

# Master programmes 2019-2020



# Table of contents

<b>Welcome to RSM</b>	<b>3</b>
<b>Multiple reasons to choose RSM</b>	<b>4</b>
<b>Introducing our master programmes</b>	<b>6</b>
» MSc International Management/CEMS	8
» MScBA Master in Management	12
» MScBA Accounting & Financial Management	15
» MSc Business Information Management	16
» MSc Finance & Investments	17
» MSc Global Business & Sustainability	18
» MSc Human Resource Management	19
» MSc Management of Innovation	22
» MSc Marketing Management	23
» MSc Organisational Change & Consulting	24
» MSc Strategic Entrepreneurship	25
» MSc Strategic Management	26
» MSc Supply Chain Management	27
<b>Alumni</b>	<b>29</b>
<b>Extracurricular activities</b>	<b>30</b>
<b>Career</b>	<b>31</b>
<b>Rotterdam</b>	<b>32</b>
<b>Application</b>	<b>36</b>
<b>More information</b>	<b>38</b>
<b>Financial Times Global Masters in Management Ranking 2017</b>	<b>40</b>

## Colophon

**Design:** Kris Kras context, content and design **Photography:** Chris Gorzeman, NBTC Holland Marketing, Rotterdam Branding Toolkit

**Cover image:** Marijke Speelberg, MSc Global Business & Sustainability | Onees Silie, MSc Finance & Investments | Sigrid Meltzer, MSc Global Business & Sustainability

# Welcome to RSM



**A**t Rotterdam School of Management, Erasmus University (RSM), we help people become critical, creative, caring and collaborative, and to be a force for positive change.

Driven by state-of-the-art research, each of our master programmes combines a stimulating intellectual environment with the opportunity to gain experiences in situations very similar to those you will encounter in the business world: working and collaborating in diverse groups, conducting independent research, implementing ideas, and interacting in international settings. We offer you the best of theory and practice to enhance your business career and be a leader of people and ideas.

All our master programmes provide:

- » a mix of educational formats ranging from case studies and group projects to internships and individual research
- » small-scale, interactive electives and group assignments that engage you in debate and discussion
- » being part of a diverse and international student body
- » challenging academic theory that reflects the latest business and management thinking.

Each programme is internationally oriented, accredited, taught in English, and meets the structure for bachelor and master degrees introduced by the Bologna Accord.

Upon graduation you will have an internationally recognised qualification from a leading European business school, and be part of a network of more than 36,000 RSM alumni.

In addition to our specialised master programmes in various business areas, exceptionally talented students can also apply for the selective 18-month MSc International Management/CEMS. Or, if you are a bachelor graduate from a non-business discipline such as law, arts, economics and engineering, you can boost your career opportunities through our 16-month Master in Management (MiM) programme.

You will find plenty of information about RSM's master programmes in this brochure and online, including first-hand experiences from students and alumni. Please contact us if you have any further questions about the programmes or RSM.

I look forward to welcoming you on campus in September 2019!

Steef van de Velde

Dean of Rotterdam School of Management, Erasmus University

## A truly international insight into business and management



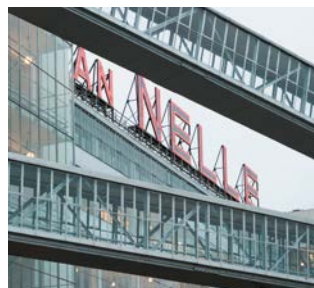
**Rotterdam is:**



**A gateway  
to Europe**



**The biggest  
port in  
Europe**



**A cosmo-  
politan city**



**A business-  
minded city**





RSM proudly has:



Located in the bustling  
Randstad region with a  
population of more than  
8 million

Triple crown accreditation

A consistent ranking among  
Europe's top business  
schools

# Introducing our master programmes



At RSM, you will find the **broadest selection of business master programmes** in the Netherlands. Each programme represents an **area of business or management** that is in great demand by organisations today.



**24**

Average age



**651**

Average GMAT score in 2018



**44%**

Average female students



**93**

Nationalities among students

## MSc International Management/CEMS

RSM's 18-month MSc International Management/CEMS is a dual degree programme, offered via a consortium of over 30 international business schools and more than 70 corporate partners. Admission is highly selective and restricted to top students aspiring to top international jobs.

See page

**08**

## IM/CEMS Curriculum

As an IM/CEMS student you will spend either the first or second semester on exchange at a CEMS partner university. Each CEMS school offers required CEMS modules, while providing its own unique academic and cultural experience within the CEMS network. A local CEMS club at each university fosters an active social life and CEMS spirit among CEMS students.

See page

**11**

## Master in Management

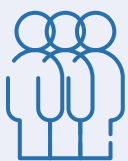
The 16-month Master in Management (MiM) programme is specifically designed for bachelor graduates who want to broaden their horizons and acquire management skills.

See page

**12**

## Eleven one-year MSc programmes

- » Accounting & Financial Management
- » Business Information Management
- » Finance & Investments
- » Global Business & Sustainability
- » Human Resource Management
- » Management of Innovation
- » Marketing Management
- » Organisational Change & Consulting
- » Strategic Entrepreneurship
- » Strategic Management
- » Supply Chain Management



**629**

Faculty and professional  
services staff



Over

**65%**

International  
faculty



**36,000+**

Alumni  
worldwide

**150+**

International  
partner schools



# MSc International Management/CEMS



**An accelerated start to your international management career.** Looking for a competitive advantage when taking the first steps in your international career in business or management? Then this is one of the best master programmes you can pursue.

The MSc International Management/CEMS brings you two degrees in one world-class 18-month programme through RSM's partnership with the global CEMS organisation. It offers an unrivalled start to your career thanks to high-quality international teaching and superb networking prospects. You can specialise through careful selection of courses and your thesis topic, or choose a track of more general management studies.

CEMS, the Global Alliance in Management Education, is a strategic alliance of top business schools and leading multinational organisations: over 30 world-class academic institutions around the world collaborate with over 70 corporate partners and 5 NGOs to offer international students a unique blend of high-quality education and professional experience. The Financial Times 2017 ranking places CEMS fourth in the world among the top master programmes in management.

Candidates already know that RSM is where they will find a solid business education in the largest international port in Europe, embedded in a nation with a rich history of trading. RSM is in the top five of the Financial Times' 2016 Global Masters in Management, placing number one for the international mobility of our graduates.

The programme's credentials, its focus on the practical aspect of business education and the highly competitive selection process ensure that you will join a highly motivated and talented class, and undertake a demanding international programme.



65

Average number of students in cohort



64%

Average international students in cohort



70%

Graduates starting work within 3 months after graduation



18 Months

Duration



- ✓ Management consultancy
- ✓ Consumer goods
- ✓ Financial sector
- ✓ Tech industry

Examples of industries where graduates work

- ✓ Management consultant
- ✓ Marketing manager
- ✓ Revenue analyst

Examples of graduates' job titles



THE GLOBAL ALLIANCE IN MANAGEMENT EDUCATION

## The IM/CEMS difference

The IM/CEMS at RSM is distinguished by its intensive quality and relatively small class sizes, encouraging students and staff to connect the curriculum to a broader social context. In IM/CEMS, the intertwining of education and extracurricular activities facilitates the achievement of personal targets set by the students.



## Key features

During the programme you will:

- » pursue two world-class management qualifications in one programme in an international city at the commercial heart of Europe
- » gain thorough knowledge of management in international companies
- » experience real consultancy projects and international internships
- » train in general and specialised management skills
- » take part in an international study exchange
- » become proficient in several languages.

## The CEMS network

The CEMS network is a co-operation of over 30 partner schools, all representing the best business schools in their respective countries, including the London School of Economics (LSE), UK; HEC Paris, France; ESADE, Barcelona, Spain; and the Ivey Business School in Ontario, Canada. Corporate partners include A.T. Kearney, BNP Paribas, L'Oréal, Facebook, Google, McKinsey, Nokia, and Procter & Gamble. Social partners include CARE International, Fairtrade International, United Nations Alliance of Civilizations, European Space Agency, and Transparency International.

