

# THREE STEPS TO FURTHER DEVELOP YOUR FIRM'S INTERNATIONAL ACTIVITIES

Gain access to graduate elite students from  
The University of Southern Denmark

# Be able to recruit elite students from SDU

Does your firm aim at new export markets or new international sales channels?  
Will you expand international sourcing? Do you seek new ideas? Do you want to be challenged?  
Do you want to gain access to the best-qualified and most motivated Danish- and foreign graduate students from SDU?

We offer such opportunities through a talent program in international business in which only elite students participate. SDU selects the top 20% of a cohort of 120 MSc. International Business (cand.merc) students who may apply for internship and job offered by your firm. Selection is based on grades, a written application form, and a personal interview. We select elite students based on their analytical skills as well as their motivation and dedication to develop capabilities to apply a high academic level for decision making in international business settings.

It requires only three steps to participate, and you only take one step at a time. If your firm chooses to participate in all three steps, the student will be affiliated with your firm for two years. The first two steps during the first year will not imply costs for your firm because the student is financed by his/her SU.

Students pass six international business courses during their first study year before they “step up” and start internship with your firm - see next page.



### Step 2

In the second part of the internship, the student writes his/her Master's thesis in collaboration with your firm (Spring 2018).

### Step 1

The student solves a project task for your firm. Your firm selects a topic for the first part of the internship (Autumn 2017).

### Step 3

Your firm and the student may agree on a one-year traineeship with full salary after the student's completion of his/her MSc. education (2018-19).

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Only top students are involved in this talent/elite programme on the MSc. International Business programme at SDU.

### The programme offers your firm several opportunities to:

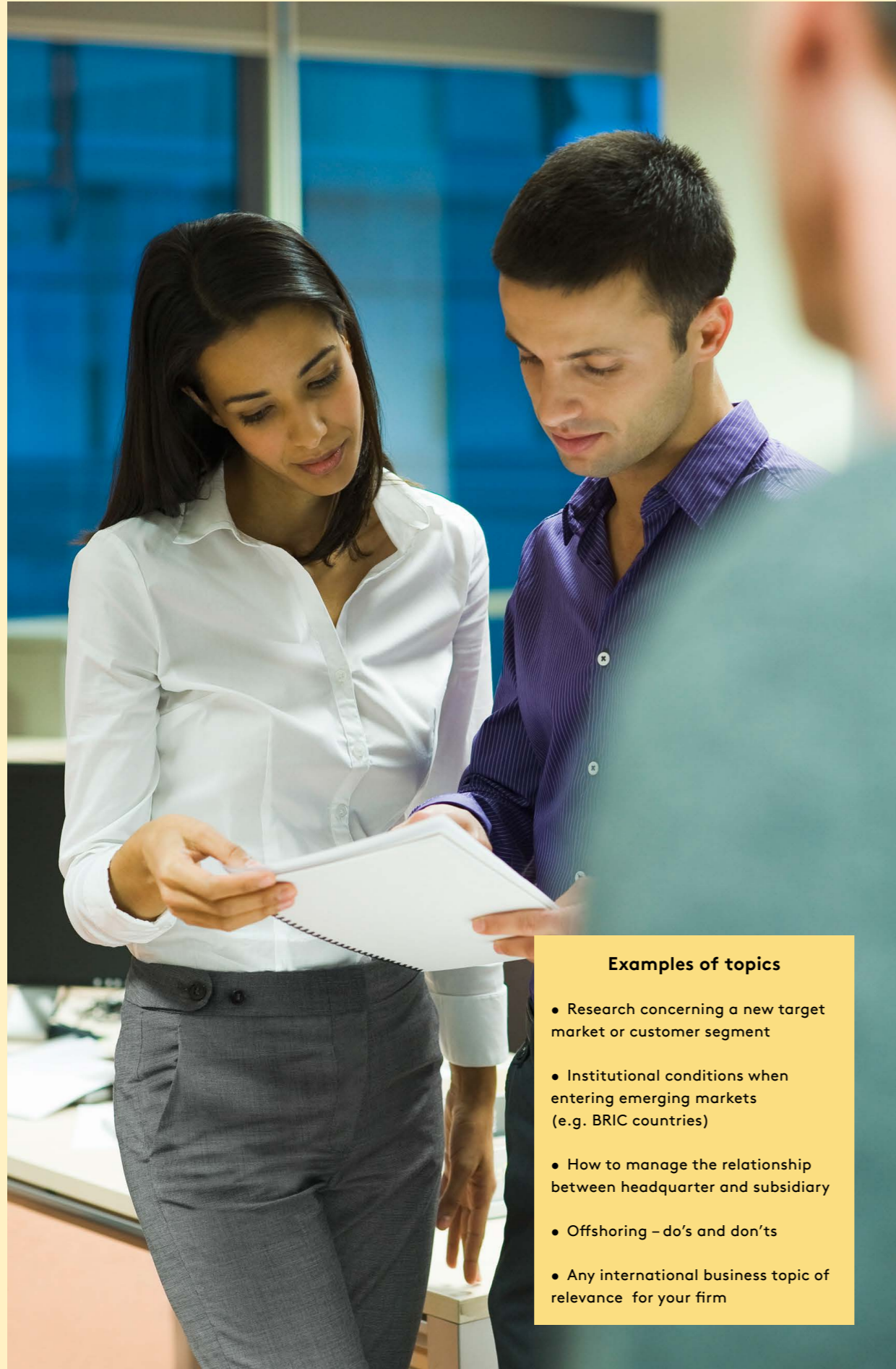
- ★ recruit highly-educated employees who can assist in furthering your international activities
- ★ engage in a process with elite students and professors from SDU who will facilitate the process
- ★ gain access to the latest knowledge and theories in business administration, with special focus on international business
- ★ work with the best Danish- and foreign students who have specialist knowledge about international markets, and are thus ready to contribute to further internationalization
- ★ define the challenges faced by your firm as the academic point of departure for the student

