MASTERS IN INTERNATIONAL BUSINESS AND DIGITAL TRANSFORMATION

A joint programme with POLIMI Graduate School of Management, Milan (Italy)
Masters in International Business and Digital Transformation

This programme is a masters-level, dual degree programme in partnership with POLIMI Graduate School of Management. Students who successfully complete this programme will be awarded the Masters of Science (MSc) from the University of Reading and the Master di I livello from the POLIMI Graduate School of Management.

About The Programme

This Masters programme will equip you with knowledge and skills to investigate, identify, and implement the strategic choices multinational firms need to make to compete in an increasingly digitalised global economy. This programme is an interdisciplinary programme that offers a unique opportunity to learn two different but interrelated fields in business, international business and global operation management in the context of digital transformation. In this programme, you will take a holistic view of the international business environment in the digital era, regarding the challenges and opportunities of internationalisation and how digital technologies can help firms to face these challenges.

How We Teach You

Effective leadership requires more than first-class business acumen, it requires a degree of self-awareness and sensitivity. Our Masters programme offers you a unique practice-centred approach to teaching, equipping you with the tools to become a compelling leader. This approach creates emotionally intelligent graduates who can be fully effective in their chosen careers.

Study Locations

Henley has a strong reputation for the practical application of business ideas and concepts. We are underpinned by academic excellence and the strength of our research. We offer high-quality technical skills training as well as a deep understanding of the importance of personal development for leaders. This is a thread that is woven through all of our Masters programmes.

Based in Milan, Italy’s main business centre, POLIMI Graduate School of Management was created over 40 years ago as MIP Politecnico di Milano and today it is a not-for-profit Consortia Limited Company composed of the University and a group of leading Italian and multinational companies. With continued innovation, their digital learning systems enable them to seamlessly integrate personalised and continuous learning experiences into their programmes.

Programme content

<table>
<thead>
<tr>
<th>Term 1 – Henley Business School</th>
<th>Term 2 – POLIMI Graduate School of Management</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Compulsory modules</strong></td>
<td><strong>Optional modules</strong></td>
</tr>
<tr>
<td>• International Strategic Management</td>
<td>• Advances in Entrepreneurial Theory and Practice</td>
</tr>
<tr>
<td>• Theories of the Multinational Enterprise</td>
<td>• Culture and Competition</td>
</tr>
<tr>
<td>• Study and Research Skills: Sources, Methods and Practice</td>
<td>• Managing People and Organisations</td>
</tr>
<tr>
<td>• Legal and Fiscal Aspects for International and Digital Business</td>
<td>• Principles of Marketing</td>
</tr>
</tbody>
</table>

Term 3 – can be completed at either campus

Advanced project

This module allows students to demonstrate their understanding of the application of international business theory to practice by exploring their experience and observation through the completion of a written project. Project content may be completed based on a real company scenario, in conjunction with a number of partner firms, or carried out as an individual research project.

Key facts

<table>
<thead>
<tr>
<th>Fees:</th>
<th>Academic requirements:</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK/Home: 18,500 €uros</td>
<td>2.1 or above UK honours degree or international equivalent</td>
</tr>
<tr>
<td>International (incl. EU): 18,500 €uros</td>
<td></td>
</tr>
</tbody>
</table>

Duration:

18 months, full-time

hly.ac/dual-masters
CAREER SUPPORT
All Henley students have access to our award-winning Career support service. Through this we empower and enable students to leave the Business School confident in being able to progress in their career successfully. We also offer access to these services for up to four years after graduation.

*Winner of the Best University Careers / Employability Service - NUE awards 2018

TAKE YOUR NEXT STEP
We hope we have given you a good idea of what a postgraduate degree in Management can offer. If you would like to know more about studying with us, please visit our website hly.ac/dual-masters or contact our recruitment team by phone +44 (0) 118 378 7015, or email postgraduate@henley.ac.uk

**Henley Business School**
For more information, please contact:
Henley Business School
University of Reading
Whiteknights
Reading
RG6 6UD

+44 (0) 118 378 7593
hly.ac/dual-masters

**DISCLAIMER**
This flyer was issued in May 2022 and is aimed at prospective postgraduate students wishing to apply for a place at Henley Business School (“Henley”), a part of the University of Reading (“the University”) and start a course in autumn 2022. The flyer describes in outline the course and services offered by the University within Henley. The University makes every effort to ensure that the information provided in this flyer is accurate and up-to-date at the time of going to press (May 2022). However, it may be necessary for the University to make some changes to the information presented following publication – for example, where it is necessary, to reflect changes in practice or theory in an academic subject as a result of emerging research, or if an accrediting body requires certain course content to be added or removed. To make an informed and up-to-date decision, we recommend that you check hly.ac/dual-masters for information.

The University undertakes all reasonable steps to provide the services (including this course) described in this flyer. It does not, however, guarantee the provision of such services. Should industrial action or circumstances beyond the control of the University interfere with its ability to provide the services, the University undertakes all reasonable steps to minimise disruption to services.