## The CEMS spirit

CEMS students and alumni around the world share curiosity, ambition, awareness and passion for international experiences. They have a broad world view that welcomes cross-cultural differences, and embraces corporate social responsibility and sustainability as core values. This strong sense of community has often been called 'the CEMS spirit'.

After graduation, lifelong membership in the CEMS Alumni Association offers you a rich source of information, and job and networking possibilities. Many students find their first job even before graduation, thanks to the close collaborations between students and CEMS partner companies that take place during the programme.

"IM/CEMS is an exclusive programme that aims to develop the next generation of global leaders. So beyond gaining comprehensive knowledge of the various business functions, our students are equipped with the cross-cutting skills, mindsets and resilience that will allow them to build teams, to thrive in the context of ambiguity, and to lead others to action."

**Dr Meir Shemla**  
Associate Professor

## Admission criteria

- » A research university bachelor degree in business administration or related field consisting of a minimum total of 60 EC in advanced courses in strategic management, marketing, supply chain management and operations, finance and accounting, as well as a minimum total of 20 EC in qualitative and quantitative research methods and statistics.
- » A successful selection interview and assessment.
- » Proof of proficiency in two other languages – visit the RSM website for the exact language requirements.
- » For additional requirements please refer to the website.

More specific information about our admission requirements can be found on page 38, and on [www.rsm.nl/masteradmissions](http://www.rsm.nl/masteradmissions).







# IM/CEMS Curriculum

As an IM/CEMS student you will spend either the first or second semester on exchange at a CEMS partner university. Each CEMS school offers required CEMS modules, while providing its own unique academic and cultural experience within the CEMS network. A local CEMS club at each university fosters an active social life and CEMS spirit among CEMS students.

**A**n intensive one-week block seminar kicks off the first semester of the programme. Additionally, you will take core courses covering the foundation of international management, along with elective courses.

The second semester offers a core course in cross-cultural management, as well as a highlight of the programme: a consultancy-based business project for an international company. In both semesters students may tailor course selection to a certain functional domain or pursue a general track for broader training in all functions of business. If you did not go abroad in the first semester, then you spend the second semester at a CEMS partner university.

Most students plan their eight-week internship during the summer break, and this is where you really start to gather international experience and begin building your international, professional network. The third and final semester is tailored to producing your master thesis, considered to be the culmination of the IM/CEMS programme. This final semester begins with a research clinic, followed by academic exploration and development leading to your thesis.

## MSc International Management/CEMS

Business communication skills seminar					
• Block seminar (3 EC)					
Autumn semester (First semester)	Block 1	<ul style="list-style-type: none"> <li>International strategy (7.5 EC)</li> <li>International entrepreneurship (7.5 EC)</li> <li>Global supply chain management (7.5 EC)</li> <li>Choice of free elective(s)</li> </ul>	International business project (4.5 EC)	Skills Seminars	August
	Block 2	<ul style="list-style-type: none"> <li>Financial management and control (7.5 EC)</li> <li>Innovation management (7.5 EC)</li> <li>Choice of free elective(s)</li> </ul>			September
Spring semester (Second semester)	Block 3	<ul style="list-style-type: none"> <li>Management challenges in international organisations (7.5 EC)</li> </ul>			October
	Block 4	<ul style="list-style-type: none"> <li>Climate change strategy role play (6 EC)</li> <li>Using business analytics and machine learning for new products (7.5 EC)</li> <li>Choice of free elective(s)</li> </ul>			November
	Block 5	<ul style="list-style-type: none"> <li>International corporate finance (7.5 EC)</li> <li>Corporate venturing (7.5 EC)</li> <li>Choice of free elective(s)</li> </ul>			December
• CEMS internship					January
Thesis semester (Third semester)	Block 1	<ul style="list-style-type: none"> <li>Research clinic (5 EC)</li> </ul>			February
	Block 2-3	<ul style="list-style-type: none"> <li>Master thesis (20 EC)</li> </ul>			March
					April
					May
			June		
			July		
			August		
			September		
			October		
			November		
			December		
			January		
			February		



# MScBA Master in Management



**Business administration for non-business bachelor graduates.** This 16-month Master in Management (MiM) opens up a new sphere of career possibilities for you if you are a bachelor graduate from a non-business discipline; law, arts, sciences, economics, engineering and other subjects. Your previous academic knowledge combined with this programme will challenge you to find your personal driver, which will help you become a problem-solving and result-oriented business professional. You will acquire a depth of knowledge from key domains in business administration through contact with real companies in consultancy projects, and prepare for the labour market by working in international teams and critically reflecting on your career goals.

## Extend your programme

It may be possible to extend your programme to two years and gain extra experience with an internship, an international exchange, or by following MSc electives. These options allow you to tailor the programme to your own career ambitions.

## Admission criteria

- » A research university bachelor degree in any discipline except business administration containing a minimum total of 20 EC in quantitative research methods and statistics.
- » For additional requirements please refer to the website.

More specific information about our admission requirements can be found on page 38, and on [www.rsm.nl/masteradmissions](http://www.rsm.nl/masteradmissions).

## Programme structure

The MSc Business Administration Master in Management is a 90 EC programme. It consists of 60 EC towards the degree and 30 EC as foundation. This foundation prepares non-business bachelors for master-level business courses. The 30 EC at foundation level are incorporated into the curriculum, generally as the first part of a course. There are no exemptions from the foundation elements of the programme.



73

Average number of students in cohort



85%

Average international students in cohort



100%

Graduates starting work within 3 months after graduation



16 Months

Duration



- ✓ Consulting
- ✓ Technology
- ✓ Tourism

Examples of industries where graduates work

- ✓ Digital optimisation specialist
- ✓ Product manager
- ✓ Management consultant

Examples of graduates' job titles



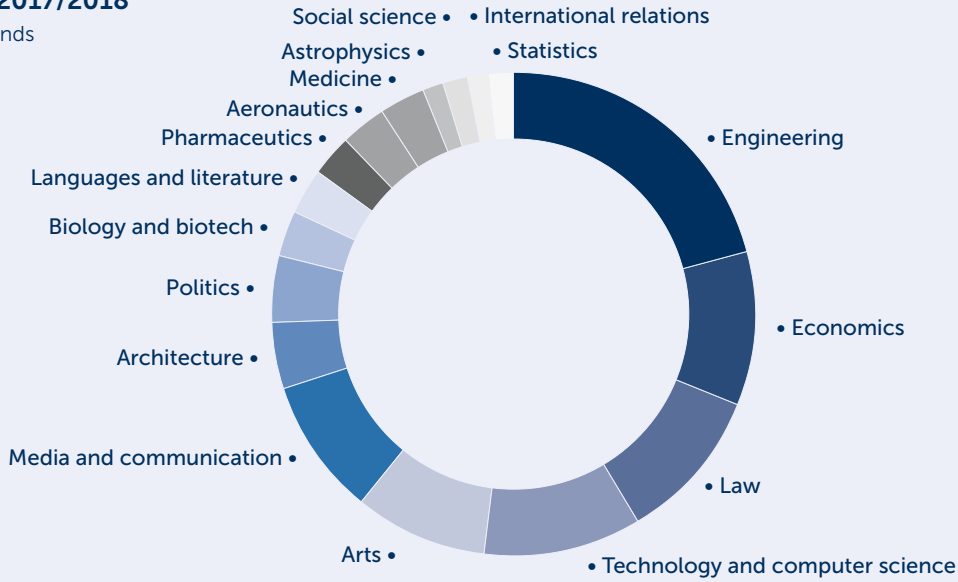
"Most Master in Management students look for both a change and a boost in their career. RSM's programme delivers both. The diversity among MiM students makes it an intellectually liberating environment, where theoretical thinking is always challenged. Academic knowledge and practical skills are channeled into first-hand experiences with managerial problems, facilitating a jump-start in the business world. RSM's MiM is both an exciting 16-month ride and a great investment in a student's future."

