



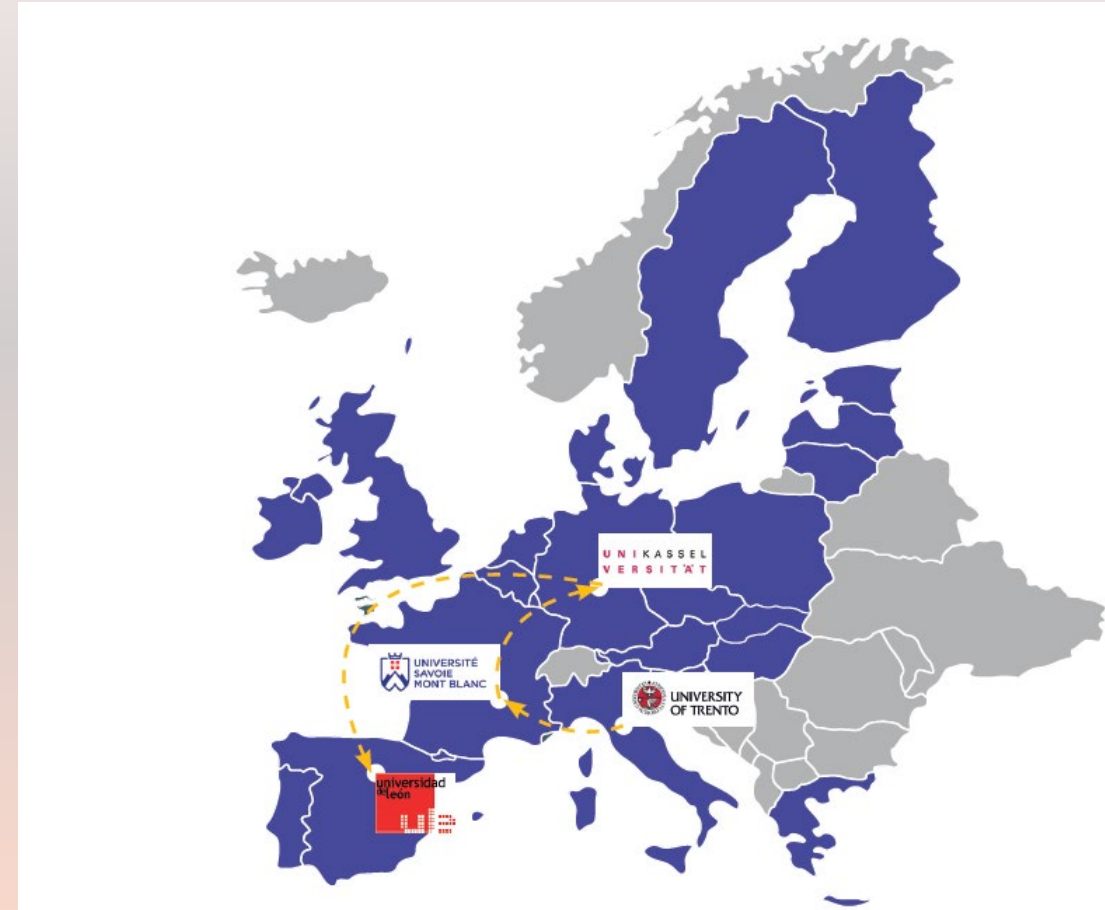
EMBS



Aude Pommeret
Roberta Cuel
Carmen Santos
Ralf Wagner
Lorenza Zuccatti

EMBS: main features

- ❖ Master's degree in Management - focus on Marketing and Sales with an emphasis on the European and global dimension
- ❖ Duration: 2 years, full-time – 120 ECTS (European Credits Transfer System)
- ❖ 4 semesters in 4 different European countries:
 - 1st Semester: Università di Trento – Italy
 - 2nd Semester: Université Savoie Mont Blanc – France
 - 3rd Semester: Universität Kassel – Germany
 - 4th Semester: Universidad de León – Spain



Master's degree awarded: EMBS Joint Degree

Italy: “Laurea Magistrale in CLASSE LM77 Lauree Magistrali in Scienze Economico-Aziendali”

France: “Master en Droit Economie Gestion, Mention Management”

Germany: “Master of Arts”

Spain: “Master Universitario en Europeo en Dirección de Empresas”



