

# Master Programmes

Fulltime 2019 -2020

[RotterdamBusinessSchool.nl](http://RotterdamBusinessSchool.nl)



**ROTTERDAM BUSINESS SCHOOL**  
Rotterdam University of Applied Sciences





# Rotterdam

Studying at Rotterdam Business School means studying in the dynamic port city of Rotterdam, located in the Netherlands. Rotterdam offers the perfect location to embark on your international study career. Home to the largest port in Europe, Rotterdam has global trade and transport links. It is a gateway to Europe. A major factor of our success is staying closely tuned to the vibrance of the city.



**30,000** container ships arrive in the harbour every year



**80** new international firms settled in Rotterdam last year



**700** restaurants are in the city with over 45 different cuisines



**9,500** bicycles cycle across the Erasmus bridge every day



**1,2 million** inhabitants in the metropolitan region of Rotterdam



**175** different nationalities working and living together



**65,235** students studying at different universities in Rotterdam

As the second largest city of the Netherlands, Rotterdam is also known as the 'City of Architecture' because of the modern redevelopment after the Second World War. Not only are the buildings in Rotterdam innovative, but a lot of the inhabitants of Rotterdam are entrepreneurs as well. We are proud to be a part of this enterprising and multicultural city.

With various restaurants, bars, festivals and museums, Rotterdam has plenty to offer to our international students. Publications such as *The New York Times*, *The Wall Street Journal* and the *Lonely Planet* have nominated Rotterdam as one of the world's "must visit" destinations.





## Export industry

The Netherlands is a big player in the export industry. Therefore, it houses several successful multinational companies such as Unilever and Shell. This creates many opportunities for people who wish to work in a multinational environment.



**1602** The first stock market in the world was established in the Netherlands.

The lowest point in the Netherlands is **6,76 meters** below sea level.



# Study in Holland

Rotterdam is located in the Netherlands, also known as Holland. The Netherlands is a friendly, tolerant and open-minded country. This openness is not only seen on a professional level, but also socially and culturally. This makes the Netherlands ideally suited for receiving students who seek to enrich their international knowledge.

**17 million people** live in an area of approximately 41,500 km<sup>2</sup>. Therefore the Netherlands is one of the most densely populated countries in the world.

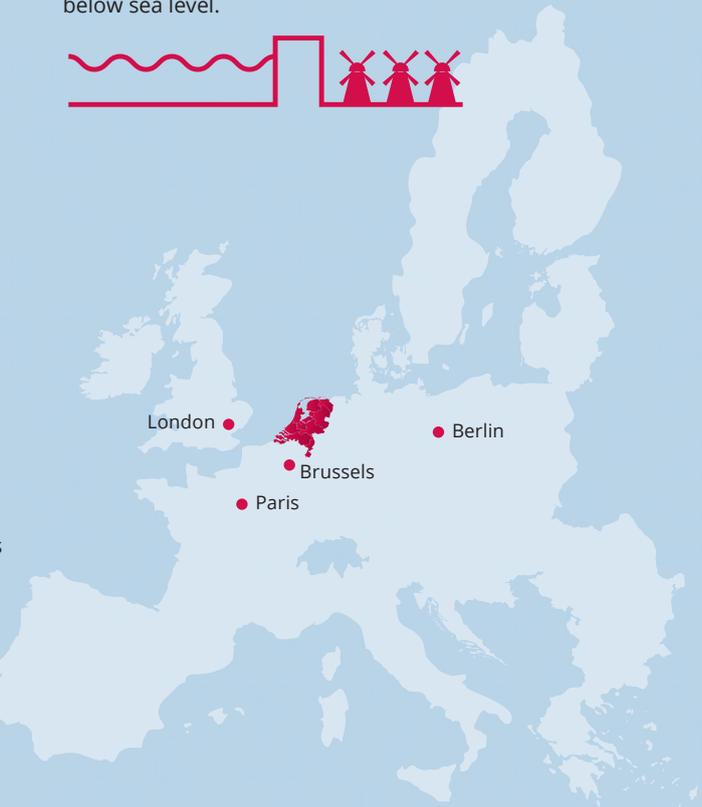


## International atmosphere

Although Dutch is the national language, the majority of people also speak English. It is possible to survive without any Dutch language skills. However, picking up a few words and phrases is always a bonus, especially if you want to work in the Netherlands.