**Dr Gabriele Paolacci**

Associate Professor of Marketing Management

### MiM Class of 2017/2018

Degree backgrounds



### MScBA Master in Management

Semester	Block	Coursework	ECs	Month
Autumn semester (first semester)	Block 1	Kick-off and team building		September
	Block 2	<ul style="list-style-type: none"> <li>Entrepreneurial challenge I (2 EC)</li> <li>Corporate governance (4 EC)</li> <li>Strategic management and renewal (4 EC)</li> <li>Marketing (4 EC)</li> </ul>	5	October, November
Spring semester (second semester)	Block 3	<ul style="list-style-type: none"> <li>Accounting (4 EC)</li> <li>International business strategy (3 EC)</li> <li>Organisational behaviour (3 EC)</li> </ul>	5	December, January
	Block 4	<ul style="list-style-type: none"> <li>Business and society (4 EC)</li> <li>Managerial decision-making and negotiation (3 EC)</li> </ul>	7	February, March
	Block 5	<ul style="list-style-type: none"> <li>Corporate finance (4 EC)</li> <li>Human resource management (4 EC)</li> <li>Management science (3 EC)</li> </ul>	7	April, May
Thesis semester (third semester)	Block 6	<ul style="list-style-type: none"> <li>Disruptive innovation (4 EC)</li> <li>Information strategy (3 EC)</li> <li>Operations and supply chain management (4 EC)</li> </ul>	8	June, July
	Block 7	<ul style="list-style-type: none"> <li>Research clinic and thesis proposal (2 EC)</li> <li>Entrepreneurial challenge II (2 EC)</li> </ul>	2	August, September
		Master thesis (16 EC)	16	October, November, December







# MScBA Accounting & Financial Management



**Specialising in insightful financial information.** Financial information functions as the nervous system of all economic organisations and markets, helping managers and investors to make economically sound decisions. Specialists trained in accounting and financial management understand what financial and non-financial information managers and investors need, how such information is used, and how it can be securely gathered and distributed throughout the organisation and to the outside world. RSM's Master in Accounting & Financial Management prepares you to be such a specialist.

You will:

- » prepare and analyse financial information and performance indicators to make decisions about new business opportunities, equity investments, and mergers and acquisitions
- » understand how managers can be motivated by financial and non-financial performance indicators, and how this can help to evaluate their past decisions
- » develop information systems and controls, and perform audits that help to ensure the reliability of financial and non-financial information
- » explore and apply international regulations and guidelines that govern accounting and financial management.

## Admission criteria

- » A research university bachelor degree containing a minimum total of 20 EC in qualitative and quantitative research methods and statistics as well as a minimum of 40 EC in advanced courses in business administration including accounting and finance.
- » For additional requirements please refer to the website.

More specific information about our admission requirements can be found on page 38, and on [www.rsm.nl/masteradmissions](http://www.rsm.nl/masteradmissions).

## Programme structure

### Core courses (22 EC)

- » International financial reporting
- » Management control
- » Business analysis and valuation
- » Financial information and decision-making
- » Career development
- » Presentation and social skills
- » Your future career

### Examples of electives\* (18 EC)

- » Accounting analytics
- » Controllership
- » M&A and corporate governance

*\*Some electives have limited capacity*

### Thesis (20 EC)

- » Research methodology and master thesis



110

Average number of students in cohort



38%

Average international students in cohort



87%

Graduates starting work within 3 months after graduation



12 Months

Duration



- ✓ Accounting
- ✓ Management consultancy
- ✓ Financial industry

Examples of industries where graduates work

- ✓ Auditor
- ✓ Analyst
- ✓ Accountant

Examples of graduates' job titles

"RSM's Accounting & Financial Management programme has a strong business focus, a practical orientation, and much attention for personal skills development. It helps you develop into the financial specialist that employers in financial management, controlling, auditing, or financial consultancy are craving for nowadays: a financial specialist with a strong backbone in accounting, who is a trusted advisor and partner of management."

**Prof. Erik Peek**

Professor of Business Analysis and Valuation



# MSc Business Information Management



**At the intersection of business and information.** Do you have the ambition to understand the role of digital technologies in creating business opportunities and transform organisations through technology? Our programme sits at the intersection of business and IT, and is the ideal platform to launch your international career. It focuses on the management of information as a strategic resource for improving overall business performance, and develops professionals who combine analytical know-how and business knowledge.

You will investigate the business side of information management for unlocking IT innovations, discover the technical side of leveraging big data to identify business opportunities, and learn how to apply findings and take action. The multidisciplinary approach gives you a broader background than information management alone.

## Admission criteria

- » A research university bachelor degree containing a minimum total of 20 EC in qualitative and quantitative research methods and statistics as well as a minimum of 40 EC in advanced courses in business administration including information management.
- » For additional requirements please refer to the website.

More specific information about our admission requirements can be found on page 38, and on [www.rsm.nl/masteradmissions](http://www.rsm.nl/masteradmissions).

## Programme structure

### Core courses (22 EC)

- » Information strategy
- » Designing business applications
- » Business architecture and transformation
- » Big data management and analytics

### Examples of electives\* (18 EC)

- » Customer-centric digital commerce
- » Programming for managers
- » Big data and business analytics
- » Innovation in the digital age

*\*Some electives have limited capacity*

### Thesis (20 EC)

- » Research methodology and master thesis



259

Average number of students in cohort



29%

Average international students in cohort



87%

Graduates starting work within 3 months after graduation



12 Months

Duration



- ✓ Management consultancy
- ✓ Software and computing services
- ✓ Technology
- ✓ Multimedia
- ✓ Telecom

Examples of industries where graduates work

- ✓ Information manager
- ✓ Business consultant
- ✓ IT consultant

Examples of graduates' job titles



"In the BIM master programme students are prepared for playing a crucial role in organisations, by analysing and improving information flows and by translating what is possible technologically into clear business value."

**Prof. Ting Li**  
Professor of Digital Business

# MSc Finance & Investments



**A management perspective on financial decision-making.** The MSc Finance & Investments deals with qualitative and quantitative financial decision-making from the perspective of companies, investors and individuals. You will gain state-of-the-art knowledge, insights and skills essential for a successful career in a financial position. The research-driven programme is based on the latest theories and applications.

RSM has been awarded Chartered Financial Analyst (CFA) Program Partner Status by the CFA Institute and Chartered Alternative Investments Analyst (CAIA) Programme Partner Status by the CAIA Institute. In this programme, you have the unique opportunity to qualify for an RSM degree and prepare for the Level I CFA and CAIA exams at the same time.

## Admission criteria

- » A research university bachelor degree containing a minimum total of 20 EC in qualitative and quantitative research methods and statistics as well as a minimum of 40 EC in advanced courses in business administration including finance.
- » For additional requirements please refer to the website.

More specific information about our admission requirements can be found on page 38, and on [www.rsm.nl/masteradmissions](http://www.rsm.nl/masteradmissions).

## Programme structure

### Core courses (26 EC)

- » Corporate finance
- » Investments
- » Valuation
- » Research methods
- » Business ethics

### Examples of electives\* (18 EC)

- » Private equity
- » FinTech
- » Financial analytics
- » Sustainable finance
- » Financial modeling
- » Portfolio management
- » Derivatives
- » Mergers and acquisitions

*\*Some electives have limited capacity*

### Thesis (16 EC)

- » Research methodology and master thesis



327

Average number of students in cohort



65%

Average international students in cohort



78%

Graduates starting work within 3 months after graduation



12 Months

Duration



- ✓ Investment and merchant banks
- ✓ Insurance
- ✓ FMCG

Examples of industries where graduates work

- ✓ Financial analyst
- ✓ Financial advisor

Examples of graduates' job titles

"The MSc Finance & Investments combines the latest academic insights with practical applications and allows you to tailor the programme to your own interests through a wide variety of up-to-date electives, including financial analytics, FinTech, and sustainable finance."

**Prof. Mathijs van Dijk**  
Professor of Finance





# MSc Global Business & Sustainability



**A master in sustainable business.** In this programme, you will focus on business strategies and responsibilities in the face of global economic, social and environmental challenges. It examines how business leaders manage sustainability threats, and how new market opportunities are pursued through sustainable value creation.

The MSc Global Business & Sustainability investigates complex sustainability challenges in a broad, integrated and holistic manner addressing the multiple perspectives of companies, governments and NGOs. It teaches you cutting-edge advancements in the theory and practice of sustainable business, and challenges you to formulate your own ideas and propose solutions for transformative change toward more sustainable societies.

