economic activities in China and Europe
- Developing a Market Entry Strategy for China
- Venture Capital and Project Financing in China
- Your Day Your Way Shanghai
- Foreign Direct Investment in China
- Business Model Comparison of International Companies in China
- The Chinese Economic System
- Chinese Society
- Intellectual Property Law in China
- Case Study “Market entry in China”

### Bangkok:

- Cross-Cultural Management in ASEAN States
- Multicultural Marketing Management in ASEAN States
- Management of New Venture Funding in ASEAN States
- Management Human Capital in Asian Contexts
- Sustainability Management in ASEAN States
- Politics and Economics in the South-East Asia Region
- History and Culture in the South-East Asia Region
- Market Entry Strategies in China and South East Asia
- Case Study “Market entry in Thailand”





- Double MBA Degree: Lomonossov University and University of Salzburg
- New management techniques and methods
- International study experience at very attractive universities and locations
- Certificates from prestigious universities
- Increase the intercultural competence
- Short, blocked study duration