

# Master of Business Administration (MBA)



The world's most sought-after post-graduate degree

An MBA in The Hague is the perfect way to hone your business skills. With more than 300 international businesses including major multinationals like Shell, Siemens, KPN, Unilever and DSM, the city is a hub of international institutions and companies. Our MBA programme links its values to this international city of Peace, Justice and Security, and its character of internationalism, collaboration and justice.



## For who?

You are an accountable, ambitious, driven and entrepreneurial professional that enjoys cooperating with others in an international environment. The programme is for managers, consultants or specialists that aspire to deepen their expertise in all business facets and understand how they are linked. We seek candidates that are ready to be pushed outside of their comfort zones, and most importantly, aren't afraid to take on an intensive program that combines theory with a hands-on experience.

## Learning targets

- The programme will enhance your professional, research, communication and personal skills
- You learn to analyse, interpret and translate facts and figures to make the big decisions
- You learn to act effectively in a changing environment
- Tackle different aspects of communication
- Sharpen yourself as an independent thinker and share intercultural values

## After the study

After completing the programme, you develop the mind-set of a leader and can work in a general management position in a company or non-profit organisation, applying the knowledge you gained throughout the course. With focus on the application of theory, students learn the impact of the various internal and external aspects on an organisation. Alumni of the MBA programme at THUAS work in management positions in international organisations and are leading teams or business units.

**let's change**  
YOU. US. THE WORLD.

**DE HAAGSE**  
HOGESCHOOL

## Programme during the study

The curriculum is revised each year so that courses anticipate trends in the marketplace in which our students and alumni will work. We create classrooms that balance and blend theory and practice, and create a focus on group work that is fused together through intercultural teams.

Marketing Management	<i>The programme combines traditional and modern marketing methods, and covers the aspects of data analysis, competitors, positioning and marketing planning</i>
Organisational Behaviour	<i>The objective of the course is to provide an understanding of the behaviour of people in organisations, sociology, decision making, team work and management</i>
Management Accounting	<i>The course covers accounting for decision makers and explores financial concepts including solvability, ROI and cost analysis</i>
Managerial Economics	<i>Managerial economics provides a general overview of conceptual and metrical economics as well as discussing concepts of market values and government intervention, among others.</i>
Entrepreneurship & Innovation	<i>Creating value for stakeholders, the program helps students enhance their entrepreneurial skills, enabling them to introduce new ideas, products or services through innovation management</i>
Foundations of Business Analysis	<i>The course provides the skills to use tools for data analysis to support decision making as well as placing emphasis on critical thinking. The course also focuses on the application of statistics in quality.</i>
Business Research Methods	<i>The course facilitates students in identifying, discussing and formulating qualitative and quantitative research methods. Students will gain an overview of methodology, academic writing and will learn to critically analyse published research.</i>
Personal & Professional Development	<i>Designed to broaden students' general development, the program covers team work, critical thinking, personal branding and cooperation in intercultural teams</i>
Operations management	<i>Translating competitive priorities into processes, the course explores the designing, controlling and management of processes, as well as discussing the concepts of value chain management</i>
Corporate finance	<i>The course focuses on decision making from a financial aspect, by gaining an understanding of risk management through an analysis of investments and the calculation of decisions and alternatives.</i>
Global business environment	<i>The course brings an understanding of the impact of global challenges and the opportunities they bring about to a business. Furthermore discussing the new role businesses play in a society and their impacts and responsibility.</i>
Change management	<i>Leading changes, the course analyses the risks in change and the opportunities in them, allowing students to explore the concepts in between.</i>
HRM & Talent management	<i>The courses analyses the role of strategic human resource management in both flexible organisations and complex environments, as well as learn about HR-policies and talent development.</i>
Strategic Management	<i>The main objective revolves around the concepts of strategies and creating one, as well as the impact of external actors from an ethical, social, technological and environmental angle</i>
Thesis	<i>Through applied research, students develop solutions for a while combining both theory and field research through the integration of all modules.</i>



**Guus de Mari**  
Program Director

"In our Master of Business Administration is space for personal and professional development, preparing participants with sufficient knowledge for their future roles as leaders. They know about international issues, external actors and innovation, and together with their skills, they are able to take responsibility and manage change effectively. The group participants is a dynamic mix of managers, consultants and experts with several backgrounds creating an ideal MBA classroom."

## MBA Values

Our MBA program links its values to The Hague's characteristics, and like this special city, THUAS's MBA is international itself. To meet the demands of the ever growing global businesses, all businesses national and international, must work in this direction understanding that businesses does not exist in a vacuum. Collaboration, as such, becomes the best way to thrive.

## Practical information:

**Entry requirements:** Our basic requirements are having a bachelor degree from a recognized institute, alongside a minimum of 2 years of relevant work experience (part-time students three years).  
**Start date:** Please visit our website for the most updated information  
**Duration:** Two years for part-time students,

**Time investment:** 15 to 20 hours per week (lectures and self study)  
**Price:** Please visit our website for the most updated information  
**Location:** The Hague University of Applied Sciences  
**Title:** Master of Business Administration

## More information

For more information about admission requirements, enrollment or content of the program:

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