## Admission criteria

- » A research university bachelor degree containing a minimum of 60 EC of relevant courses consisting of a minimum total of 20 EC in qualitative and quantitative research methods and statistics, a minimum of 40 EC in advanced courses of which at least 20 EC in organisation studies, management or business administration. The remaining 20 EC may contain courses in social sustainability, social justice, ethics, human rights, ecological sustainability or business administration.
- » For additional requirements please refer to the website.

More specific information about our admission requirements can be found on page 38, and on [www.rsm.nl/masteradmissions](http://www.rsm.nl/masteradmissions).

## Programme structure

### Core courses (21 EC)

- » Sustainability leadership and planetary boundaries
- » Global business strategies
- » Sustainability and behavioural ethics
- » Personal narrative, communication and career
- » Sustainability grand challenges

### Examples of electives\* (18 EC)

- » Corporations and justice
- » Social entrepreneurship
- » Climate change strategy role-play
- » Circular economy

*\*Some electives have limited capacity*

### Thesis (21 EC)

- » Research methodology and master thesis



76

Average number of students in cohort



64%

Average international students in cohort



84%

Graduates starting work within 3 months after graduation



12 Months

Duration



- ✓ Consulting
- ✓ Government
- ✓ Non-profit/NGO

Examples of industries where graduates work

- ✓ CSR manager
- ✓ Policy maker
- ✓ Controller or auditor

Examples of graduates' job titles



"Our Global Business & Sustainability master teaches cutting-edge academic knowledge and requires students to apply it in practice. Our programme uses innovative teaching methods to help students critically analyse and develop new corporate practices. Through strong connections with alumni and partners in the private, public and civil society sectors, our students have a network of change agents, seeking to tackle global sustainability challenges through rewarding careers."

**Dr Steve Kennedy**  
Associate Professor

# MSc Human Resource Management



**Managing and leading people in organisations.** Leading and managing people is arguably the most important task in any organisation because value is created with and by people. Leaders, including HR and line managers, must understand what makes people more effective, efficient, and creative. Only then can organisations meet the challenges the environment poses on them, gain a competitive edge, and be a force for positive change.

So are you highly motivated and interested in the people that make up an organisation? This programme offers you a unique research-based insight into what organisational leaders see as their main source of success: the ability to manage people.

## Admission criteria

- » A research university bachelor degree containing a minimum total of 20 EC in qualitative and quantitative research methods and statistics, as well as a minimum of 40 EC in advanced courses in business administration including organisational theory and behaviour, industrial and organisational psychology or social psychology.
- » For additional requirements please refer to the website.

More specific information about our admission requirements can be found on page 38, and on [www.rsm.nl/masteradmissions](http://www.rsm.nl/masteradmissions).

## Programme structure

### Core courses (22 EC)

- » Managing people in organisations
- » Current issues in HRM
- » Strategic and international HRM
- » Building healthy organisations for optimal human performance

### Examples of electives\* (18 EC)

- » High-performance leadership
- » Management of diversity and inclusion
- » Leadership development and training
- » Managerial and group decision-making
- » Your future career

*\*Some electives have limited capacity*

### Thesis (20 EC)

- » Research challenges in HRM and organisational behaviour, and master thesis



34

Average number of students in cohort



57%

Average international students in cohort



91%

Graduates starting work within 3 months after graduation



12 Months

Duration



- ✓ HR consulting
- ✓ FMCG
- ✓ Retail

Examples of industries where graduates work

- ✓ Human resource analyst
- ✓ Reward analyst
- ✓ Human resource manager

Examples of graduates' job titles

"The MSc Human Resource Management uses the latest academic knowledge to develop practical insights about how to effectively manage people in organisations. We draw from research on leadership, teams, organisational behaviour, and strategic and international HRM, which you will apply to practical examples through organisation visits, case studies, and in-company projects."

**Dr Rebecca Hewett**  
Assistant Professor







## Study in Rotterdam

Rotterdam is the Netherlands' second largest city. The largest port of Europe, and a cosmopolitan city in one. In addition to the city's vibrant hospitality scene, there are plenty of student activities. You can join the Erasmus Student Network (ESN), which organises lots of social programmes, trips, interesting debates and cultural events, on and off campus. With a party now and then, of course.





Photo by: Gerhard van Roon/Kunst en Vliegwerk RP



# MSc Management of Innovation



**For future leaders in innovation.** This programme is dedicated to the integrated and dynamic field of innovation. You will investigate innovation management through a unique blend of theoretical perspectives, case analyses, and practical experiences. As an innovation leader, you will be able to generate and sense creative ideas, implement those ideas, and transform organisations, markets and business ecosystems.

Alter your way of thinking towards a mindset of innovation through this programme. You will develop skills to spread this mindset through organisations, learn to overcome resistance, negotiate, and execute innovation. You will investigate innovation challenges with classmates, faculty members and representatives from companies. As part of the individual and team assignments, you will regularly present and carry out your findings in class or on site at participating companies.

## Admission criteria

- » A research university bachelor degree containing a minimum of 20 EC in qualitative and quantitative research methods and statistics as well as a minimum of 40 EC in advanced courses in business administration OR a Bachelor of Science degree from a research university in an engineering field combined with a minimum of 20 EC in business administration courses.
- » For additional requirements please refer to the website.

More specific information about our admission requirements can be found on page 38, and on [www.rsm.nl/masteradmissions](http://www.rsm.nl/masteradmissions).

## Programme structure

### Core courses (22 EC)

- » Strategy of innovation
- » Organisation of innovation
- » Creativity for innovation
- » Idea evaluation
- » Innovation projects and teams

### Examples of electives\* (18 EC)

- » Open innovation
- » New business development
- » Circular economy

*\*Some electives have limited capacity*

### Thesis (20 EC)

- » Research methodology and master thesis.



81

Average number of students in cohort



52%

Average international students in cohort



78%

Graduates starting work within 3 months after graduation



12 Months

Duration



- ✓ FMCG
- ✓ Energy
- ✓ Technology

Examples of industries where graduates work

- ✓ Business developer
- ✓ Product manager
- ✓ Innovation consultant

Examples of graduates' job titles



"This programme cultivates innovation leaders who adapt to change and also create it. Students learn theories and frameworks on how to foster and manage innovation activities in organisations, interact with business leaders to gain first-hand experience, and harness unique interpersonal and business skills. They also work closely with faculty to generate new academic knowledge, and solve challenging real-life business problems. We also support students to carry out innovations to improve the world."

**Dr Murat Tarakci**

Associate Professor of Innovation Management

# MSc Marketing Management



**Marketing is fundamental to vision and strategy.** Marketing is an important driver of performance in organisations. By studying different aspects of the marketing process you learn how strategies and tactics result in the success or failure of products and services. People who understand marketing are better able to develop a successful vision and strategy for their businesses.

RSM's research in marketing management has a strong global reputation, and the master programme is practically oriented, research-driven and internationally focused.

After two blocks of core courses focused on understanding consumer behaviour and marketing strategy, students will be able to select one of our three specialisation tracks:

- » Brand and product management
- » Digital marketing and analytics
- » Individual study plan

## Admission criteria

- » A research university bachelor degree containing a minimum total of 20 EC in qualitative and quantitative research methods and statistics, as well as a minimum of 40 EC in advanced courses in business administration and marketing OR business communications and marketing.
- » For additional requirements please refer to the website.

More specific information about our admission requirements can be found on page 38, and on [www.rsm.nl/masteradmissions](http://www.rsm.nl/masteradmissions).

