

# Master programmes 2021-2022



# Table of contents

<b>Welcome to RSM</b>	<b>3</b>
<b>Multiple reasons to choose RSM</b>	<b>4</b>
<b>Introducing our master programmes</b>	<b>6</b>
» MSc International Management/CEMS	8
» MScBA Master in Management	12
» MScBA Accounting & Financial Management	13
» MScBA Business Analytics & Management	14
» MSc Business Information Management	15
» MSc Finance & Investments	16
» MSc Global Business & Sustainability	17
» MSc Human Resource Management	20
» MSc Management of Innovation	21
» MSc Marketing Management	22
» MSc Strategic Entrepreneurship	23
» MSc Strategic Management	24
» MSc Supply Chain Management	25
<b>Alumni</b>	<b>27</b>
<b>Extra-curricular activities</b>	<b>28</b>
<b>Career</b>	<b>29</b>
<b>Rotterdam</b>	<b>32</b>
<b>Application</b>	<b>38</b>
<b>More information</b>	<b>40</b>
<b>Financial Times Global Masters in Management Ranking 2019</b>	<b>42</b>

# Welcome to RSM



Are you ready to help create a sustainable future? Each of our master programmes combines a stimulating, intellectual environment in which you will experience situations very similar to what you will encounter in the business world. At Rotterdam School of Management, Erasmus University (RSM), you will work and collaborate in diverse groups, conduct independent research, implement ideas in real organisations, and interact in international settings. We've been driven by state-of-the-art education and research for more than 50 years. We offer you the best of theory and practice to start your business career, and be a force for positive change in the world.

All our master programmes provide:

- » a mix of educational formats ranging from case studies and group projects to internships and individual research;
- » small-scale, interactive electives and group assignments that engage you in debate and discussion;
- » the experience of being part of a diverse and international student body;
- » challenging academic theory that reflects the latest business and management insights.

Each programme is internationally oriented, accredited, taught in English, and meets the structure for bachelor and master degrees introduced by the Bologna Accord. Like every other school, we had to adjust our teaching in 2020 with the situation around Covid-19. We can't look into the future to see what the 'new' normal will be

or the exact detail of how classes will run, but the quality of our education will always be to the highest standards. And in addition to the academic programme, there are plenty of opportunities for meeting with others, socializing, volunteering, doing sports, and more!

Upon graduation you will have an internationally recognised qualification from a leading European business school, and you will be part of a network of more than 40,000 RSM alumni.

In addition to our specialised master programmes in various business areas, exceptionally talented students can also apply for the selective 18-month MSc International Management/CEMS. Or, if you are a bachelor graduate from a non-business discipline, you can boost your career opportunities through our 12-month Master in Management (MiM) programme.

You will find plenty of information about RSM's master programmes in this brochure and online, including first-hand experiences from students and alumni. Please contact us if you have any further questions about the programmes or RSM.

We look forward to welcoming you in September 2021!

Prof. Ansgar Richter  
Dean of Rotterdam School of Management, Erasmus University

# A truly international insight into business and management



# Multiple reasons to choose RSM

## Rotterdam is:



A **gateway**  
to Europe



The **biggest port**  
in Europe



A **cosmopolitan**  
city



A **business-**  
**minded** city



With its mission to be a **force for positive change**, RSM has established its reputation **over 50 years** as one of Europe's most international and innovative business schools.

## RSM proudly has:



**Triple crown**  
accreditation



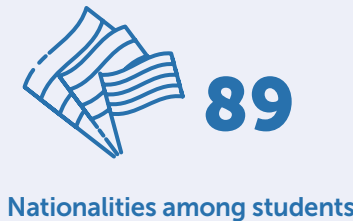
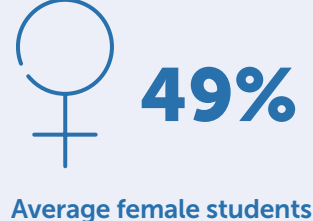
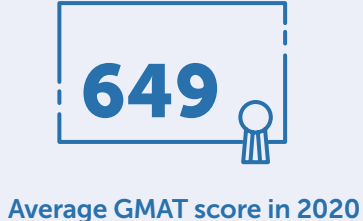
A **consistent ranking**  
among Europe's top  
business schools



# Introducing our master programmes



At RSM, you will find the **broadest selection of business master programmes** in the Netherlands. Each programme represents an **area of business or management** that is in great demand by organisations today.



## MSc International Management/CEMS

RSM's 18-month MSc International Management/CEMS is a programme that awards a dual qualification, offered via a consortium of over 30 international business schools and more than 70 corporate partners. Admission is highly selective and restricted to top students aspiring to top international jobs.

See page  
**08**

## Master in Management

The 12-month Master in Management (MiM) programme is specifically designed for bachelor graduates who want to broaden their horizons and acquire management skills.

See page  
**12**

## MScBA Business Analytics & Management

RSM has launched a new 12-month Master in Business Analytics & Management in 2020-2021. The programme is specifically designed for very ambitious bachelor graduates with a strong affinity to data analytics and its application in different management domains, such as finance and accounting, marketing, supply chain management, and information management.

See page  
**14**

## Eleven specialised MSc programmes

- » Accounting & Financial Management
- » Business Analytics & Management
- » Business Information Management
- » Finance & Investments
- » Global Business & Sustainability
- » Human Resource Management
- » Management of Innovation
- » Marketing Management
- » Strategic Entrepreneurship
- » Strategic Management
- » Supply Chain Management

# MSc International Management/CEMS

 [rsm.nl/cems](https://www.rsm.nl/cems)  [cems.org](https://www.cems.org)

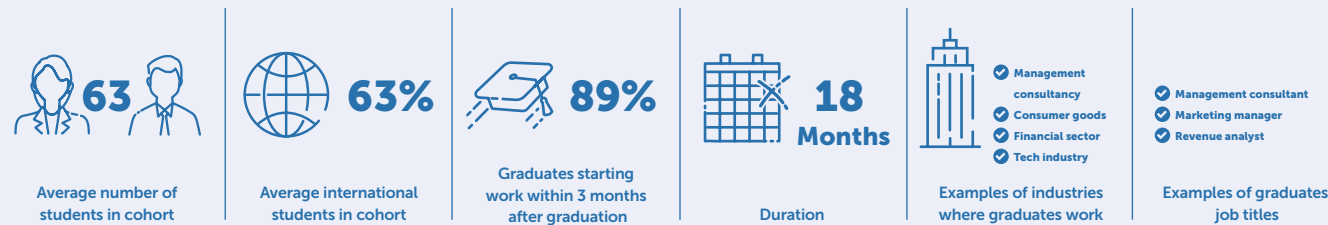
**An accelerated start to your international management career.** Looking for a competitive advantage when taking the first steps in your international career in business or management? Then this is one of the best master programmes you can pursue.