### MSC. INTERNATIONAL BUSINESS (CAND.MERC)

INTERNSHIP YEAR

ONE

TWO



- Examples of topics**
- Research concerning a new target market or customer segment
  - Institutional conditions when entering emerging markets (e.g. BRIC countries)
  - How to manage the relationship between headquarter and subsidiary
  - Offshoring – do's and don'ts
  - Any international business topic of relevance for your firm

## The process:

### STEP UP... Autumn 2016

Your firm announces an internship/trainee position. Senior professors from SDU will offer to assist in identifying relevant topics (see examples in adjoining box).

### February 2017

SDU selects top students based on grades as well as their motivation and dedication to developing capabilities and applying a high academic level for decision making in international business. You will be able to read the applications and participate in the personal interviews.

You meet the students, present your internship, and engage in dialogue with students.

### March 2017

Students apply for positions.

### April 2017

You interview students who have applied.

### May 2017

Both you and the student you select sign a contract which states that the intention of both parties is to go through all three steps, but that each of the parties is allowed to cease the collaboration after each step.

### August 2017

The student participates in a summer school course focused on headquarter/subsidiary relationships, new distribution channels, emerging markets or other relevant international business topics.

The student's contact person in your firm may participate in (parts of) this two-week course.

### STEP 1 Autumn 2017

The student has an office space in your firm for at least two months during which (s)he carries out the tasks defined by your firm as mentioned in Step 1.

These tasks should be seen as a preparation for the Master's thesis.

The student participates in two master classes on topics of relevance for international business activities. These are extra-curricular activities required for participation in the talent/elite programme. The student's contact person in your firm is obliged to participate two days in order to discuss analyses and decision making in selected company cases.

If both parties wish to go to Step 2, you and the student formulate the topic and content of the intended Master's thesis (in collaboration with a senior professor who will be supervising the student).

### STEP 2 Spring 2018

The student has an office space in your firm during her/his work on the thesis topic. The student's supervisor will participate in meeting in your firm once or twice during the course of the semester.

### STEP 3 Autumn 2018-Spring 2019

Your firm employs the candidate for one year in a traineeship with normal salary.

SDU will visit you to obtain your evaluation of the process. Hopefully the evaluation is positive, and your firm may wish to participate next year.



# What are they like - the students

## Where do the students come from?

The cohort of MSc. students in International Business starting September 2016 come from various countries and business schools/universities. As shown in the table below, most of the cohort are Danish, mainly bachelors from SDU. Besides that, a large group are German students. Eastern Europe is also well-represented. Only few students are from countries outside Europe.

Expected origin of cohort September 2016:

Denmark	60 students
Germany	20 students
Italy	10 students
Eastern Europe	15 students
Other countries	10 students
<b>Total</b>	<b>115 students</b>

Only 20 students out of the cohort of 115 students will be selected for the talent/elite program.

## What have the students learned?

All Master's students in international business have a bachelor's degree in business administration. The MSc. in International Business has two specializations - one in management and one in marketing. Both programs provide the students with an advanced understanding of the international business environment by developing global perspectives on business, informed by a deep understanding of the different national and cultural contexts in which firms operate.

The students that specialize within international business and management will gain competencies in managing international value chains and foreign operations e.g. production and sales subsidiaries, R&D units, joint ventures with local partners, etc. Students that specialize in international business and marketing will gain insights into and knowledge about different aspects of marketing, retailing, services, business to business and marketing research in cross-national and cross-cultural settings.

Both programs are built on a principle of active learning and teaching where the students are encouraged to form study groups across nationalities and other differences in their background to stimulate learning and develop skills for cooperation in multicultural and diverse teams.

## MSC. INTERNATIONAL BUSINESS (CAND.MERC)

Courses	International Business and Management	International Business and Marketing
4 <sup>th</sup> semester	<ul style="list-style-type: none"> <li>■ Master's Thesis</li> <li>■ Internship/Trainee Position</li> </ul>	
3 <sup>th</sup> semester	<ul style="list-style-type: none"> <li>■ Elective and Summer School Courses</li> <li>■ Internship/Trainee Position</li> </ul>	
2 <sup>th</sup> semester	<ul style="list-style-type: none"> <li>■ International Marketing Channels</li> <li>■ International Entrepreneurship</li> <li>■ Corporate Strategy &amp; Organizational Design</li> </ul>	<ul style="list-style-type: none"> <li>■ International Marketing Channels</li> <li>■ Globalization Processes</li> <li>■ Strategic Market Creation</li> </ul>
1 <sup>th</sup> semester	<ul style="list-style-type: none"> <li>■ Foundation of Organization</li> <li>■ International Business Management</li> <li>■ International Market Relations</li> </ul>	<ul style="list-style-type: none"> <li>■ Marketing across Culture</li> <li>■ International Business Management</li> <li>■ International Market Relations</li> </ul>

# Further information

Talent program in international business  
The University of Southern Denmark

**Do you want to gain access to the best-qualified and most motivated Danish- and foreign graduate students from SDU?  
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