## Programme structure

### Core courses (22 EC)

- » Consumer behaviour
- » Consumer marketing research
- » Personal professional development
- » Marketing strategy
- » Marketing strategy research
- » Your future career

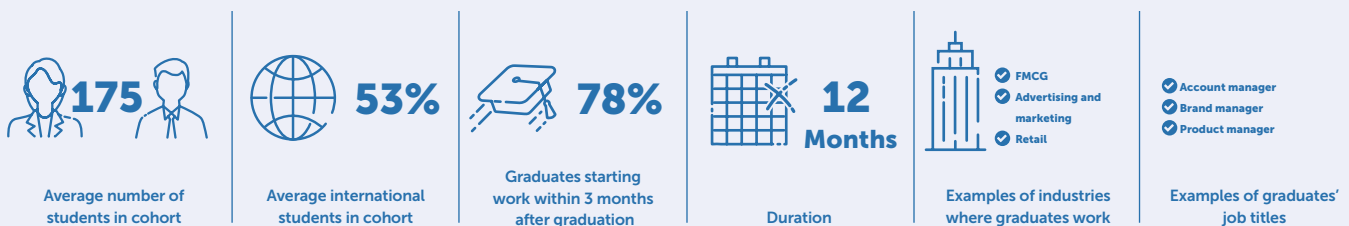
### Examples of electives\* (18 EC)

- » Big data analytics for marketing insight
- » Choice architecture
- » Customer experience management
- » Neuromarketing

*\*Some electives have limited capacity*

### Thesis (20 EC)

- » Thesis clinic and master thesis.



"Our marketing students can tailor the programme to their career interest in one of the specialisation tracks, brand and product management or digital marketing and analytics, or by following an individual study plan. We're always innovating content and teaching methods to reflect contemporary developments in marketing and education. And career events and a strong student association provide ample opportunity to interact with future employers on campus."

**Dr Yvonne van Everdingen**  
Associate Professor of Marketing Management





# MSc Organisational Change & Consulting



**In the world of business, change is the only constant. Master it.** Change is in the air. The demand for managers to act as change agents is sharply on the rise. In this master, you can combine intellectual curiosity about the nature of modern, complex organisations with developing practical consulting skills geared towards changing such social systems. Organisations are often locked into routines and patterns, and they have other wicked problems. This means organisations must transform themselves to cope with economic upheaval and social and technological innovation. They lean on organisational change professionals to improve and maintain the quality of their changing strategy and operations.

RSM's MSc Organisational Change & Consulting equips you with the knowledge and skills to become one of those professional knowledge workers.

## Admission criteria

- » A research university bachelor degree containing a minimum total of 20 EC in qualitative and quantitative research methods and statistics, as well as a minimum of 40 EC in advanced courses within the domain business administration or public administration including a course in organisation theories.
- » For additional requirements please refer to the website.

More specific information about our admission requirements can be found on page 38, and on [www.rsm.nl/masteradmissions](http://www.rsm.nl/masteradmissions).

## Programme structure

### Core courses (22 EC)

- » Block 1: Consulting
  - Managing professional organisations
  - Foundations of consulting
  - Personal development trajectory
- » Block 2: Change
  - Theories on change, behaviour and differences
  - Studying change
- » Your future career

### Examples of electives\* (18 EC)

- » Advisory skills
- » Rhetoric for managers
- » Cross-cultural management

*\*Some electives have limited capacity*

### Thesis (20 EC)

- » Research methodology and master thesis.



40

Average number of students in cohort



64%

Average international students in cohort



92%

Graduates starting work within 3 months after graduation



12 Months

Duration



- ✓ Consulting
- ✓ Finance
- ✓ Technology

Examples of industries where graduates work

- ✓ Change manager
- ✓ Consultant
- ✓ Policy advisor

Examples of graduates' job titles



"The MSc Organisational Change & Consulting helps its students to navigate the quickly changing world of work, with its major challenges for organisation development and change. Our students are trained to engage with change appreciatively and professionally, and they are encouraged to critically evaluate situations and possibilities, and to seek concrete and responsible solutions."

**Dr Bas Koene**  
Assistant Professor

# MSc Strategic Entrepreneurship

 [rsm.nl/entrepreneurship](http://rsm.nl/entrepreneurship)

**Entrepreneurs make a difference – do it.** Start-ups, scale-ups and existing organisations with a renewed business model have something in common – they identify and exploit new business opportunities that transform business landscape often by addressing environmental and social challenges. This is the essence of the entrepreneurial process.

In this MSc programme, you will gain knowledge and acquire entrepreneurial skills to create and grow new businesses within new ventures or established companies. You will blend theory, a rigorous scientific approach and learning-by-doing on and off campus with renowned and passionate academics, experienced entrepreneurs, skilful investors and dedicated alumni.

## Admission criteria

- » A research university bachelor degree containing a minimum total of 20 EC in qualitative and quantitative research methods and statistics, as well as a minimum of 20 EC in advanced courses in business administration such as accounting, finance, marketing, human resource management, operations, innovation management, entrepreneurship, strategy, supply chain management, or micro- or macroeconomics.
- » For additional requirements please refer to the website.

More specific information about our admission requirements can be found on page 38, and on [www.rsm.nl/masteradmissions](http://www.rsm.nl/masteradmissions).

## Programme structure

### Core courses (22 EC)

- » Opportunity creation
- » Entrepreneurial skillset
- » Start-up and growth
- » Corporate entrepreneurship
- » Your future career

### Examples of electives\* (18 EC)

- » Social entrepreneurship
- » New business development
- » Financial intelligence for entrepreneurs
- » Managing the family business

*\*Some electives have limited capacity*

### Thesis (21 EC)

- » Research methodology, thesis trajectory and master thesis Career Service (1 EC)



59

Average number of students in cohort



64%

Average international students in cohort



100%

Graduates starting work within 3 months after graduation



12 Months

Duration



- ✓ Start-ups
- ✓ Technology
- ✓ Corporate organisations

Examples of industries where graduates work

- ✓ Entrepreneur
- ✓ Business developer
- ✓ Project manager

Examples of graduates' job titles

"Our programme helps strategic entrepreneurship students to develop their entrepreneurial mindset and equips them with tools to continuously test their ideas within a safe environment. Students also work with the Erasmus Centre for Entrepreneurship to get exposure and feedback from peers, mentors, experienced investors and fellow entrepreneurs. RSM applies innovative teaching techniques, and supports students with starting up their own businesses or developing their ideas within existing organisations."

**Dr Magdalena Cholakova**

Assistant Professor of Strategy and Entrepreneurship



# MSc Strategic Management



**Strategies for international challenges.** The MSc Strategic Management programme is uniquely geared to help you develop for positions as general manager or strategy consultant. Focusing on the bigger strategic decisions, you will learn to think like a business leader in your career at large multinational and major consulting firms.

You will explore how to approach complex strategic decisions, to analyse the facts, and to develop and evaluate strategic options. You will also learn how to make and implement strategic decisions. During the core courses, you will focus on topics such as mergers and acquisitions, innovation, building alliances and international expansion. After the core courses you will be able to choose from a broad variety of more specialised electives.

## Admission criteria

- » A research university bachelor degree containing a minimum total of 20 EC in qualitative and quantitative research methods and statistics, as well as a minimum of 40 EC in advanced courses in business administration including business strategy, organisational theory and behaviour, and finance and accounting.
- » For additional requirements please refer to the website.

More specific information about our admission requirements can be found on page 38, and on [www.rsm.nl/masteradmissions](http://www.rsm.nl/masteradmissions).

## Programme structure

### Core courses (22 EC)

- » Managing strategy formulation
- » Managing strategy implementation
- » Strategy and international business
- » Corporate development: strategies for acquisitions and alliances
- » Research clinic in strategic management
- » Your future career

### Examples of electives\* (18 EC)

- » Strategic management consulting
- » Sustainable strategies
- » Competitive strategies in platforms and networked markets
- » Honours class for selected students

*\*Some electives have limited capacity*

### Thesis (20 EC)

- » Thesis clinic and master thesis



168

Average number of students in cohort



65%

Average international students in cohort



79%

Graduates starting work within 3 months after graduation



12 Months

Duration



- ✓ Consulting
- ✓ Venture capital
- ✓ Transportation and logistics

Examples of industries where graduates work

- ✓ Business analyst
- ✓ Project manager
- ✓ Strategy consultant

Examples of graduates' job titles



"The MSc Strategic Management focuses on big strategic decisions that companies need to make to secure their competitive advantage and create a long-term sustainable future for the firm. The programme prepares you for a good entry position, and also for your subsequent career progression to senior management and strategic consulting roles. The international and very diverse student body from various universities and countries helps you interact and work with your future colleagues worldwide."