The MSc International Management/CEMS brings you an RSM degree and a CEMS business qualification in one world-class 18-month programme through RSM's partnership with the global CEMS alliance. It offers an unrivalled start to your career thanks to high-quality international teaching and superb networking prospects. You can specialise through careful selection of courses and your thesis topic, or choose a track of more general management studies.

CEMS, the Global Alliance in Management Education, is a strategic network of top business schools and leading multinational organisations: more than 30 renowned academic institutions around the world collaborate with over 70 corporate partners and 5 NGOs to offer globally minded students a unique blend of high-quality education and professional experience. The Financial Times 2019 ranking places CEMS eighth in the world among the top master programmes in management.

Candidates already know that RSM is where they will find a solid business education in the largest international port in Europe, embedded in a nation with a rich history of trading. RSM is consistently ranked in the highest tier of the annual Financial Times Global Masters in Management ranking, and we're placed third for the international mobility of our graduates.

The programme's credentials, its focus on the practical aspect of business education and the highly competitive selection process ensure that you will join a highly motivated and talented class, and undertake a demanding international programme.



## The IM/CEMS difference

The IM/CEMS at RSM is distinguished by its intensive quality and relatively small class sizes, encouraging students and staff to connect the curriculum to a broader social context. In IM/CEMS, the intertwining of education and extracurricular activities facilitates the achievement of personal targets set by the students.

## Key features

During the programme you will:

- » pursue two world-class management qualifications in one programme in an international city at the commercial heart of Europe
- » gain thorough knowledge of management in international companies
- » experience real consultancy projects and international internships
- » train in general and specialised management skills
- » take part in an international study exchange
- » become proficient in several languages.

## The CEMS network

The CEMS network is a co-operation of over 30 partner schools, all representing the best business schools in their respective countries, including The London School of Economics and Political Science (LSE), UK; HEC Paris, France; ESADE, Barcelona, Spain; Ivey Business School in Ontario, Canada; Cornell SC Johnson College of Business (USA), as well as top schools in Asia, Latin America, and Australia. Corporate partners include A.T. Kearney, BNP Paribas, L'Oréal, Facebook, Google, McKinsey, Nokia, and Procter & Gamble. Social partners include CARE International, Fairtrade International, United Nations Alliance of Civilizations, European Space Agency, and Transparency International.

## The CEMS spirit

CEMS students and alumni around the world share curiosity, ambition, awareness and passion for international experiences. They have a broad world view that welcomes cross-cultural differences, and embraces corporate social responsibility and sustainability as core values. This strong sense of community has often been called 'the CEMS spirit'.

After graduation, lifelong membership in the CEMS Alumni Association offers you a rich source of information, and job and networking possibilities. Many students find their first job even before graduation, thanks to the close collaborations between students and CEMS partner companies that take place during the programme.

## Admission criteria

- » A research university bachelor degree in business administration or related field consisting of a minimum total of 60 EC in advanced courses in strategic management, marketing, supply chain management and operations, finance and accounting, as well as a minimum total of 20 EC in qualitative and quantitative research methods and statistics.
- » A successful selection interview.
- » Proof of proficiency in English and two other languages – visit the RSM website for the exact language requirements.
- » For additional requirements please refer to the website.

More specific information about our admission requirements can be found on page 34, and on [rsm.nl/masteradmissions](https://www.rsm.nl/masteradmissions).

"IM/CEMS is an exclusive programme that aims to develop the next generation of global leaders. So beyond gaining comprehensive knowledge of the various business functions, our students are equipped with the cross-cutting skills, mindsets and resilience that will allow them to build teams, to thrive in the context of ambiguity, and to lead others to action."

**Dr Meir Shemla**  
Associate Professor of Organisational Behaviour





# IM/CEMS curriculum

As an IM/CEMS student you will spend either the first or second semester on exchange at a CEMS partner university. Each school offers required CEMS modules, while providing its own unique academic and cultural experience within the CEMS network. A local CEMS club at each university fosters an active social life and CEMS spirit among CEMS students.

An intensive one-week block seminar kicks off the first semester of the programme. Additionally, you will take core courses covering the foundation of international management, along with elective courses.

The second semester offers a core course in global management practices, as well as a highlight of the programme: a consultancy-based business project for an international company. In both semesters students may tailor course selection to a certain functional domain or pursue a general track for broader training in all functions of business. If you did not go abroad in the first semester, then you spend the second semester at a CEMS partner university.

Most students plan their eight-week internship during the summer break, and this is where you really start to gather international experience and begin building your international, professional network. The third and final semester is tailored to producing your master thesis, considered to be the culmination of the IM/CEMS programme. This final semester begins with a research clinic, followed by academic exploration and development leading to your thesis.

## MSc International Management/CEMS

Business communication skills seminar			International business project (1.5 EC)	Skills seminars	Language assessment	Personal leadership module
• Block seminar (3 EC)						
Autumn semester (first semester)	Block 1	<ul style="list-style-type: none"><li>• International strategy (7.5 EC)</li><li>• International entrepreneurship (7.5 EC)</li><li>• Global supply chain management (7.5 EC)</li><li>• Choice of free elective(s)</li></ul>				
	Block 2	<ul style="list-style-type: none"><li>• Management control (7.5 EC)</li><li>• Innovation management (7.5 EC)</li><li>• Choice of free elective(s)</li></ul>				
• Global citizenship seminar (1 EC)						
Spring semester (second semester)	Block 3	<ul style="list-style-type: none"><li>• Management challenges in international organisations (7.5 EC)</li></ul>				
	Block 4	<ul style="list-style-type: none"><li>• Climate change strategy role play (7.5 EC)</li><li>• Using business analytics and machine learning for new products (7.5 EC)</li><li>• Choice of free elective(s)</li></ul>				
	Block 5	<ul style="list-style-type: none"><li>• International corporate finance (7.5 EC)</li><li>• Corporate venturing (7.5 EC)</li><li>• Choice of free elective(s)</li></ul>				
• CEMS internship						
Thesis semester (third semester)	Block 1	<ul style="list-style-type: none"><li>• Research clinic (3 EC)</li></ul>				
	Blocks 2-3	<ul style="list-style-type: none"><li>• Master thesis (20 EC)</li></ul>				

August

September

October

November

December

January

February

March

April

May

June

July

August

September

October

November

December

January

February

# MScBA Master in Management

[www.rsm.nl/mim](http://www.rsm.nl/mim)

**Business administration for non-business bachelor graduates.** This intensive one-year Master in Management (MiM) opens up a new sphere of career possibilities for you if you are a bachelor graduate from a non-business discipline. Your previous academic knowledge combined with this programme will challenge you to find your personal driver and career path, which will help you become a problem-solving and result-oriented business professional equipped with relevant business knowledge and skills.