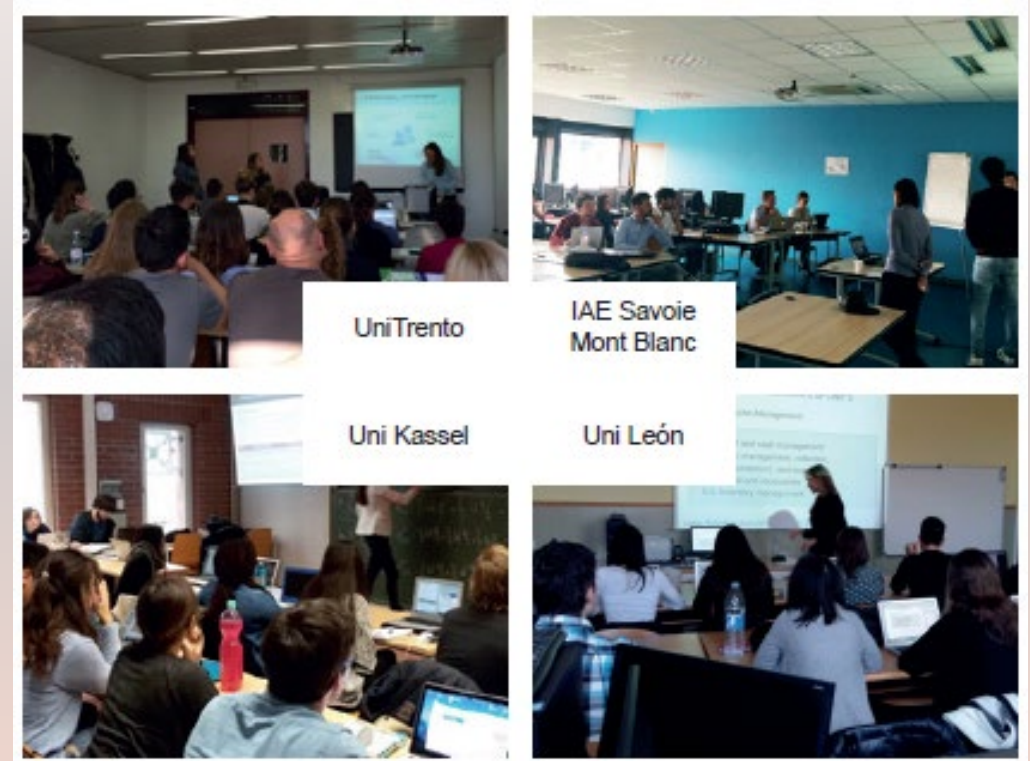
EMBS: main features

Teaching language: English.

- Local language courses (Italian, German, French, Spanish) in each university
- Very heterogeneous environment (mix of students from different countries)

Other compulsory activities:

- Improvisational workshops and other workshops,
- Start-up week,
- Annual corporate seminar with EMBS ALUMNI association,
- Company project for a real client,
- min. 3-month international internship programme...



EMBS: the history

2007	EMBS Memorandum of Understanding (Annecy, Trento, Kassel, Leon)
2007-2008	EMBS1 – 14 students, 4 countries (France, Italy, Germany, Spain), French Master's degree
2011	EMBS2 – 25 students, 9 countries, Double degree
2013	EMBS4 – First EMBS Joint Degree graduates: 22 students, 12 countries
2017	EFMD-EPAS accreditation http://www.efmd.org/accreditation-main/epas
2017	EMBS11 – 28 students, 13 countries
2020	EFMD-EFMD master re-accreditation https://www.efmdglobal.org/accreditations/business-schools/efmd-accredited/efmd-accredited-programmes/
2022	EMBS16 – 24 students, 6 countries
2023	EMBS17 – 28 students, 7 countries
2024	EMBS18 - 21 students, 7 countries
2025	EMBS19 – 23 students, 5 countries

Main objectives...