## Train timetable

Rotterdam – Brussels	1 hrs
Rotterdam – Paris	3 hrs
Rotterdam – London	3 hrs
Rotterdam – Berlin	6 hrs





# Rotterdam Business School

Rotterdam Business School\* (RBS) is the economic domain of Rotterdam University of Applied Sciences and offers bachelor and master programmes taught in Dutch or English.

## ROTTERDAM BUSINESS SCHOOL

The world of economics is experiencing rapid, profound change. According to Rotterdam Business School, this requires inquiring professionals with a hands-on approach who can respond flexibly and intuitively to national and international changes. These professionals recognise opportunities and can turn them into commercially attractive, efficient and sustainable solutions.

In our Master programmes we educate talented professionals from around the world who are ready for change and respond to it by recognising opportunities and turning them into commercially attractive, efficient and sustainable solutions.

We practice what we preach because 'practical' is our distinctive strength. Our teaching methods critically reflect reality. The theory you learn is always applied directly in both research and practice. All of our top international lecturers are familiar with this approach. They encourage you to make mistakes and let you do so in a safe environment. After all, this how you learn best.

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*"We educate globally engaged, responsible business professionals with an entrepreneurial mindset"*

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## ROTTERDAM UNIVERSITY OF APPLIED SCIENCES

Rotterdam University of Applied Sciences (RUAS), in Dutch: Hogeschool Rotterdam, is one of the largest Universities of Applied Sciences in The Netherlands. Currently over 37,000 students are studying at RUAS which offers over 80 undergraduate and graduate programmes. With 10 different schools throughout the city, we educate a diverse student population to enter professional careers, which will lead to working together with people of various cultures in an international environment.

RUAS offers education through:

- A practical and professional approach
- Focus on real-world examples
- Skills and competences development
- Problem solving approach

'Exceed Expectations' is our motto and we promise to challenge you to do exactly this. Are you ready to get the best out of yourself?

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**4** bachelors and **3** masters English taught  
**3,700** students within the English taught programmes  
**30%** international students  
**52** different nationalities

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\* Rotterdam Business School is known in The Netherlands as Hogeschool Rotterdam Business School (HRBS).

# Our Master programmes

In our English-taught one year Master programmes we educate talented professionals from around the world who are ready for change and respond to it by recognising opportunities and turning them into commercially attractive, efficient and sustainable solutions.

- Master in Consultancy and Entrepreneurship
- Master in Finance and Accounting (MSc)
- Master in Logistics Management

## PROGRAMME STRUCTURE

The curriculum of the master programmes consists of specialisation and general subjects. This ensures a balance between knowledge and skills that is in line with the requirements of the modern business world. The general subjects, which focus on management, projects and research, provide a solid basis to build, to focus and go more in-depth into the specialisation subjects. The subjects are interactive and practical and challenges you to take an active role in the programme.

Throughout the year you will follow a personal leadership programme and work on an international project with students from the other master programmes. You will also have the opportunity to work with students from other universities on a sustainability related business challenge during the pressure-cooker week, which is integral part of the Managing Corporate Sustainability course. During the year you may join a number of field trips and company visits. This way you get a taste of the real world and you grow your network.

## NVAO ACCREDITATION

The Master programmes are accredited by the NVAO (Dutch-Flemish Accreditation Organisation)

## LECTURERS

Our lecturers are a reflection of the international classroom. You will be taught by a multinational mix of experts in the field of supply chain management, finance and consultancy. Our lecturers have years of professional experience in multinationals and hold a Master's or Doctoral degree. This combination of academic knowledge and practical experience provides you with the benefit of seeing how theory is applied in practice.