Learn and integrate all aspects of general management and business administration alongside academic theory that reflects the latest business and management thinking. You will acquire a depth of knowledge from key domains in business administration through contact with real companies in consultancy projects, and prepare for the labour market by working in international teams, finding your future role in business, and experiencing business life in practice.

### Admission criteria

- » A research university bachelor degree containing a minimum total of 20 EC in qualitative and quantitative research methods and statistics, of which at least 10 EC have to be in quantitative research methods or statistics.
- » For additional requirements please refer to the website.

More specific information about our admission requirements can be found on page 34, and on [rsm.nl/masteradmissions](http://rsm.nl/masteradmissions).

If you are a Dutch-speaking young professional, you might consider the Parttime Master in Management. A two year programme designed to combine a career with obtaining your master's degree. Read more about this Dutch-taught MSc on page 31 or visit [rsm.nl/pmim](http://rsm.nl/pmim)

### Programme structure

#### Autumn semester (21 EC)

- » Entrepreneurial challenge
- » Strategic management
- » Marketing management
- » Psychology and business
- » Accounting
- » Business analytics

#### Spring semester (21 EC)

- » Decision science and operations
- » Corporate finance
- » Corporate governance
- » Consultancy project

#### Research clinic and thesis (17 EC)

#### Your future career (1 EC)

\* These facts reflect the Master in Management, excluding the Parttime Master in Management



70

Average number of students in cohort



75%

Average international students in cohort



97%

Graduates starting work within 3 months after graduation



12 Months

Duration



- ✓ Consulting
- ✓ Technology
- ✓ Tourism

Examples of industries where graduates work

- ✓ Digital optimisation specialist
- ✓ Product manager
- ✓ Management consultant

Examples of graduates' job titles



96

Average number of students in cohort



41%

Average international students in cohort



97%

Graduates starting work within 3 months after graduation



12 Months

Duration



- ✓ Controlling
- ✓ Consulting
- ✓ Financial industry

Examples of industries where graduates work

- ✓ Auditor
- ✓ Financial analyst
- ✓ Controller/ CFO

Examples of graduates' job titles

# MScBA Accounting & Financial Management

[www.rsm.nl/afm](http://www.rsm.nl/afm)

**Specialising in insightful financial information.** Financial information functions as the nervous system of all economic organisations and markets, helping managers and investors to make economically sound decisions. Specialists trained in accounting and financial management understand what financial and non-financial information managers and investors need, how such information is used, and how it can be securely gathered and distributed throughout the organisation and to the outside world. RSM's Master in Accounting & Financial Management prepares you to be such a specialist.

You will:

- » prepare and analyse financial information and performance indicators to make decisions about new business opportunities, equity investments, and mergers and acquisitions
- » understand how managers can be motivated by financial and non-financial performance indicators, and how this can help to evaluate their past decisions
- » develop information systems and controls, and perform audits that help to ensure the reliability of financial and non-financial information
- » explore and apply international regulations and guidelines that govern accounting and financial management.

### Admission criteria

- » A research university bachelor degree containing a minimum total of 20 EC in qualitative and quantitative research methods and statistics, of which at least 10 EC have to be in quantitative research methods or statistics.
- » Strongly recommended: a minimum of 40 EC in advanced courses in business administration, including accounting and finance.
- » For additional requirements please refer to the website.

More specific information about our admission requirements can be found on page 34, and on [rsm.nl/masteradmissions](http://rsm.nl/masteradmissions).

### Programme structure

#### Core courses (22 EC)

- » International financial reporting
- » Management control
- » Business analysis and valuation
- » Financial information and decision-making
- » Presentation and social skills
- » Your future career

#### Examples of electives\* (18 EC)

- » Accounting analytics
- » Controllershship
- » M&A and corporate governance
- » Assurance services

\*Some electives have limited capacity

#### Thesis (20 EC)

- » Research methodology and master thesis

"Most Master in Management students look for both a change and a boost in their career. RSM's programme delivers both. The diversity among MiM students makes it an intellectually liberating environment, where theoretical thinking is always challenged. Academic knowledge and practical skills are channelled into first-hand experiences with managerial problems, facilitating a jump-start in the business world. RSM's MiM is both an exciting ride and a great investment in a student's future."

**Dr Gabriele Paolacci**  
Associate Professor of Marketing Management

"RSM's Accounting & Financial Management programme has a strong business focus, a practical orientation, and much attention for personal skills development. It helps you develop into the financial specialist that employers in financial management, controlling, auditing, or financial consultancy are craving for nowadays: a financial specialist with a strong backbone in accounting, who is a trusted advisor and partner of management."

**Prof. Erik Peek**  
Professor of Business Analysis and Valuation



# MScBA Business Analytics & Management



**Putting business in business analytics.** Data is everywhere. In this master programme, you learn to understand, solve and communicate strategic challenges related to data in organisations. Through domain-specific expertise, you will learn how to detect patterns and trends, how to identify causal relationships, and design business models that exploit technological superiority. You will also focus on ways to communicate the recommendations of a business analytics project effectively. And of course, you will be exposed to, and discover how to deal with, ethical dilemmas in data science.

Your training in analytics, statistics and machine learning is taught by domain experts such as marketing modellers, supply-chain modellers and finance modellers. This programme provides you with a broad and integrated business perspective, with ample opportunity for specialisation. You will receive in-depth training in data science methods, investigate analytics, and applied statistics, in courses and hands-on workshops about both core skills and soft skills. Your intensive training, plus the chance to tackle real-life business problems in companies during your studies, makes your MSc in Business Administration with an analytical specialisation a boost to your career opportunities.

### Admission criteria

- » A research university bachelor degree containing a minimum total of 20 EC in qualitative and quantitative research methods and statistics, of which at least 10 EC have to be in quantitative research methods or statistics.
- » Strongly recommended: a minimum of 10 EC in programming and 10 EC in business administration.
- » More specific information about our admission requirements can be found on page 34, and on [rsm.nl/masteradmissions](https://rsm.nl/masteradmissions).

