

## EUROPEAN MASTER'S IN BUSINESS MANAGEMENT & STRATEGIES - LEVEL 7 EQF



**Level**  
7 EQF (European  
Qualifications Framework)



**Duration**  
2 years



**Credits**  
120 ECTS



**Target group**  
Students - people seeking  
employment - employees and  
professionals in the sector



**Admission requirements**  
Candidates holding a level 6  
EQF qualification or a  
qualification equivalent to the  
attainment of 180 ECTS



**Course Structure**  
Full-time or work-study



**Pedagogical methods**  
Theoretical courses, tutorials  
and practical work  
Case studies and professional  
scenarios  
Individual and group projects

### First Year Assessments

- Continuous assessment
- Quiz (1h)
- Practical examinations (2h)
- Thesis defence (1h)

### Modern language

- Reading (1h45)

### Second Year Assessments

- Continuous assessment
- Practical examinations (3h)
- Case study (4h)
- Thesis defence (1h)

### Modern language

- Listening (45 min)

### The FEDE, as a certifier, is in charge of the assessment processes

- Organisation and planning of exam sessions
- Development of topics and model answers
- Ensuring compliance with examination regulations and supervision (anonymity, integrity, confidentiality)
- Assessment and marking of papers
- Reporting results, issuing diplomas, diploma supplements and certificates

[www.fede.education/en/fede-quality-charter](http://www.fede.education/en/fede-quality-charter)

**T**he European Master's in Business Management and Strategies covers a wide range of fields: human resources, B-to-B marketing and the international environment, applicable to companies of all sizes.

The programme trains learners to analyse the strategic context of the company in order to better understand the changes linked to globalisation. This analysis will enable them to identify internal opportunities, risks, strengths and weaknesses, and to align a commercial strategy with the company's priority objectives.

### LEARNING OUTCOMES

- Communicate within the company and develop external communication
- Use commercial management tools.
- Create Business Plans
- Master strategic decision-making techniques
- Develop a business activity
- Acquire multi-disciplinary expertise in the company's economic functions
- Implement internal organisation and control tools
- Design marketing, sales and HR strategies
- Analyse the managerial environment of the company
- Implement operating and control models
- Animate and manage international teams

### PROGRAMME

#### PROFESSIONAL SKILLS (490-630 HOURS)

##### Master's Year 1

#### Culture and Business Management

Intercultural management - Culture and management style - Entrepreneurial culture, innovation and the legal status of the company - Organisational functions - Specific company situations - Commercial communication - E-Management

#### HR and Organisational Management

HR Management - Conflict Resolution - Interpersonal Communication

#### Professional assignment (≥12 weeks)

Internship - Apprenticeship - Salaried employment

##### Master's Year 2

#### Strategies and the Geopolitical, Economic and Legal Environment

Geopolitics and business strategy - The European markets - Strategic monitoring - Strategic models  
**Strategic Management of Organisations**  
Concept of strategy - Strategic decision making - Strategic steering

#### Professional assignment (≥12 weeks)

Internship - Apprenticeship - Salaried employment

#### MODERN LANGUAGE (60-80 HOURS)

Modern language 1 - CEFR level B2  
German, English, Spanish, French, Italian, Portuguese

Modern language 2 and 3 (optional)  
German, English, Arabic, Chinese, Spanish, French, Italian, Portuguese

### CAREER DESTINATIONS

The programme prepares future professionals from FEDE institutions for management and business strategy roles in the following areas:

- Human Resources
- Management
- Management
- Marketing
- Advertisement
- Business to Business
- International Environment

### FEDE'S ASSET - EUROPEAN DEGREE

#### EUROPEAN CULTURE AND CITIZENSHIP (40H)

#### Businesses and the challenges of the ecological transition

- The climate crisis and the destruction of biodiversity: causes and consequences
- The regulatory framework governing the green transition
- The green transition: a response to crises
- Key actors in the green transition and sustainable development
- Citizens as agents of change
- The role of businesses in the green transition
- Cross-cutting skills and interdisciplinarity

#### CCE (Company Skills Certificate) Assessments Quiz (1h)