**Dr Anna Nadolska**

Assistant Professor of Strategic Management



# MSc Supply Chain Management



**Rotterdam is the gateway to Europe.** As the largest commercial port in Europe, Rotterdam is the focal point of logistics and supply chain management in the Netherlands with logistics networks that stretch far beyond Dutch borders. As a business school in Rotterdam, RSM has cultivated a wealth of knowledge and expertise on the subject, making it a recognised world leader in supply chain management research and education.

In this MSc programme, you will gain thorough knowledge of the contribution of supply chain management to strategic objectives, and be able to apply this knowledge to designing advanced logistics systems.

Based on independent evaluations of the Leiden Ranking, which compares research institutions, research carried out by RSM's Business Processes Logistics & Information Systems group is consistently ranked in the top 5 in Europe.

## Admission criteria

- » A research university bachelor degree containing a minimum total of 20 EC in qualitative and quantitative research methods and statistics, as well as a minimum of 40 EC in advanced courses in business administration of which at least 6 EC in the area of operations management, logistics and/or supply chain.
- » For additional requirements please refer to the website.

More specific information about our admission requirements can be found on page 38, and on [www.rsm.nl/masteradmissions](http://www.rsm.nl/masteradmissions).

## Programme structure

### Core courses (20 EC)

- » Managing the supply chain
- » Global logistics and information technology
- » Facility logistics management
- » Distribution networks
- » Purchasing and supply chain management







### Examples of electives\* (18 EC)

- » Forecasting in supply chains
- » Supply chain simulation
- » Ports in global networks

*\*Some electives have limited capacity*

### Thesis (22 EC)

- » Research methodology and master thesis

 <b>153</b> Average number of students in cohort	 <b>45%</b> Average international students in cohort	 <b>80%</b> Graduates starting work within 3 months after graduation	 <b>12 Months</b> Duration	 Logistics Manufacturing Consulting Examples of industries where graduates work	 Operations manager Procurement manager Production planner Examples of graduates' job titles
---	---	---	---	--	---

"Studying supply chain management at RSM means you're embarking on a challenging, but also very rewarding journey. You'll gain thorough knowledge of managing supply chains and apply this knowledge to designing advanced logistics systems in real life. Students have access to an extensive network of alumni and corporate partners in one of the largest international ports worldwide. This contributes to a stimulating learning environment and provides outstanding career prospects for our graduates."

**Cynthia Kong**  
Assistant Professor of Operations Management







# Inspiring RSM alumni

When you graduate from RSM, your next career step could take you into business or government, or into non-governmental organisations. The wide range of courses prepares you for positions that become your initial steps into middle management and onwards. Thousands of RSM alumni have taken this route, and many have made their way into top positions as business leaders, government advisors and leading thinkers. They are a source of inspiration to others. You will find some examples of successful RSM alumni here.

**S**ofya Shuster obtained her MSc Finance & Investments in 2011 and is currently Vice President Real Estate Finance at ING Capital. Sofya is accelerating in international finance while giving back to the community in New York City. Her impressive career includes becoming a Vice President at ING at 26. Sofya connects and supports people, for example by founding ING's young professional network in London. She was recently elected one of three Sustainability Champions for ING Americas.

Alba Tiley obtained her MSc Strategic Management in 2010 and is currently Global Sustainable Antibiotics Director at DSM Sinochem Pharmaceuticals (DSP). She works on developing

strategic sustainability issues including raising awareness of industrial pollution as a cause of antimicrobial resistance (AMR), and increasing access to antibiotics and their appropriate use. Alba works on partnerships to improve the sustainability of the pharmaceutical supply chain engaging with all sectors including civil society organisation, and represents DSP in leading industry platforms. Internally, she drives sustainability throughout the organisation by co-ordinating local sustainability champions and sharing the impact of the global effort across the company.

 [rsm.nl/alumni](https://www.rsm.nl/alumni)

"RSM made all the difference! During my studies, I researched strategic multi-stakeholder alliances and how they create value for various sectors. I was fortunate to have helpful professors as supervisors who supported my passion for this topic. My master thesis interview then led to a job interview at DSM, and landed me my current position."

#### Alba Tiley

Global Sustainable Antibiotics Director,  
DSM Sinochem Pharmaceuticals



#### Sofya Shuster

Vice President, Real Estate Finance, ING Capital

"RSM has played a very important role in my life in so many ways. On campus and through the alumni network I have met a lot of bright, talented and driven individuals. At RSM, I had exposure to many leading Dutch and international companies from various sectors, which helped me to determine which course I wanted to take in my career. All these experiences were valuable for my personal and professional development."





# Opportunities

International networks, multinational internships and real-life experience

## International exchange

At RSM, you will meet international students who have chosen to spend the exchange programme portion of their studies at our business school. These students were carefully selected by our highly ranked partner schools all over the world. Likewise, as an RSM master student, you will have the opportunity to spend a semester at one of these top business schools after having finished the curriculum components in Rotterdam. RSM maintains an international network of more than 150 leading business schools and universities in Europe, North America, Latin America, Oceania, Asia, Africa and the Middle East. Please note that you must finish your master courses (except for one elective) and thesis prior to going on exchange.

[www.rsm.nl/master-exchange](http://www.rsm.nl/master-exchange)

## International consultancy project

If you do not take part in an international exchange, you can participate in RSM's International Consultancy Project, in which you work in an international team on a real-life consultancy project. You will then apply your knowledge to a business challenge of real strategic relevance, and gain valuable working experience.

[www.rsm.nl/int-consultancy-project](http://www.rsm.nl/int-consultancy-project)

## Company internships

RSM's extensive corporate network will give you ample opportunity to work at some of the world's largest multinational companies. Many students acquire their first job from the contacts they make during their internship. Please note that internships are not part of the curriculum in most of our programmes, but you can complete one after finishing your courses and thesis.

## Student life

As a student at RSM, you can join Study Association Rotterdam School of Management, Erasmus University (STAR). STAR is the largest student-led study association in Europe. Every year, STAR organises a wide range of events, including the Netherlands' largest on-campus recruitment event, international study trips, research trips, conferences, and many social events.

Each MSc programme has its own study association within STAR, these are called Master Study Clubs. They offer company visits, study trips and workshops based on your programme subjects. You can also meet your peers outside of the classroom through these clubs.

You can become active as a member of your Master Study Club board or study trip committee, or as a consultant with the Erasmus Consultancy Project. As an active member of STAR you will develop personally and professionally.

Have a look at [www.rsmstar.nl](http://www.rsmstar.nl) to see what STAR can offer you.



# Advancing your career

Your guide to impactful professional progress

## RSM Career Centre

At RSM, we are dedicated to helping you market yourself to future employers with maximum effect. Our Career Centre is run by an enthusiastic team of professionals who prepare you for the international job market. Our services include:

- » expert advice on how your future career might look
- » how to present yourself to potential employers
- » how to write outstanding CVs and application letters
- » where to search for jobs
- » how to use winning interview techniques.

Acting as an interface between you and company recruiters, the Career Centre team organises on-campus company presentations and workshops to help you with your job applications. During these sessions, experts from companies such as McKinsey and Amazon, and international recruitment organisations will offer valuable information about their recruitment policies, and give advice about careers and the labour market.

[www.rsm.nl/career-centre](http://www.rsm.nl/career-centre)

In addition, the RSM Career Centre team offers internships and job opportunities throughout the year via the RSM Job Board.

[www.rsm.nl/jobboard](http://www.rsm.nl/jobboard)

## MSc graduates in action

A large number of our 2017 graduates have succeeded in finding jobs. Three months after graduation, 80 per cent are employed, 3 per cent are running their own company and another 3 per cent are still in further education. The average time taken to find a job was about 2.3 months. Almost 26 per cent of our graduates work internationally; others work in the Netherlands. For those in salaried positions, the average starting salary for those working in the Netherlands was € 3,180 gross per month, plus benefits.