- ❖ **Personal development ... by experience** by providing the students with the challenge of adapting to a variety of European living and working environments
- ❖ **Professional development ... by theory based lectures and cutting edge courses** not only in marketing, but in all topics: the EMBS provides the students with a harmonized approach of management tasks in enterprises of different industries as well as governmental institutions.
- ❖ **Social development...by linking the intercultural challenges** of our societies as well as the tasks arising from **the major environmental changes** (e.g., ageing societies, adaptation to climate changes, or the need for environment-friendly business models) directly to the design of solutions in the lectures and practical tasks.
- ❖ The combination of these three aims differentiates the EMBS from other business school programs. Thus, the students get the opportunity to become a new type of **European managers and make them feel at home in multicultural environments.**

...and tools

- ❖ Focus on European and Multicultural Management, Marketing and Trade,
- ❖ Company project (for a real client), start-up week, workshops, seminars, international internship,...
- ❖ Very heterogeneous environment (mix of students from different countries).



Programme structure



Teaching/learning style

Classical lectures mixed with case studies, simulations and business games, group works, presentations, paper and report writing assignments...

- Business game (for International Strategic Management)
- Intensive programme
- Start-up week
- Company Project
 - 4th semester in Leon
 - Assignment given by a real client
- Internship
 - June - September (2nd Year)
 - International context

Programme Structure - 1st Year

Semester 1 – Trento	Semester 2 – Annecy
European & International Commercial Law - 6 ECTS	Statistics and Marketing Research (Principles of Marketing Research + Intensive Study Programme) - 8 ECTS
Organisational Behaviour & Human Resource Management - 5 ECTS	Purchasing and Supply Chain Management – 5 ECTS
Information System - 5 ECTS	European and Global Consumer Behaviour – 6 ECTS
International Accounting - 5 ECTS	European and Global Economics – 6 ECTS
International Strategic Management - 9 ECTS	Financial Markets and Corporate Finance – 5 ECTS

Programme Structure - 1st Year

1th
SEMESTER

University of Trento
Italy

- EUROPEAN AND INTERNATIONAL COMMERCIAL LAW
- ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCES MANAGEMENT
- INFORMATION SYSTEM
- INTERNATIONAL ACCOUNTING
- INTERNATIONAL STRATEGIC MANAGEMENT

2nd
SEMESTER

University Savoie Mont Blanc
France

- STATISTICS AND MARKETING RESEARCH
 - PART-MODULE PRINCIPLES OF MARKETING RESEARCH
 - PART- MODULE INTENSIVE STUDY PROGRAMME
- PURCHASING AND SUPPLY CHAIN MANAGEMENT
- EUROPEAN AND GLOBAL ECONOMICS
- EUROPEAN AND GLOBAL CONSUMER BEHAVIOUR
- FINANCIAL MARKETS AND CORPORATE FINANCE

Programme Structure – 2nd Year

3rd
SEMESTER

University of Kassel

Germany

- BUSINESS NEGOCIATION
- DISTRIBUTION AND PRICING IN THE INTERNET AGE
- INFORMATION SYSTEM
- RESEARCH METHODS AND THESIS

4th
SEMESTER

University of León

Spain

- SUSTAINABLE AND RESPONSIBLE MANAGEMENT
- COMMUNICATION CHALLENGES
 - PART-MODULE CONSUMER ENGAGING COMMUNICATION
 - PART-MODULE COMPANY PROJECT
- INNOVATION AND ENTREPRENEURSHIP
- INTERNSHIP

... Examination rules

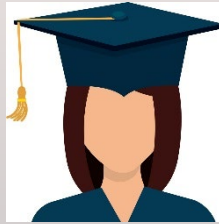
- ✓ Class attendance is compulsory (80% in Trento, 70% in the other partner universities).
- ✓ In case of failure, an exam can be repeated twice.
- ✓ A passed exam cannot be repeated.
- ✓ If a student does not attend an examination or does not comply with other obligations, e.g. related to company project, master thesis, internship, unless for reasons he/she is not responsible for, he/she will have failed the corresponding module / part-module. If the student cannot be held responsible, the examination board decides on how the student can fulfil the requirements.