### Programme structure

#### Core courses (32 EC) *\*pick 2 out of 3*

- » Advanced statistics & programming
- » Data management & ethics
- » Experimentation & causal inference
- » Management science
- » Machine learning & learning algorithms
- » Marketing models\*
- » Principles of financial modeling\*
- » Economics of digitization & supply chains\*
- » Business analytics workshop
- » Job market & negotiation skills

#### Electives (12 EC)

- » Customer analytics
- » Algorithms in control
- » Analyzing digital footprints
- » Fintech: business models & applications
- » Network data analytics
- » Supply chain analytics

#### Thesis and internship (16 EC)

- » Master thesis and internship

# MSc Business Information Management



**At the intersection of business and information.** Do you have the ambition to understand the role of digital technologies in creating business opportunities and transform organisations through technology? Our programme sits at the intersection of business and IT, and is the ideal platform to launch your international career. It focuses on the management of information as a strategic resource for improving overall business performance with an emphasis on the potential for innovative information technologies, and develops professionals who combine analytical know-how and business knowledge.

You will investigate the business side of information management for unlocking IT innovations, discover the technical side of leveraging big data to identify business opportunities, and learn how to apply findings and take action. The multidisciplinary approach gives you a broader background than information management alone.

After two blocks of core courses, students have the choice between one of two specialisation tracks (Digital Business or Data Science), or can choose to pursue an individual study plan.

### Admission criteria

- » A research university bachelor degree containing a minimum total of 20 EC in qualitative and quantitative research methods and statistics as well as a minimum of 40 EC in advanced courses in business administration including information management.
- » For additional requirements please refer to the website.

More specific information about our admission requirements can be found on page 34, and on [rsm.nl/masteradmissions](https://rsm.nl/masteradmissions).

### Programme structure

#### Core courses (22 EC)

- » Information strategy
- » Designing business applications
- » Business architecture and transformation
- » Big data management and analytics

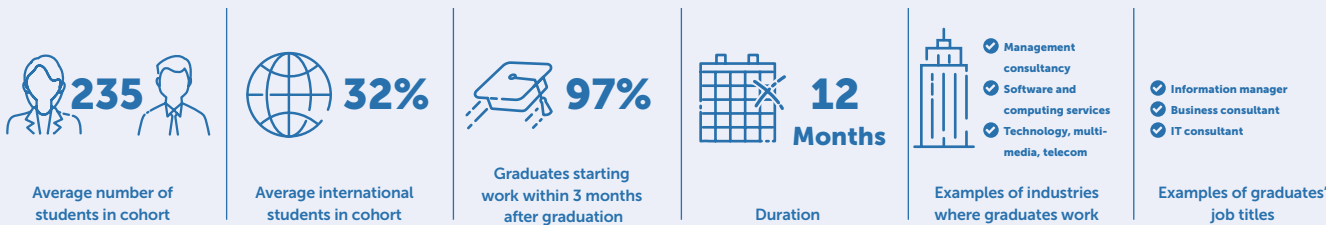
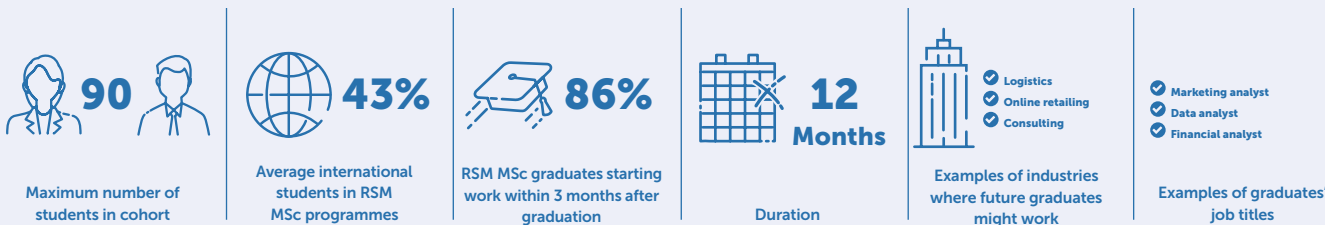
#### Examples of electives\* (18 EC)

- » Customer-centric digital commerce
- » Innovation in the digital age
- » Strategy and economics of platforms
- » Digital decision making
- » Programming for managers
- » Big data and business analytics
- » Introduction to deep learning
- » Introduction to data science with Python
- » Network data analytics

*\*Some electives have limited capacity*

#### Thesis (20 EC)

- » Research methods, research skills, and master thesis



"In this challenging programme, students explore analytical methods and core models of marketing, operations, finance, accounting, and information systems. It is designed to help students understand business problems, select and execute the most appropriate analytical method, and communicate the outcomes of the project effectively. We also focus on the ethical aspects of data science, helping our students become the drivers of positive change through business analytics."

**Robert Rooderkerk**  
Associate Professor of Operations Management

"The BIM master programme prepares students to play a crucial role in organisations, by analysing and improving information flows, and by translating what is technologically possible into clear business value."

**Prof. Ting Li**  
Professor of Digital Business





# MSc Finance & Investments



**A management perspective on financial decision-making.** The MSc Finance & Investments deals with qualitative and quantitative financial decision-making from the perspective of companies, investors and individuals. You will gain state-of-the-art knowledge, insights and skills essential for a successful career as a finance professional. The research-driven programme is based on the latest theories and applications.

RSM has been awarded Chartered Financial Analyst (CFA) Program Partner Status by the CFA Institute, and Chartered Alternative Investments Analyst (CAIA) Programme Partner Status by the CAIA Institute. In this programme, you have the unique opportunity to qualify for an RSM degree and prepare for the Level I CFA and CAIA exams at the same time.

### Admission criteria

- » A research university bachelor degree containing a minimum total of 20 EC in qualitative and quantitative research methods and statistics as well as a minimum of 40 EC in advanced courses in business administration including finance.
- » For additional requirements please refer to the website.

More specific information about our admission requirements can be found on page 34, and on [rsm.nl/masteradmissions](https://rsm.nl/masteradmissions).

### Programme structure

#### Core courses (22 EC)

- » Valuation
- » Financial modelling and analytics
- » Corporate finance
- » Investments
- » Business ethics

#### Examples of electives\* (18 EC)

- » Entrepreneurial finance and private equity
- » Fintech
- » Financial analytics
- » Sustainable finance
- » Portfolio management
- » Derivatives
- » Mergers and acquisitions
- » Advanced valuation

*\*Some electives have limited capacity*

#### Thesis (20 EC)

- » Research skills and master thesis

# MSc Global Business & Sustainability



**A master in sustainable business.** In this programme, you will focus on business strategies and responsibilities in the face of global economic, social and environmental challenges. It examines how business leaders manage sustainability threats, and how new market opportunities are pursued through sustainable value creation.