[www.rsm.nl/MScEmploymentReport](http://www.rsm.nl/MScEmploymentReport)

Many international business leaders have studied at RSM. Worldwide, the RSM alumni community has more than 36,000 members; that's a significant pool of contacts for job opportunities, career information, networking, lifelong learning, and social activities. The RSM alumni network is an active and lively community hosting a wide range of events throughout the year, in locations around the world. You can stay in touch with the alumni network through its dedicated website, regular e-newsletter, and the twice-yearly alumni magazine, *RSM Outlook*.

[www.rsm.nl/alumni](http://www.rsm.nl/alumni)

[www.rsm.nl/outlook](http://www.rsm.nl/outlook)



# Life in Rotterdam and at RSM



Photos by: Bart Hoogveld, Iris van den Broek, Ossip van Duivenbode

Within easy reach of Amsterdam, Brussels, London, Paris and other places in Europe, Rotterdam's strategic position in Western Europe makes it a **highly popular location for many multinational companies**. As an RSM master student, you will learn about international business in the commercial heart of Europe – **one of the largest economic zones in the world**.





### A vibrant city

Rotterdam is a lively city with an international film festival, the North Sea Jazz Festival and a six-day mid-summer cultural festival. You can enjoy its booming nightlife with a hip young scene, and many restaurants, bars, cafés and nightclubs. Rotterdam is also famous for its daring architecture and experimental contemporary art. *Lonely Planet* ranked Rotterdam as global number 5 Best in Travel 2016, *Rough Guides* put it in the world's '10 best places to go to' in 2014, and the Academy of Urbanism awarded Rotterdam as Europe's Best City 2015.

[www.rsm.nl/rotterdam](http://www.rsm.nl/rotterdam)

### Feeling at home

You will soon feel at home in our cosmopolitan city with all of its student activities, on and off campus. It's a melting pot of nationalities and cultures here. Through Rotterdam's many multinational organisations, you might get to know your future employer during your studies, for example through an internship. You can easily communicate in English here. And the Netherlands is among the top 25 safest countries in the world, according to the 2018 Global Peace Index.

[www.rsm.nl/studyinthenetherlands](http://www.rsm.nl/studyinthenetherlands)

### Life on campus

RSM is located on Woudestein campus, the main campus of Erasmus University Rotterdam on the eastern side of the city. The university offers on-campus housing, sports facilities, study spaces, a food court, a supermarket, shops, financial services, social areas and the popular 'In de Smitse' café. You can also join regular recreational and cultural events. RSM has its own calendar of social events, and offers an extensive library, expo and congress centre.

[www.rsm.nl/campus](http://www.rsm.nl/campus)





# Rotterdam



1



2



3



4

1 **The Markthal** is the first indoor market in the Netherlands where cultures come together in food stands, food shops and restaurants.

3 **Rotterdam Central Station** is your connection to the rest of the Netherlands and Europe, with trains all across the country, and to Paris, Brussels and London.

2 **In the surroundings of the iconic Erasmusbrug** you will have some of the best views of the Rotterdam skyline.

4 **Hotel New York** is situated in the former headquarters of the Holland America Line and has a great atmosphere for a high tea, drinks on the terrace and dinner.



# Rotterdam: architecture, culture, sports and festivals in a multicultural city by the water



5



6



7



8

Photos by: 500Watt, Ossip van Duivenbode, Claire Droppert, Iris van den Broek

5 Visit the **SS Rotterdam**, the most famous post-war Dutch passenger steamship where you can enjoy a drink and a bite on the deck terrace.

7 Experience **Rotterdam** from the river by taking a water taxi to get around fast in the city.

6 In the joyful **Witte de Withstraat** you'll find hip bars, great restaurants and good coffee.

8 Visit the **Euromast observation tower** for a spectacular view of Rotterdam at a height of 185 metres.



# Practical information

 [rsm.nl/msc-practical-information](https://www.rsm.nl/msc-practical-information)

It is important to get a good return on your investment. Among the top business schools in the **Financial Times ranking 2017**, RSM has some of the **most affordable tuition fees**. This, in combination with the moderate living costs in Rotterdam, **top-quality education and its outstanding global reputation** makes RSM an excellent investment.

## Tuition fees

The 2019-2020 tuition fee for the MSc programmes is € 18,000 per year. The Dutch government contributes towards this cost for students who hold nationality from a country belonging to the European Economic Area (EEA). These students therefore pay only the statutory fee of €2,078 per year.

Please note that we are obliged by law to charge a tuition fee of € 11,900 to EEA students who already have a master degree from a university in the Netherlands.

## Other costs

We estimate that you will need a minimum budget of around € 11,000 a year to cover living and all other expenses during your stay in Rotterdam, in addition to tuition fees. For non-EEA students, please ensure that you have sufficient funds available for the duration of the programme, and for your immigration process. Students entitled to study grants from the Dutch government can expect financial support for 12 months only. No exceptions are made for programmes with a longer duration.

## Financial aid

You might be eligible for a full or partial scholarship. For scholarship opportunities, please visit [www.rsm.nl/msc/scholarships](https://www.rsm.nl/msc/scholarships) and [www.grantfinder.nl](https://www.grantfinder.nl). For example, excellent prospective students without EU or EEA nationality can apply for various RSM scholarships, such as:

- » RSM Non-EEA Scholarship of Excellence
- » Orange Tulip Scholarship
- » Holland Scholarship

## Immigration, accommodation and other practicalities

Our website gives practical information about immigration procedures, accommodation in Rotterdam, health insurance and our campus facilities.

There are several ways to find suitable accommodation for the first year of your studies at RSM. Options include furnished and unfurnished accommodation, on-campus accommodation as well as housing off-campus. Once you have been accepted into one of our programmes, we will give you the information you need to start your search for a place to live. Early applicants will find it easier to obtain housing than those who apply late. Latecomers may not find a place in time for the start of the programme, so please apply as early as you can. From mid-April onwards you can register for a room through SSH Student Housing. There are a limited number of rooms available. Registrations will be approved on a first-come, first-served basis.

For additional information on immigration, accommodation, health insurance see: [www.rsm.nl/msc-practical-information](https://www.rsm.nl/msc-practical-information).

# With affordable tuition fees and an exceptional portfolio of business programmes, you get value for money at RSM

## Application and admission

All students will be assessed on academic background and other relevant criteria, as listed on the website. For the MSc International Management/CEMS, an interview, assessment and additional language requirements will also be part of the selection procedure. If you are about to graduate from a RSM bachelor programme and want to enroll in a one-year RSM MSc programmes, you can find instructions on SIN-Online. Non-RSM bachelor graduates must apply for admission through Studielink and our online application system (OLAF). You can find information about the entry requirements and application process on our website.

[www.rsm.nl/masteradmissions](http://www.rsm.nl/masteradmissions)

## Application deadlines

A rolling admissions policy is in effect for all programmes except MSc IM/CEMS. We will accept qualified applicants on a first-come, first-served basis until the programmes are full. This means that it is possible for the application phase of a programme to close before the stated deadline. To increase your chances of being accepted, we advise you to apply as early as possible. Please note that we can only offer you admission to a programme if your application is complete and you meet all of the admissions requirements. Our application deadlines are strictly upheld.

## Application deadlines for RSM MSc programmes:

International Management/CEMS	31 January 2019
Accounting & Financial Management	15 May 2019
Business Information Management	15 May 2019
Finance & Investments	15 May 2019
Global Business & Sustainability	15 May 2019
Human Resource Management	15 May 2019
Management of Innovation	15 May 2019
Marketing Management	15 May 2019
Master in Management	15 May 2019
Organisational Change & Consulting	15 May 2019
Strategic Entrepreneurship	15 May 2019
Strategic Management	15 May 2019
Supply Chain Management	15 May 2019

Please note: if you want to apply for a scholarship, application deadlines will be on 1 February 2019 (Holland Scholarship), 1 March 2019 (RSM non-EEA Scholarship of Excellence and Orange Tulip Scholarship). Your complete application including all required documents as listed on the website should be sent to us before this date. If you fail to do so, we cannot process your scholarship application.