Employment placement statistics after the program



76,93%

Students with a job two
months after the
graduation



81,79%

Students with a job
three months after
the graduation

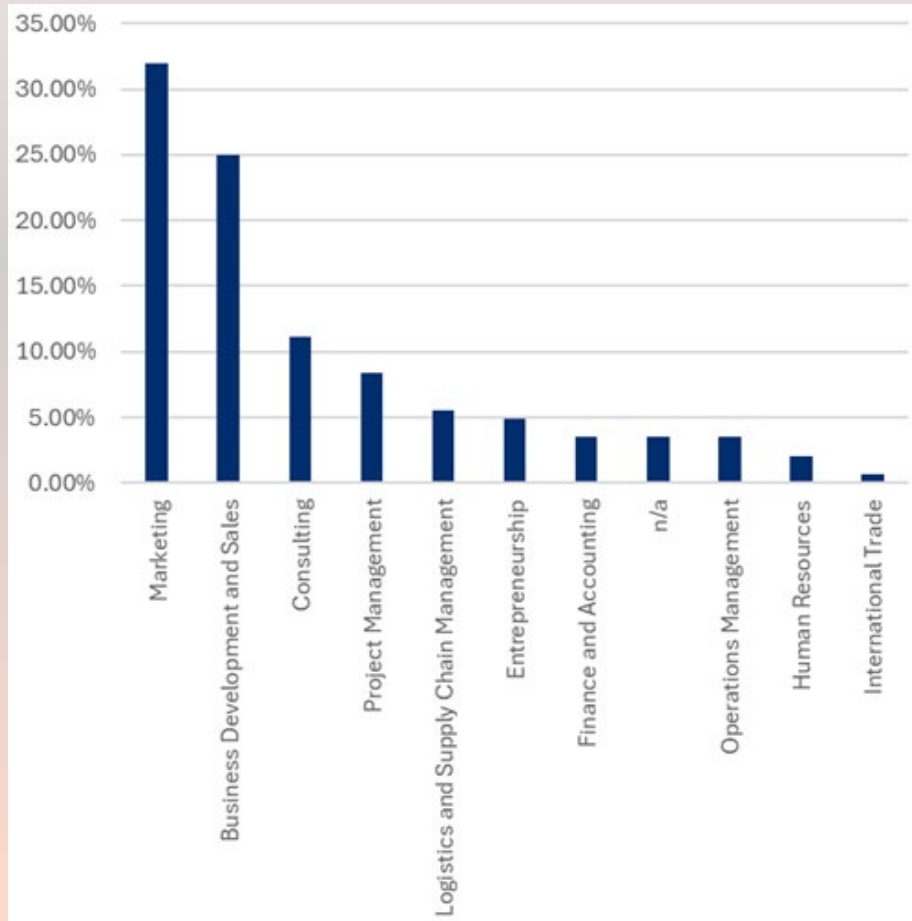


90,04%

Employment
success rate
after six
months

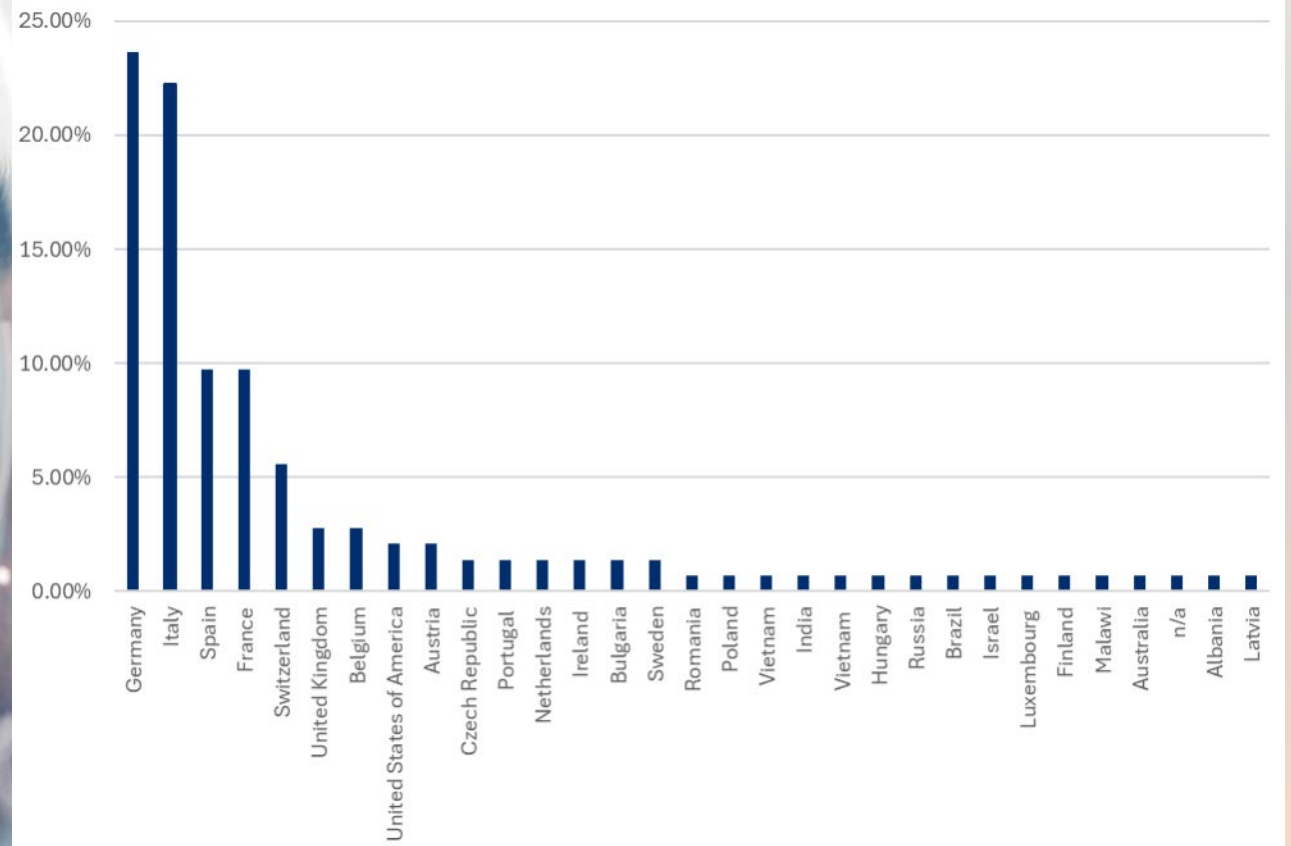
Current situation of embs graduates

Current Position



Current situation of embs graduates

Country



Programme overview (1st part)

- Intake: September each year. No admission in 2nd year or during semesters is possible.
- Class size: up to 30 students
- Application deadline:
 - NON-European (also living in Europe): **Friday, 6th March 2026, 12:00 at noon (CET);**
 - European citizens (1. deadline, "early birds") deadline: **Friday, 6th March 2026, 12:00 at noon (CET)**
 - European citizens (2. deadline) deadline: **Friday, 8th May 2026, 12:00 at noon (CET)**
- Minimum requirements: Bachelor's degree with at least 50% of exams in Economics/Management related fields, English at B2 level and computer skills, Degree final grade 95/110 in Italy, 13 in France, 2,5 in Germany, 6,5 in Spain or the equivalent in other countries.
- Further details about entry requirements: <https://embs.eu/application-procedure/>

