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INTERNATIONAL
BUSINESS SCHOOL



www.ibs-b.hu

DISTANCE LEARNING MSC PROGRAMME

offered by *International Business School* in cooperation with
The University of the West of Scotland

WHY IBS?

- Prestigious British degree
- Practice-oriented programmes delivered in English
- International students from over 80 countries
- Private university with 25 years of experience
- Excellent student services and career prospects
- Affordable fees and living costs
- Accreditations in Hungary, UK, EU and US
- Very limited contact hours (3 personal consultations over 2 years)



STARTUP AND ENTREPRENEURSHIP

Our MSc in Startup Entrepreneurship is a real „niche programme” providing you with all the essential knowledge of seed-stage or early stage enterprises and prepare you for the challenges in management, product development, marketing and finance. This unique programme was designed with a single aim: develop key competences that are crucial for entrepreneurial success in the innovation-driven startup scene. You will get a wide range of increasingly specialised modules about the entrepreneurial side of business creation.

Modules:

- Innovative Ideas and Creative Concept
- Consumer Behaviour and Customer Validation
- Project Management for Launching and Scaling
- Online Marketing Strategy
- Venture Capital and Growth Financing
- Business Model Design
- Lean Management
- Entrepreneurship and Technology
- Innovation and Change Management
- Protection of Intellectual Property
- Attracting and Retaining Talent
- Research Methods
- Dissertation/Project Work

TOURISM DEVELOPMENT AND MANAGEMENT

Our MSc in Tourism Development and Management combines classic and contemporary theory with the most up-to-date and innovative real-life case studies in the rapidly diversifying field of tourism and destination management. Our programme will help you identify avenues of innovation and apply state-of-the-art solutions in the sustainable management of destinations and attractions. You will study specialised modules about tourism development side (Destination Planning and Development, Visitor Attractions Management, Management and Marketing in the Aviation Industry and Sustainable Tourism Management modules).

Modules:

- Marketing of Destinations and Online Advertising
- Sustainable Tourism Management
- Destination Planning and Development
- Hospitality Operations Management
- Financial Strategies in Tourism Management
- Visitor Attractions Management
- Research Methods
- Conference and Exhibition Management
- Special Interest Tourism
- Management and Marketing in the Aviation Industry
- Event Management
- Attracting and Retaining Talent
- Dissertation/Project Work

ESSENTIALS OF THE DISTANCE LEARNING MASTER'S PROGRAMMES

- Duration: 2 years
- Intakes: September and February
- Home-based learning with 6 on-site learning sessions of 5 days in Budapest in September, January and May each year
- Online consultation, topic specific discussion forums
- Assessment: based on home-assignments, exams and dissertation
- Degree conferred by The University of the West of Scotland
- Fee: EUR 1900/semester with one-time registration fee of EUR 900 (only for non-EU citizens)
- Admission: BA degree in any field of studies or relevant work experience and sufficient level of English
- Application deadline: please see our website
- Non-EU students apply for a tourist visa for each on-site learning session



INTERNATIONAL BUSINESS SCHOOL

Budapest Campus: Záhony utca 7, Budapest 1031, Hungary

Vienna Campus: Rennweg 9, Vienna 1030, Austria

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