The MSc Global Business & Sustainability investigates complex sustainability challenges in a broad, integrated and holistic manner addressing the multiple perspectives of companies, governments and NGOs. It teaches you cutting-edge advancements in the theory and practice of sustainable business, and challenges you to formulate your own ideas and propose solutions for transformative change toward more sustainable societies.

### Admission criteria

- » A research university bachelor degree containing a minimum total of 20 EC in qualitative and quantitative research methods and statistics, and a minimum of 40 EC in advanced courses of which at least 20 EC in organisation studies, management or business administration. The remaining 20 EC may contain courses in social sustainability, social justice, ethics, human rights, ecological sustainability or business administration.
- » For additional requirements please refer to the website.

More specific information about our admission requirements can be found on page 34, and on [rsm.nl/masteradmissions](https://rsm.nl/masteradmissions).

### Programme structure

#### Core courses (21 EC)

- » Sustainability leadership and planetary boundaries
- » Global business strategies
- » Sustainability and behavioural ethics
- » Sustainability grand challenges
- » Personal narrative, communication and career

#### Examples of electives\* (18 EC)

- » Social Entrepreneurship
- » Climate change strategy role play
- » Circular Economy
- » Corporate Social Investment as a force for positive change

*\*Some electives have limited capacity*

#### Thesis (21 EC)

- » Research methodology and master thesis



321

Average number of students in cohort



52%

Average international students in cohort



91%

Graduates starting work within 3 months after graduation



12 Months

Duration



- ✓ Investment and merchant banks
- ✓ Insurance
- ✓ FMCG

Examples of industries where graduates work

- ✓ Financial analyst
- ✓ Financial advisor

Examples of graduates' job titles



113

Average number of students in cohort



31%

Average international students in cohort



80%

Graduates starting work within 3 months after graduation



12 Months

Duration



- ✓ Consulting
- ✓ Financial Services
- ✓ Social Enterprises/NGOs

Examples of industries where graduates work

- ✓ (Sustainability) consultant
- ✓ ESG / impact analyst
- ✓ Sustainability manager

Examples of graduates' job titles



"The MSc Finance & Investments combines the latest academic insights with practical applications, and allows you to tailor the programme to your own interests through a wide variety of up-to-date electives, including financial analytics, FinTech and sustainable finance."

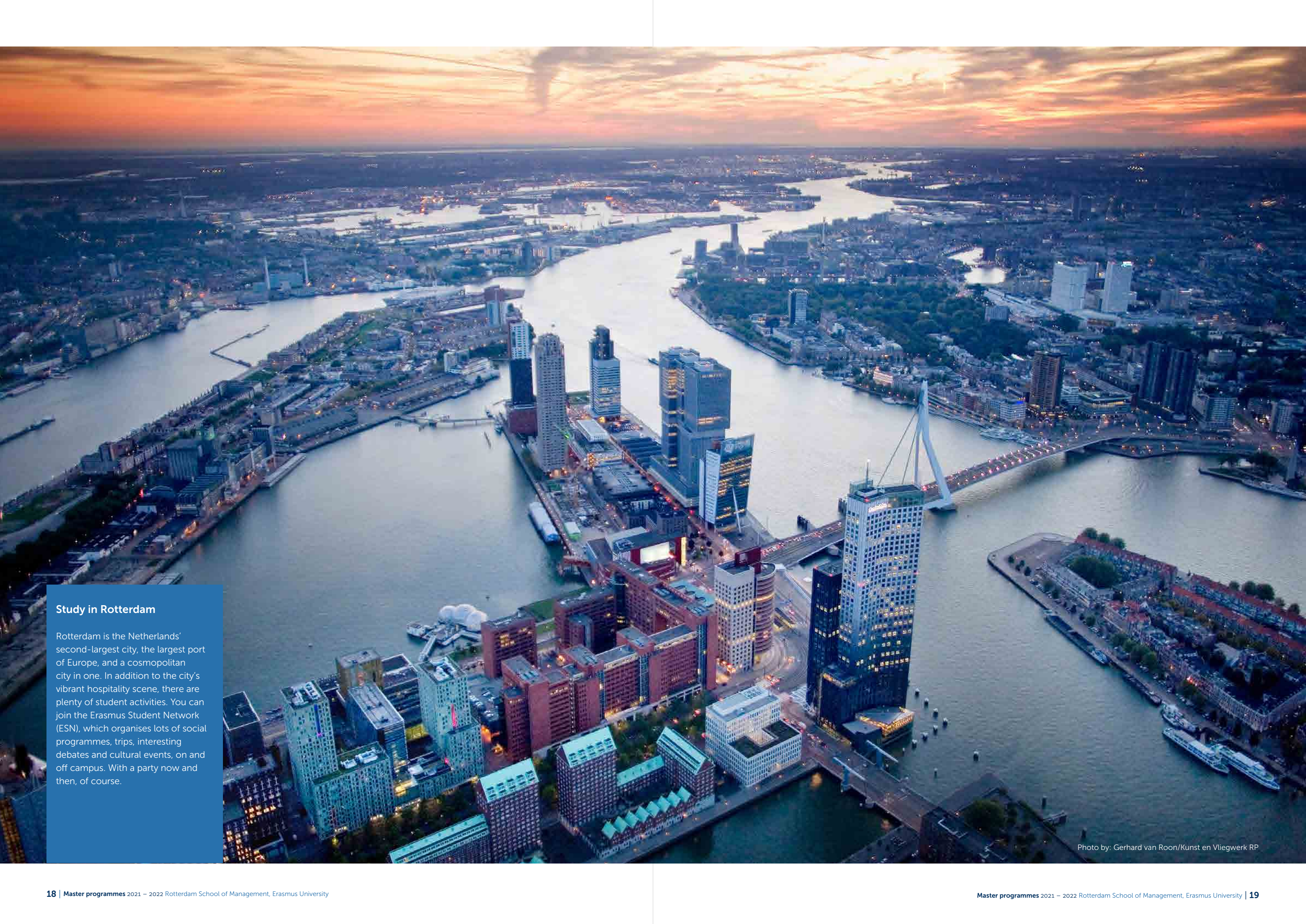
**Prof. Mathijs van Dijk**  
Professor of Finance

"Our Global Business & Sustainability master teaches cutting-edge academic knowledge and requires students to apply it in practice. Our programme uses innovative teaching methods to help students critically analyse and develop new corporate practices. Through strong connections with alumni and partners in the private, public and civil society sectors, our students have a network of change agents, seeking to tackle global sustainability challenges through rewarding careers."