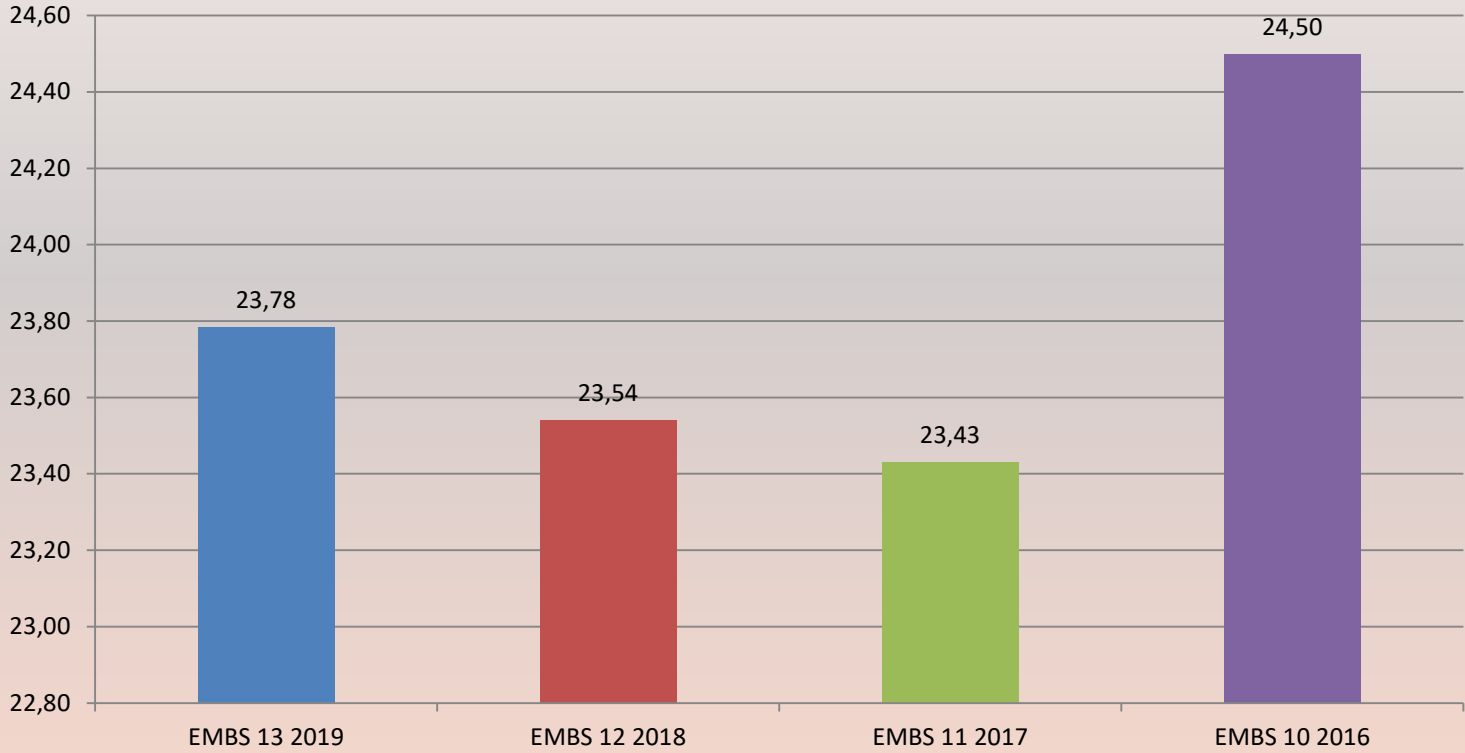
Programme overview (2nd part)

- ❖ Accommodation: in each university will provide EMBS students with some contact details and tools to find an accommodation on the private market. Accommodation in university dorms is limited.
- ❖ Compulsory activities: 3-months international internship, company project, workshops, start-up week, intensive programmes, seminars...
- ❖ Tuition fees: about € 3500 per year (2500 € tuition fee per year plus about 500 euro per year to be paid to each partner university as administrative fee).
- ❖ Info: www.embs.eu and <https://international.unitn.it/embs>