## STUDY LOAD

Our programmes consist of four study blocks. Each block consists of 10 weeks in which you will follow classes for eight weeks and take assessments in the last two weeks. The curriculum of the master programme consists of a coherent set of subjects, reflecting the profile of the study programme. If you have mastered the subject matter and you pass your exam/assignment, you will receive credits for this subject.

One credit reflects 28 hours of study per subject. The number of credits to be scored therefore depends on the number of lectures, the number of self-study hours and the time needed to prepare for the exams and assignments. The total study load (in credits) for the entire master programme is 60 credits.

## PROGRAMME OVERVIEW

### Specialisation subjects

Block 1	Block 2	Block 3	Block 4
specialisation subject overview on the next pages			

### General subjects within specialisation

Block 1	Block 2	Block 3	Block 4
• Research Methods & Academic Writing			
• Critical Thinking	• Managing Corporate Sustainability		
• Personal Leadership			

### General subjects shared with other disciplines

Block 1	Block 2	Block 3	Block 4
• Global Business in Transition (12-14 guestlectures)			
• International Project			

# Master in Finance and Accounting (MSc)

The goal of any enterprise is to create value for its stakeholders. Making the right financial decisions is essential for organisations to achieve the best possible results and to avoid unnecessary risks. The Master in Finance and Accounting enables you to build the knowledge and analytical skills you need to become a specialist in financial decision-making aimed at steering organisations to success.

## THE PROGRAMME

During the programme you will learn how to collect and open up all relevant financial information that a business needs to succeed, how to communicate with your stakeholders and how to take the lead in the process. You will be taught how to improve a business's ability to withstand extreme or unforeseen events, allowing it to take advantage and respond confidently to unfolding opportunities. Finally, you will gain the skills to connect organisations, their data, people and processes.

## YOUR FUTURE

Master in Finance and Accounting graduates perform successfully in fields such as:

- Translating external developments to internal business processes.
- Providing support for decisions about critical financial issues.
- Analysing the financial performance of the organisation as a whole and of individual business units.
- Implementing up-to-date cost systems and allocating decision rights.
- Developing a conceptual framework for providing accounting information to investors and creditors.



*"Scenario analysis and economic forecasting gave me the ability to analyse a country's business idea and to analyse if this specific country was worth investing in. After research was done enough scenario's could be used as a preparation in order to make effective business decisions. This is one of the things I like the most about the Master in Finance and Accounting, the opportunity to work with recent methods that aren't outdated."*

**Priyanka Hai** – Student Master in Finance and Accounting

See [rotterdamuas.com/mfa](https://rotterdamuas.com/mfa) for more information

## SPECIALISATION SUBJECTS

Block 1	Block 2	Block 3	Block 4
• Financial Reporting & Analysis	• Measuring and Increasing the Value of Companies	• Managing Risk and Uncertainty	• Management of Information
• Thesis Assignment			

## COMPETENCES

Specialisation competences

- Navigation
- Mediation
- Resilience
- Connectivity

General competences

- Critical and Analytical Thinking
- Creativity
- Collaboration



# Master in Logistics Management

Do you want to take your knowledge of logistics and supply chain management to the next level? Are you looking to enhance your managerial and leadership skills? A Logistics and Supply Chain Manager is not a master of just one specific area in the supply chain; he or she is a master of all areas including sourcing, planning, transportation, distribution, warehousing, inventory management, customer service and strategic leadership.

## THE PROGRAMME

Our programme is designed to provide you with the knowledge and skills required to develop yourself into a well-rounded Logistics and Supply Chain Manager. You will participate in an intensive programme of combined classroom learning, company projects and self-led projects. In this environment, you will broaden and deepen your theoretical knowledge about Logistics & Supply Chain Management while simultaneously developing your project management skills, and cultivating your personal leadership capabilities. At the end of the programme, you will be an expert in the functional areas of Logistics and Supply Chain Management and will be equipped with the skills necessary to manage a logistics organisation.

## YOUR FUTURE

Master in Logistics Management graduates perform successfully in fields such as:

- Managing the supply chain while evaluating it and making effective use of relevant tools, principles and concepts and of web-opportunities such as E-business.
- Controlling the production planning and scheduling process.
- Planning and forecasting while translating internal and external customer demands.