**Dr Steve Kennedy**  
Associate Professor of Sustainability Management







### Study in Rotterdam

Rotterdam is the Netherlands' second-largest city, the largest port of Europe, and a cosmopolitan city in one. In addition to the city's vibrant hospitality scene, there are plenty of student activities. You can join the Erasmus Student Network (ESN), which organises lots of social programmes, trips, interesting debates and cultural events, on and off campus. With a party now and then, of course.

Photo by: Gerhard van Roon/Kunst en Vliegwerk RP



# MSc Human Resource Management



**Leading and managing people in organisations.** This is arguably the most important task in an organisation because value is created with and by people. It creates an important role for managers and leaders to understand what helps people to achieve their full potential, to experience healthy, positive working lives and to navigate through times of change. This has never been more important than in the fast-changing world of work in the 21st century, where flexibility and successful adaptation are key to organisational success and individual wellbeing.

Are you an aspiring HR professional, management consultant or organisational leader? This programme offers you a broad and unique perspective on the management of people in organisations. The MSc Human Resource Management is offered via highly interactive, small classroom teaching, enabling you to develop research-driven solutions to real business problems with real companies. The programme starts with two blocks of core courses focused on understanding the management of individuals, teams, and organisations. Afterwards you will be able to select one of our two specialisation tracks via the selection of three elective courses:

- Human Resource Leadership
- Organisational Development & Change
- Generalist track

### Admission criteria

- » A research university bachelor degree containing a minimum total of 20 EC in qualitative and quantitative research methods and statistics as well as a minimum of 40 EC in advanced courses in business administration or public administration including organisational theory OR a bachelor degree in psychology with a minimum of 5 EC in industrial and organisational psychology and/or social psychology.

- » For additional requirements please refer to the website. More specific information about our admission requirements can be found on page 34, and on [rsm.nl/masteradmissions](https://rsm.nl/masteradmissions).

### Programme structure

#### Core courses (22 EC)

- » Managing individuals and teams
- » Theories of change
- » Strategic people management
- » People analytics
- » Professional development

#### Examples of electives\* (18 EC)

- » High-performance leadership
- » HR mega trends
- » Organisational change and development
- » Managing diversity
- » Foundations of consulting
- » Negotiation

*\*Some electives have limited capacity*

#### Thesis (20 EC)

- » Research methods and master thesis

## Programmes

# MSc Management of Innovation



**For future leaders in innovation.** This programme is dedicated to the integrated and dynamic field of innovation. You will investigate innovation management through a unique blend of theoretical perspectives, case analyses, and practical experiences. As an innovation leader, you will be able to generate and scope out creative ideas, implement those ideas, and transform organisations, markets and business ecosystems.

Alter your way of thinking towards a mindset of innovation through this programme. You will develop skills to spread this mindset through organisations, learn to overcome resistance, negotiate, and execute innovation. You will investigate innovation challenges with classmates, faculty members and representatives from companies. As part of the individual and team assignments, you will regularly present and carry out your findings in class or on site at participating companies.

### Admission criteria

- » A research university bachelor degree containing a minimum of 20 EC in qualitative and quantitative research methods and statistics as well as a minimum of 40 EC in advanced courses in business administration, or a bachelor of science degree from a research university in an engineering field combined with a minimum of 20 EC in business administration courses.
- » For additional requirements please refer to the website.

More specific information about our admission requirements can be found on page 34, and on [rsm.nl/masteradmissions](https://rsm.nl/masteradmissions).

### Programme structure

#### Core courses (22 EC)

- » Strategy of innovation
- » Organisation of innovation
- » Creativity for innovation
- » Idea management
- » Implementing innovations

#### Examples of electives\* (18 EC)

- » Open innovation
- » New business development
- » Circular economy

*\*Some electives have limited capacity*

#### Thesis (20 EC)

- » Research methodology and master thesis



"The MSc Human Resource Management uses the latest academic knowledge to develop practical insights about how to effectively manage people in organisations. We draw from research on leadership, teams, organisational behaviour, and strategic and international HRM, which you will apply to practical examples through organisation visits, case studies, and in-company projects."

**Dr Rebecca Hewett**  
Assistant Professor in Human Resource Management

"This programme cultivates innovation leaders who adapt to change and also create it. Students learn theories and frameworks on how to foster and manage innovation activities in organisations, interact with business leaders to gain first-hand experiences, and harness unique interpersonal and business skills. They also work closely with faculty to generate new academic knowledge, and solve challenging real-life business problems. We also support students to carry out innovations to improve the world."

**Dr Murat Tarakci**  
Associate Professor of Innovation Management



# MSc Marketing Management



**Marketing is fundamental to vision and strategy.** It is an important driver of performance in organisations. By studying different aspects of the marketing process you learn how strategies and tactics result in the success or failure of products and services. People who understand marketing are better able to develop a successful vision and strategy for their businesses.

RSM’s research in marketing management has a strong global reputation, and the master programme is practically oriented, research-driven and internationally focused.

After two blocks of core courses focused on understanding consumer behaviour and marketing strategy, you will be able to select one of our three specialisation tracks:

- » Brand and product management
- » Digital marketing and analytics
- » Individual study plan

### Admission criteria

- » A research university bachelor degree containing a minimum total of 20 EC in qualitative and quantitative research methods and statistics, as well as a minimum of 40 EC in advanced courses in business administration and marketing or business communications and marketing.
- » For additional requirements please refer to the website.

More specific information about our admission requirements can be found on page 34, and on [rsm.nl/masteradmissions](https://rsm.nl/masteradmissions).

### Programme structure

#### Core courses (22 EC)

- » Consumer behaviour
- » Consumer marketing research
- » Marketing strategy
- » Marketing strategy research
- » Thesis topic development
- » Your future career

#### Examples of electives\* (18 EC)

- » Big data analytics for marketing insight
- » Choice architecture
- » Customer experience management
- » Neuromarketing

*\*Some electives have limited capacity*

#### Thesis (20 EC)

- » Thesis clinic and master thesis

# MSc Strategic Entrepreneurship



**Entrepreneurs create new realities, and so can you!.** Start-ups, scale-ups and established companies with new business models have something in common – they proactively transform the business landscape by identifying and exploiting new business opportunities, often by finding solutions to environmental and social challenges. This is the essence of the entrepreneurial process.

In this MSc programme, you will gain knowledge about the phases and challenges in the entrepreneurial process, learn how to make decisions under uncertain circumstances, and develop the skills needed to identify and exploit opportunities within new ventures or established companies. You will apply academic theory to real-life settings, learn a rigorous approach to testing your business ideas, and engage in learning-by-doing both on and off campus, together with renowned and passionate academics, experienced entrepreneurs, skillful investors and dedicated alumni.