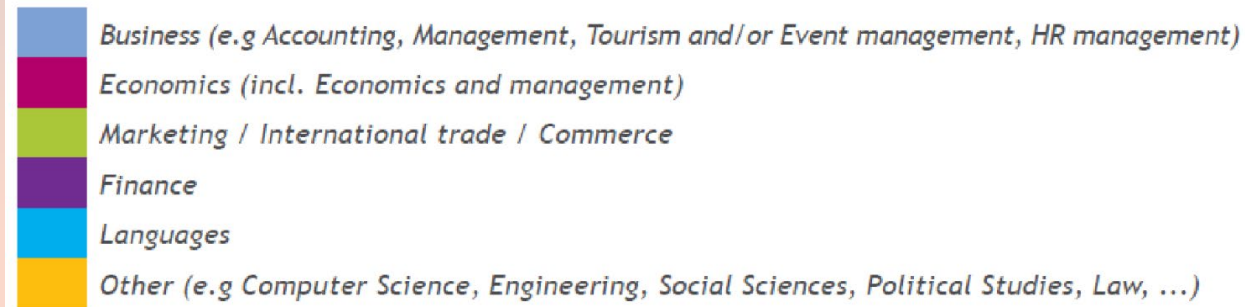
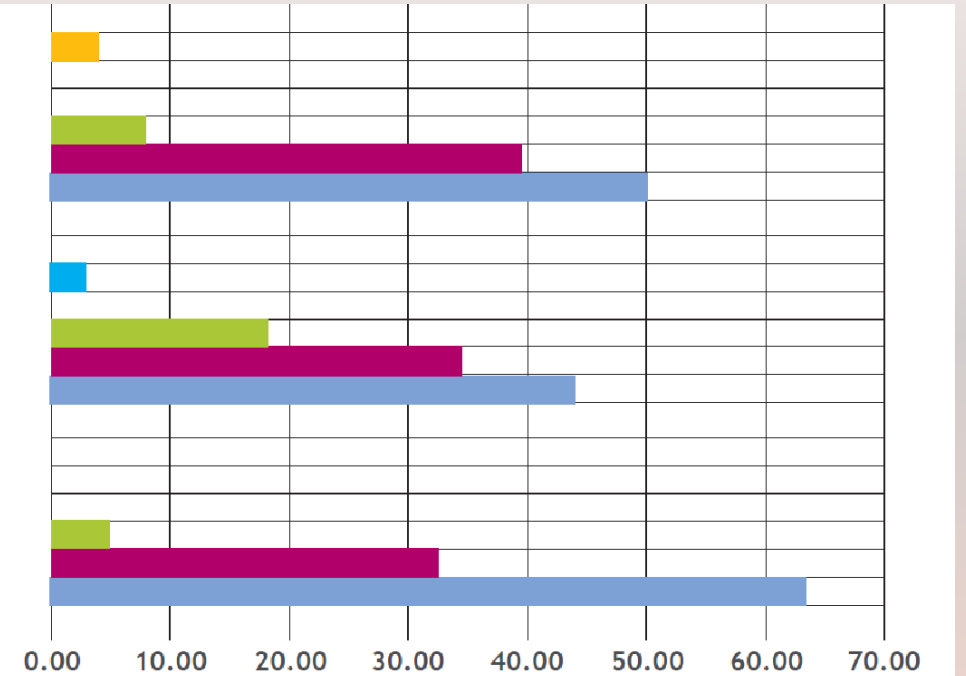
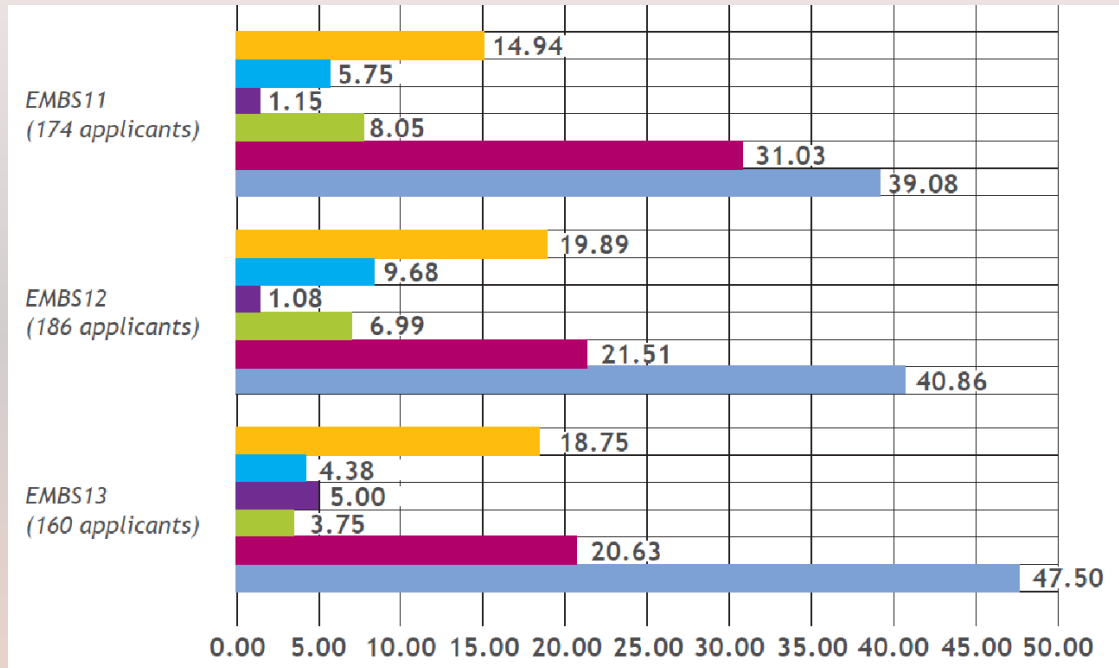
ADMISSION REQUIREMENTS