See [rotterdamuas.com/mlm](http://rotterdamuas.com/mlm) for more information

## SPECIALISATION SUBJECTS

Block 1	Block 2	Block 3	Block 4
• Leading and Managing Supply Chains	• Technology & Innovation in Supply Chain	• Port & Maritime Management	• Thesis Assignment
• Current Trends in Supply Chain Management	• Warehouse Management, Physical Distribution & Transport	• Operations Management & Manufacturing	
• Strategic Sourcing & Purchasing	• Integrated Business Planning & Control	• Supply Chain Management Simulation	

## COMPETENCES

Specialisation competences

- Holistic Approach
- Maximisation of value
- End-to-end optimisation
- Operationalisation of strategic vision

General competences

- Critical and Analytical Thinking
- Creativity
- Collaboration



*"In the Master in Logistics Management I did not only learn a lot about logistics and supply chain management, but I also trained my soft skills. My career is either the port or mail industry who will surely benefit from this."*

**Mouloukou Souleymane Kaba** – Alumni Master in Logistics Management

# Master in Consultancy and Entrepreneurship

The Master in Consultancy and Entrepreneurship programme is your stepping stone into the world of consultancy and entrepreneurship. You will be trained to be a business professional ready to work in the ever-changing international business environment.

## THE PROGRAMME

Through this intensive one-year programme, you will achieve a deep understanding of enterprises, learn how to lead your own business and how to effectively advise clients in order to make them more successful in their business. By either writing a business plan to start your own company or working on a real-life business case to improve the performance of your client's business, you will be offered a hands-on learning experience, which prepares you for your future career.

From the start of the programme you choose the learning track that suits you best: consultancy or entrepreneurship. You will take part in the same subjects for both tracks, only you will apply your knowledge and skills in different ways based on your choice of learning track. During both learning tracks, you will reach four different milestones, after which you will progress to the next phase of your studies.

See [rotterdamuas.com/mce](http://rotterdamuas.com/mce) for more information



*In the Master Consultancy and Entrepreneurship, I learned that to be fully successful as an entrepreneur, your mindset should be the one of a creative go-getter, seizing opportunities in every challenge while having sustainability as a core value in your business.*

**Melita Kurtovic** – Student Master in Consultancy and Entrepreneurship

## YOUR FUTURE

Graduates perform successfully as Management Consultants or Entrepreneurs:

- As a Management Consultant, you help organisations to improve their performance and increase their success. You have a deep understanding of the client in their business environment, are capable of managing change processes and facilitating the formulation and evaluation of business strategies.
- As an Entrepreneur you take initiative in setting up or leading a business. You can transform ambitious but realistic strategies and long-term goals to the business operation. The alertness of the Entrepreneur leads to recognising opportunities waiting to be seized.

## SPECIALISATION SUBJECTS

Block 1	Block 2	Block 3	Block 4
• Business Analytics	• Co-Creation	• Digital Dynamics	
• Value Creation & Business Models		• Business Simulation Week	
• International Marketing & Consultative Selling			
• Innovation & Creation	• Change Management & Organization Development		
• Finance & Funding			
	• Entrepreneurial Mindset		
		• Business Case	
	• Management of Control		
		• Business Plan	

## COMPETENCES

Specialisation competences

- Diagnosis
- Innovation
- Strategy
- Intervention
- Reflection

General competences

- Critical and Analytical Thinking
- Creativity
- Collaboration



# Master's Foundation Programme

The Master's Foundation Programme is an ideal preparation programme for the English taught Master programmes. The programme offers two courses to meet the needs for students with different educational backgrounds: the Intensive and Extensive course.

## HOW DO WE PREPARE YOU?

The Master's Foundation Programme is designed to assist your general business development. The Intensive and Extensive Master's Foundation Programme prepare you for our specialised master programmes. By taking classes such as English Skills, specialisation and supplementary courses you will have a solid foundation of business knowledge for your master studies.