### Admission criteria

- » A research university bachelor degree containing a minimum total of 20 EC in qualitative and quantitative research methods and statistics, as well as a minimum of 20 EC in advanced courses in business administration such as accounting, finance, marketing, human resource management, operations, innovation management, entrepreneurship, strategy, supply chain management, or micro- or macroeconomics.
- » For additional requirements please refer to the website.

More specific information about our admission requirements can be found on page 34, and on [rsm.nl/masteradmissions](https://rsm.nl/masteradmissions).

### Programme structure

#### Core courses (22 EC)

- » Opportunity creation
- » Entrepreneurial skillset
- » Start-up and growth
- » Corporate entrepreneurship
- » Research clinic
- » Your future career

#### Examples of electives\* (18 EC)

- » New business development
- » Organizing for technological transformation
- » Social entrepreneurship
- » Managing the family business

*\*Some electives have limited capacity*

#### Thesis (20 EC)

- » Research methodology and master thesis



186

Average number of students in cohort



46%

Average international students in cohort



86%

Graduates starting work within 3 months after graduation



12 Months

Duration



- ✓ FMCG
- ✓ Advertising and marketing
- ✓ Retail

Examples of industries where graduates work

- ✓ Account manager
- ✓ Brand manager
- ✓ Product manager

Examples of graduates' job titles



50

Average number of students in cohort



44%

Average international students in cohort



83%

Graduates starting work within 3 months after graduation



12 Months

Duration



- ✓ Start-ups
- ✓ Technology
- ✓ Corporate organisations

Examples of industries where graduates work

- ✓ Entrepreneur
- ✓ Business developer
- ✓ Project manager

Examples of graduates' job titles



"Our marketing students can tailor the programme to their career interest in one of the specialisation tracks, brand and product management or digital marketing and analytics, or by following an individual study plan. We're always innovating content and teaching methods to reflect contemporary developments in marketing and education. And career events and a strong student association provide ample opportunity to interact with future employers on campus."

**Dr Yvonne van Everdingen**  
Associate Professor of Marketing Management

"In this programme we teach students the main aspects of the entrepreneurial process. We support them in developing their entrepreneurial mindset and skills and teach them how to transform ideas into validated business models. A unique experiential learning process that is facilitated by our dedicated faculty, together with the Erasmus Centre for Entrepreneurship, expert entrepreneurs and investors."

**Dr Ingrid Verheul**  
Associate Professor of Entrepreneurship





# MSc Strategic Management



**Strategies for international challenges.** The MSc Strategic Management programme is uniquely geared to help you develop for positions as general manager or strategy consultant. Focusing on the bigger strategic decisions, you will learn to think like a business leader in your career at large multinational and major consulting firms.

You will explore how to approach complex strategic decisions, to analyse the facts, and to develop and evaluate strategic options. You will also learn how to make and implement strategic decisions. During the core courses, you will focus on topics such as mergers and acquisitions, innovation, building alliances and international expansion. After the core courses you will be able to choose from a broad variety of more specialised electives.

### Admission criteria

- » A research university bachelor degree containing a minimum total of 20 EC in qualitative and quantitative research methods and statistics, as well as a minimum of 40 EC in advanced courses in business administration including business strategy, organisational theory and behaviour, finance and accounting.
- » For additional requirements please refer to the website.

More specific information about our admission requirements can be found on page 34, and on [rsm.nl/masteradmissions](https://rsm.nl/masteradmissions).

### Programme structure

#### Core courses (22 EC)

- » Managing a business strategically
- » Changing a business strategically
- » Corporate strategy and growth
- » Corporate strategy, ownership, and governance
- » Research clinic
- » Your future career

#### Examples of electives\* (18 EC)

- » Strategic management consulting
- » Sustainable strategies
- » Programming fundamentals using Python
- » A managerial perspective on mergers & acquisitions

*\*Some electives have limited capacity*

#### Thesis (20 EC)

- » Research methodology and master thesis

# MSc Supply Chain Management



**Rotterdam is the gateway to Europe.** As the largest commercial port in Europe, Rotterdam is the focal point of logistics and supply chain management in the Netherlands with logistics networks that stretch far beyond Dutch borders. As a business school in Rotterdam, RSM has cultivated a wealth of knowledge and expertise on the subject, making it a recognised world leader in supply chain management research and education.

In this MSc programme, you will gain thorough knowledge of the contribution of supply chain management to strategic objectives, and learn how to apply this knowledge to designing advanced logistics systems.

Based on independent evaluations of the Leiden Ranking, which compares research institutions, research carried out by RSM's Business Processes Logistics & Information Systems group is consistently ranked in the top 5 in Europe.

### Admission criteria

- » A research university bachelor degree containing a minimum total of 20 EC in qualitative and quantitative research methods and statistics, as well as a minimum of 40 EC in advanced courses in business administration of which at least 6 EC in the area of operations management, logistics or supply chain.
- » For additional requirements please refer to the website.

More specific information about our admission requirements can be found on page 34, and on [rsm.nl/masteradmissions](https://rsm.nl/masteradmissions).

### Programme structure

#### Core courses (20 EC)

- » Supply chain fundamentals
- » Global sustainable supply chains
- » Facility logistics management
- » Distribution networks
- » Purchasing and supply chain management

#### Examples of electives\* (18 EC)

- » Supply chain forecasting
- » Supply chain simulation
- » Ports in global networks
- » Supply chain decision analytics

*\*Some electives have limited capacity*

#### Thesis (22 EC)

- » Research methodology and master thesis



196

Average number of students in cohort



46%

Average international students in cohort



87%

Graduates starting work within 3 months after graduation



12 Months

Duration



- ✓ Consulting
- ✓ Venture capital
- ✓ Transportation and logistics

Examples of industries where graduates work

- ✓ Business analyst
- ✓ Project manager
- ✓ Strategy consultant

Examples of graduates' job titles



125

Average number of students in cohort



38%

Average international students in cohort



91%

Graduates starting work within 3 months after graduation



12 Months

Duration



- ✓ Logistics
- ✓ Manufacturing
- ✓ Consulting

Examples of industries where graduates work

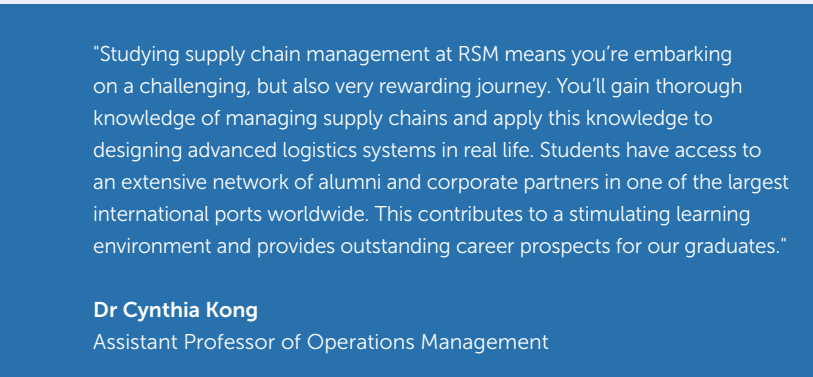
- ✓ Operations manager
- ✓ Procurement manager
- ✓ Production planner