More information

# Meet us

 [rsm.nl/msc/meet-us](https://www.rsm.nl/msc/meet-us)



## Academic home to the 'First European'

Rotterdam School of Management, Erasmus University (RSM) is the business school of the renowned Erasmus University Rotterdam. Founded in 1913, the university is home to the first Nobel Prize winner in the economic sciences, Jan Tinbergen.

Erasmus University Rotterdam takes its name from Desiderius Erasmus, the great Dutch humanist, theologian and philosopher.

One of the foremost thinkers and doers of his time, and a widely-travelled scholar, he is recognised for his open-minded, iconoclastic and individual ideas. Among the leading lights of the Renaissance, Erasmus is widely referred to today as the 'First European', and serves as the inspiration for RSM's focus on thought leadership in business.



# Find out more about the master programmes at RSM

## Open days

You can meet our admissions representatives, academic directors and students at one of our open days. You can also join information sessions for each master programme to find out more about its content. Join our open days on 22 November 2018 and 26 March 2019. For more details, please visit: [www.rsm.nl/msc/meet-us](http://www.rsm.nl/msc/meet-us)

## Representatives worldwide

We might have a representative in your country who can tell you more about RSM's MSc programmes. Please check the Meet Us webpage for contact details of our representatives around the world. [www.rsm.nl/msc/meet-us](http://www.rsm.nl/msc/meet-us)

## Virtual information sessions

Our admissions team hosts live virtual information sessions throughout the year. During these sessions you can ask questions from anywhere in the world – as long as you have an internet connection. Virtual information session dates are posted on the Meet Us webpage. [www.rsm.nl/msc/meet-us](http://www.rsm.nl/msc/meet-us)

## Talk to our students

You can ask current MSc students about studying at RSM on our Facebook page. Each master programme is represented by a student who will gladly answer your questions about life at RSM. [talktoastudent.rsm.nl/graduate-masters](http://talktoastudent.rsm.nl/graduate-masters)

## Brochures

Tell a friend about RSM's master programmes, or request a digital version of this brochure or any other RSM material – such as our ranking overview – by sending an online request. [www.rsm.nl/mscbrochure](http://www.rsm.nl/mscbrochure)

## Master student for a day

Attend one of our MSc programme lectures and walk around our modern campus to experience life as an RSM student. Please check the Meet Us webpage for more information. [www.rsm.nl/msc/meet-us](http://www.rsm.nl/msc/meet-us)

## Events

Check out RSM's online events calendar to find out when we're visiting a city near you, how you can attend events and how to join virtual information sessions. [www.rsm.nl/events](http://www.rsm.nl/events)

## More information

Questions? Please use our online form to contact us directly. [www.rsm.nl/contactmsc](http://www.rsm.nl/contactmsc)

You can also follow us on:  
Twitter: @RSMErasmus  
Weibo: 鹿特丹管理学院RSM  
WeChat: RSMErasmus

# Financial Times Global Masters in Management Ranking 2017

2017 Year average	School name	Country	Programme name	Weighted salary (US\$)	Value for money rank	Career progress rank	Aims achieved (%)	Careers service rank	Employed at three months (%)	International faculty (%)	International students (%)	International experience & research		Company internships (%)	Rank in 2017	
												International mobility rank	International course experience rank			
1	1	University of St. Gallen	Switzerland	MA in Strategy and International Management	114,449	13	67	92	1	97(100)	80	91	2	2	100	1
2	2	HEC Paris	France	HEC MSc in Management**	99,145	34	32	92	4	96(91)	71	41	3	9	96	2
3	7	IE Business School	Spain	Master in Management	91,189	51	7	91	45	93(87)	62	70	13	58	27	3
4	5	London Business School	UK	Masters in Management	85,262	57	49	92	8	95(99)	85	97	1	59	50	4
5	4	Essec Business School	France/Singapore	MSc in Management**	89,067	47	75	91	12	93(68)	55	36	11	11	100	5
6	6	ESCP Europe	FR/UK/DE/ES/IT	ESCP Europe Master in Management**	78,215	55	39	88	23	97(91)	76	83	14	6	100	6
7	8	WHU Beisheim	Germany	MSc in Management	106,172	30	79	92	2	96(99)	31	27	55	38	100	7
8	10	Esade Business School	Spain	MSc in International Management	74,869	45	9	89	18	94(90)	39	92	4	47	38	8
9	-	Cems	See table note***	Cems Masters in International Management	76,333	29	23	90	16	98(60)	36	50	6	4	100	9
10	10	Università Bocconi	Italy	MSc in International Management	75,423	48	14	89	5	98(52)	35	36	10	17	100	10
11	7	Rotterdam School of Management, Erasmus University	Netherlands	MSc in International Management	79,248	20	22	89	30	87(94)	52	66	9	15	60	11
12	13	University of Mannheim	Germany	Mannheim Master in Management	93,478	11	48	91	17	96(81)	24	28	63	27	93	12
13	11	WU (Vienna University of Economics and Business)	Austria	Master in International Management	71,005	18	34	91	24	95(100)	28	59	12	13	100	13
14	18	Imperial College Business School	UK	MSc in Management	66,276	83	12	88	22	93(86)	94	85	20	72	33	14
15	-	University College Dublin: Smurfit	Ireland	MSc in International Management	68,905	33	77	91	19	86(73)	50	81	7	23	100	15
16	16	Edhc Business School	France	Edhc Master in Management**	68,708	61	54	86	13	97(87)	47	44	19	18	100	16
17	22	Nova School of Business and Economics	Portugal	International Masters in Management	56,067	35	13	88	34	92(99)	33	69	15	16	66	17
18	27	City University: Cass	UK	MSc in Management	71,201	68	11	85	54	73(87)	71	95	38	77	0	18
19	23	HEC Lausanne	Switzerland	MSc in Management	74,710	9	16	84	73	91(80)	80	62	26	61	86	19
20	19	HHL Leipzig Graduate School of Management	Germany	MSc in Management	99,047	39	63	91	7	91(97)	17	42	79	35	100	20

Footnotes:

\*Data in these columns are for information only and are not used in the rankings.

Some 230 points separate the top programme, University of St. Gallen, from the school ranked number 95. The top 13 participants, from University of St. Gallen to WU (Vienna University of Economics and Business), form the top group of Masters in Management providers. The second group, headed by Imperial College Business School, spans schools ranked 14th to 45th. The third group includes 38 schools, from Queen's University: Smith at 46th to University of Exeter Business School in 83rd place. The remaining 12 schools headed by Politecnico di Milano School of Management make up the fourth group.

\*\* Grande École programme

\*\*\* The Cems programme has 30 different members schools from 30 different countries.

† Limited access at masters level. Undergraduate degree in management, business or economics required.



**I WILL BE A POSITIVE  
FORCE FOR SUSTAINABLE  
BUSINESS GROWTH**

Fardin Azimi, Iranian  
Student, MScBA Master in Management



**I WILL FIGHT FOR MORE  
JUSTICE AND EQUALITY  
IN THE WORLD**

Carolin Katzera, German  
Student, MSc Human Resource Management



**I WILL STRIVE FOR  
DIVERSITY AND CHANGE  
THE STATUS QUO**

Fatima Abasari  
Student, MSc Marketing Management



**I WILL BE THE CHANGE  
I WANT TO WITNESS**

Giannis Anagnostopoulos, Greek  
Student, MSc Finance & Investments

RSM is a diverse community of international students, faculty, alumni, business leaders and staff, each with one unifying commitment: to make business – and business education – a force for positive change. These ambitions, and the intrinsic motivations of the people behind them, form the fabric of RSM and I WILL.



## Accredited by



## Member of



### Rotterdam School of Management

#### Erasmus University

Burgemeester Oudlaan 50

3062 PA Rotterdam

The Netherlands

+ 31 10 408 1430

13:00 - 15:00 CET

(UTC + 1 hour or 2 hours in summer)

#### RSM China Office

Room 102, WBS Building

SWUFE Guanghua Campus

No.55 Guanghuacun Street,

Qingyang District

Chengdu, China, 610074

Tel.: +86 28 8709 9034

Email: [rsmchinaofficechengdu@rsm.nl](mailto:rsmchinaofficechengdu@rsm.nl)

[www.rsmerasmus.com](http://www.rsmerasmus.com)