You increasingly apply your knowledge throughout the course through presentations, writing business reports, working on projects with external companies and taking part in an online business simulation using real-time economic conditions. Emphasis is placed on the value of teamwork, self-reflection and personal development. This enables you to thrive in the master programme of your choice.

After a successful completion of the Master's Foundation Programme you will be admitted to the master programme at Rotterdam Business School.

See [rotterdamuas.com/foundation](http://rotterdamuas.com/foundation) for more information



## INTENSIVE COURSE

If you need that extra push for the English level or your business knowledge, the intensive course provides you with the necessary knowledge. During these six months you will strongly improve your English language skills and contribute to your general business development.



**DURATION**  
6 months



**INTAKE**  
February & September

### SUBJECT OVERVIEW

- Academic Writing
- Business English Skills
- Business Related Calculation
- Business Simulation
- Critical Thinking
- Marketing
- Organisational Behaviour
- Personal Development Programme
- Principles of Statistics
- Research Methodology
- Master Specialisation Course

## EXTENSIVE COURSE

If you are looking for a career change and you have a bachelor in a non-business related field, this programme provides the opportunity to change your major. We will prepare you for your Master of choice, by offering a combination of business related subjects like Marketing, Logistics and Organisational Behaviour next to subjects like Business English and Research Skills.



**DURATION**  
12 months



**INTAKE**  
September

### SUBJECT OVERVIEW

- Academic Writing
- Business Economics
- Business English Skills
- Business Related Calculation
- Business Simulation
- Business Statistics
- Critical Thinking
- External Business Project
- Language Elective Course: Dutch
- Marketing
- Organisational Behaviour
- Personal Development
- Research Methodology
- Master Specialisation Course

# Our facilities

Rotterdam University of Applied Sciences offers an inspiring learning and working environment in which you can study quietly, work together in groups or socialise with your fellow students. The well-equipped instruction and theory rooms promote effective knowledge sharing and interaction between students and lecturers. You can use the facilities at all our locations throughout the city.

## LIBRARY

Our library provides access to e-resources, research resources, specialist materials, and of course, a wide range of books. The online collection of the library has recently been expanded with access to Trendwatching, which is a database covering 16 B2C branches, over 20.000 innovations and many (mega) trends. Find relevant trends and innovations for your project, with the Trend Mapper. The staff are always willing to help you find anything you need and show you how to make the best use of the available information resources.

## IT SERVICES

Got a problem with your laptop? Can't connect to our wireless network? Want to know more on how to use certain software? Our friendly IT Helpdesk is here to make sure you can make the most out of all the IT resources we have available. On the Kralingse Zoom campus we have PCs, printing facilities and an in-house copy shop for all your professional printing requests.

## STUDENT GUIDANCE

We want our students to be successful and we assist you where possible:

- The Student Affairs Coordinator monitors your study progress. Questions or issues that may arise during the programme can be discussed with the Coordinator.
- The Student Counsellor is the person you can turn to with any questions and problems you might have. These could also be of a personal nature, e.g. matters relating to your family or partner. Whatever it may be, the Student Counsellors will always treat it with the utmost confidentiality.
- RUAS also offers relevant tools for students with special education needs in the form of arrangements, facilities and individual guidance which are geared to each individual student.

## CENTRE OF INTERNATIONAL AFFAIRS

The Centre of International Affairs (CoIA) is the department within the university that provides support to (international) students on programme application, housing, visa procedures or university exchange. They are here to assist you!

## SPORT FACILITIES

As a student of RUAS you can use the sport facilities on the Erasmus University campus, which is right next door. Try one of the 50 different sports, make use of professional trainers and instructors or join one of the 22 different student sports associations.

Erasmus Sport Center: [erasmussport.nl](http://erasmussport.nl)



A photograph of two men standing in front of a modern, multi-story building with a grid of windows and balconies. The man on the left is wearing a dark blue button-down shirt and has his hands in his pockets. The man on the right is wearing a light blue blazer over a white shirt. The background shows a clear blue sky and some greenery.