- **Bachelor's Degree (at least 6 semesters and 180 ECTS)** from an internationally recognized university, valid for Master's admission in Italy, France, Germany, or Spain, **in Economics, Management, or Business Studies, or a related field with at least 50% of coursework in Management/Economics.** For Italian applicants with degrees outside these fields, 60 ECTS in specific areas (Economics, Business, Law, and Statistics) are required, with minimum CFU in each area.
 -
- **Minimum final grade at least:** 95/110 in Italy, 13 in France, 2,5 in Germany, 6,5 in Spain or the equivalent in other countries)
- **English at least at B2 level in all four language skills** (ie. 560 pbt TOEFL or 87 ibt TOEFL or equivalent test results; certificate of university language center at least CEFR B2; university English exam; proof of English as primary media of instruction at university; etc.).
- Good command of the most common computer applications.
- For applicants yet to complete their degree:
 - **Non-European citizens** must graduate by June 30th, 2026, and submit the degree by September 30th, 2026.
 - **European citizens** must complete exams by July 31st, 2026, and graduate by October 31st, 2026, with final documents submitted by November 30th, 2026.
- Applicants who meet these conditions will be “conditionally admitted” until the degree certificate is submitted.

Average age



Academic Background



- ❖ Official website: <https://www.embs.eu>
- ❖ Why EMBS?
<https://www.youtube.com/watch?v=jr1gwrcmbHo>
- ❖ 10 years EMBS Seminar (Rome 2017)
<https://www.youtube.com/watch?v=DLvukbxZixw>
- ❖ LinkedIn:
<https://www.linkedin.com/groups/2115325/>
- ❖ Facebook:
<https://www.facebook.com/EuropeanMasterinBusinessStudies/>
- ❖ Instagram:
<https://www.instagram.com/embs.official/>



Alumni

> 250
EMBS GRADUATED



LINKEDIN

Group > EMBS Alumni



FACEBOOK

@embsalumni



INSTAGRAM

embs.alumni

www.embs-alumni.com

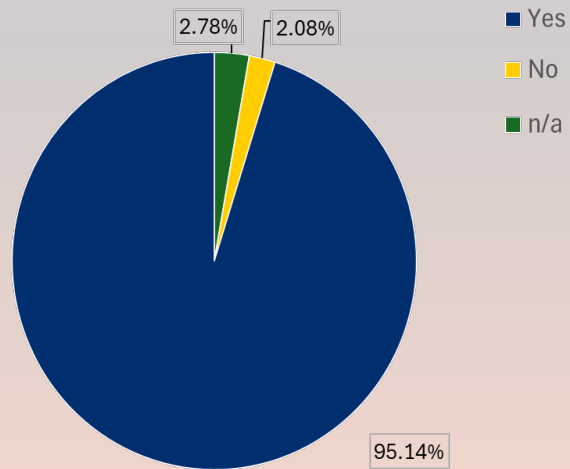
hello@embs-alumni.com

Academic contacts

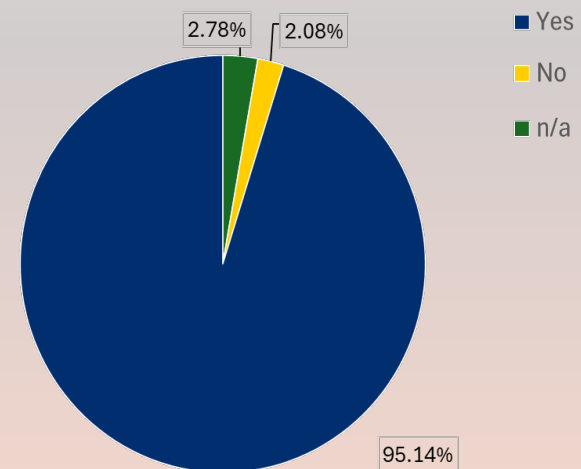
- ✓ Annecy: **Aude POMMERET**
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- ✓ Trento: **Roberta CUEL**
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- ✓ Kassel: **Ralf WAGNER**
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- ✓ León: **Carmen RODRIGUEZ-SANTOS**
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Relevance of the EMBS



Recommendation



Administrative contacts

... in Annecy

Hélène Zayet and Celia Merias
Université Savoie Mont Blanc
IAE Savoie Mont-Blanc
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TRENTO



KASSEL



ANNECY



LEON



Q&A