**Join one of our Business masters**

Practical and Professional  
English-taught master programmes in  
Europe's largest port: Rotterdam

# Practical & Enrolment information

## STEPS TO YOUR ENROLMENT

1. Apply & register for your master programme through [Studielink.nl](https://studielink.nl)
2. Send us the required certified documents via email for evaluation. Original documents in German or French are accepted. Documents in other languages need to be translated into English
3. We invite you for a Skype interview to talk about your motivation and answer any questions.
4. After a positive evaluation you will receive the conditional admission letter (and invoice).  
Your admission is finalised after we have received your original documents (payment & visa approved). After payment, we will apply for your student visa on your behalf. (only for non-EU/EEA nationalities)
5. Arrange your student housing and make your travel arrangements to come to the Netherlands. (for non-EU/EEA only after receiving the travel visa)
6. Introduction week: Supply us with your original documents and we will introduce you to the city and assist you with all required legal matters in Rotterdam.

## INTAKE DEADLINES

September intake: non-EU: 1 May EU/EEA: 31 Jul  
February intake: non-EU: 1 Nov EU/EEA: 1 Jan

## STUDENT SUPPORT

The Centre of International Affairs can assist you with several non-programme related matters.

### UNIVERSITY STUDENT HOUSING (by SSH)

Rent is between € 490 – € 640 per month including gas, water, electricity and internet. Bedding & cooking packages are optional. Reservations are on 'first come, first served' basis. More information and alternative housing providers: [rotterdamuas.com/Student-Housing](https://rotterdamuas.com/Student-Housing)

### PICK UP SERVICE

Pick-up service on arrival is provided to all international students arriving at Amsterdam Schiphol airport.

### INSURANCE

By Dutch law all citizens of the Netherlands must be insured. For Non-EU applicants, this is also a requirement to obtain the student visa. EU-applicants need to check if their insurance also covers studying in the Netherlands. Student insurance includes: healthcare, liability, legal aid and household goods.

### VISA/RESIDENCE PERMIT (non-EU/EEA only)

We arrange your study visa. More information about your visa application process and the costs can be found online: [rotterdamuas.com/visa](https://rotterdamuas.com/visa).

## Visit us

### INDIVIDUAL VISIT

If you have the chance, visit us on any regular weekday to have a look around on our campus, talk to students and to get a feeling of campus life. Contact our Student Ambassadors and they will schedule an individual meeting and tour to our campus with you. If you want to join a class, that could also be arranged.

### OPEN DAY

Throughout the year several Open Days are organised so you can have a taste of what our Master programmes have to offer. Join an Open Day for general information and meet current students and lecturers.

### MASTERCLASS

Attend a Masterclass and have the full on experience.

### WEBINAR

If you can't visit us in person, attend one of the online webinar master information-sessions. During the session you will learn more about the programmes and you can talk directly with current students. You can view the previous sessions on Youtube: [RBSrotterdam.nl](https://RBSrotterdam.nl).

## Contact us

For information or questions related to **Admissions and the programmes** contact:

### • Centre of International Affairs (CoIA)

Admissions [coia-admissions@hr.nl](mailto:coia-admissions@hr.nl)  
Housing [coia-housing@hr.nl](mailto:coia-housing@hr.nl)  
Phone +31 10 794 62 50

For information or questions related to **living in Rotterdam and student life** contact:

### • Student Ambassadors

Facebook International Students @ Rotterdam UAS  
Instagram InternationalStudents\_RUAS  
Skype RBS.student.team  
Email [coia-studentambassadors@hr.nl](mailto:coia-studentambassadors@hr.nl).

### • Rotterdam International Student Association (RISA)

Facebook/Instagram [risa rotterdam](https://risa.rotterdam.nl)  
Email [risarotterdam@gmail.com](mailto:risarotterdam@gmail.com)  
Website [risarotterdam.nl](https://risarotterdam.nl)



**exceed expectations**

[RotterdamBusinessSchool.nl](https://RotterdamBusinessSchool.nl)