Examples of graduates' job titles



"The MSc Strategic Management focuses on big strategic decisions that companies need to make to secure their competitive advantage and create a long-term sustainable future for the firm. The programme prepares you for a good entry position, and also for your subsequent career progression to senior management and strategic consulting roles. The international and very diverse student body from various universities and countries helps you interact and work with your future colleagues worldwide."

**Dr Anna Nadolska**  
Assistant Professor of Strategic Management



"Studying supply chain management at RSM means you're embarking on a challenging, but also very rewarding journey. You'll gain thorough knowledge of managing supply chains and apply this knowledge to designing advanced logistics systems in real life. Students have access to an extensive network of alumni and corporate partners in one of the largest international ports worldwide. This contributes to a stimulating learning environment and provides outstanding career prospects for our graduates."

**Dr Cynthia Kong**  
Assistant Professor of Operations Management



# Inspiring RSM alumni

When you graduate from RSM, your next career step could take you into business or government, or into non-governmental organisations. The wide range of courses prepares you for positions that become your initial steps into middle management and onwards. Thousands of RSM alumni have taken this route, and many have made their way into top positions as business leaders, government advisors and leading thinkers. They are a source of inspiration to others. You will find some examples of successful RSM alumni here.

Irina Sukacheva holds a MSc in Marketing Management (2011) and a MSc in Finance & Investments (2012) from RSM. During her studies, Irina served on the board of different study associations and did internships in the marketing industry and the financial services sector. After graduation, she worked as a relationship manager at the Amsterdam Trade Bank and as a consultant at EY. Since 2018, she has been combining her knowledge, skills and experience in marketing and investment banking with her passion for sustainability in her current role at Triodos Investment Management.

Alba Tiley obtained her MSc Strategic Management in 2010, and is currently Global Sustainable Antibiotics Director at DSM Sinochem Pharmaceuticals (DSP). She works on developing strategic sustainability solutions including raising awareness of industrial pollution as a cause of antimicrobial resistance (AMR), and increasing access to antibiotics and their appropriate use. Alba works on partnerships to improve the sustainability of the pharmaceutical supply chain, engaging with all sectors including civil society organisation, and represents DSP in leading industry platforms. Internally, she drives sustainability throughout the organisation by co-ordinating local sustainability champions and sharing the impact of the global effort across the company.

[www.rsm.nl/alumni](http://www.rsm.nl/alumni)

"I had a great experience studying at Rotterdam School of Management. It was a true launching pad for my career. A top-notch master's programme, leading academic experts, a wide number of elective courses, relevant extra curriculum activities, motivated peer students and supportive career services empowered me to pursue my dreams and become a successful professional in my sphere of interest."

**Irina Sukacheva**  
Product Marketeer - Impact Investing  
Triodos Investment Management



**Alba Tiley**  
Global Sustainable Antibiotics Director,  
DSM Sinochem Pharmaceuticals

"RSM made all the difference! During my studies, I researched strategic multi-stakeholder alliances and how they create value for various sectors. I was fortunate to have helpful professors as supervisors who supported my passion for this topic. My master thesis interview then led to a job interview at DSM, and landed me my current position."





# Opportunities

International networks, corporate internships and real-life experiences

## International exchange

At RSM, you will meet international students from other business schools who have chosen to spend the exchange programme portion of their studies in Rotterdam. These students were carefully selected by our highly ranked partner schools all over the world. Likewise, as an RSM master student, you will have the opportunity to spend a semester at one of these top business schools after you finish the curriculum components in Rotterdam. RSM maintains an international network of more than 160 leading business schools and universities in Europe, North America, Latin America, Oceania, Asia, Africa and the Middle East. Please note that you must finish your master courses (except for one elective) and thesis prior to going on exchange. [rsm.nl/master-exchange](https://rsm.nl/master-exchange)

## International consultancy project

If you do not take part in an international exchange, you can participate in RSM's International Consultancy Project, in which you work in an international team on a real-life consultancy project. You will then apply your knowledge to a business challenge of real strategic relevance, and gain valuable work experience. [rsm.nl/int-consultancy-project](https://rsm.nl/int-consultancy-project)

## Company internships

RSM's extensive corporate network will give you ample opportunity to work at some of the world's largest multinational companies. Many students acquire their first job from the contacts they make during their internship. Please note that internships are not part of the curriculum in most of our programmes, but you can complete one after finishing your courses and thesis.

## Student association

As a student at RSM, you can join the Study Association of Rotterdam School of Management, Erasmus University (STAR). STAR is the largest student-led study association in Europe. Every year, STAR organises a wide range of events, including the Netherlands' largest on-campus recruitment event, international study trips, research trips, conferences, and many social events.

Each MSc programme has its own study association within STAR, these are called Master Study Clubs. They offer company visits, study trips and workshops based on your programme subjects. You can also meet your peers outside of the classroom through these clubs.

You can become active as a member of your Master Study Club board or study trip committee, or as a consultant with the Erasmus Consultancy Project. As an active member of STAR you will develop personally and professionally. Have a look at [rsmstar.nl](https://rsmstar.nl) to see what STAR can offer you.

# Advancing your career

Your guide to impactful professional progress

## RSM Career Centre

At RSM, we are dedicated to helping you market yourself to future employers with maximum effect. Our Career Centre is run by an enthusiastic team of professionals who prepare you for the international job market.

Acting as an interface between you and company recruiters, its services include:

- » expert advice on how your future career might look
- » how to present yourself to potential employers
- » how to write outstanding CVs and application letters, including personal feedback
- » where and how to search for jobs
- » how to use winning interview techniques
- » a career preparation course
- » online learning modules
- » on-campus company presentations
- » workshops to help you with your job applications.

At these events and sessions, experts from companies such as McKinsey and Amazon and international recruitment organisations will offer valuable information about their recruitment policies, and give advice about careers and the labour market. [rsm.nl/career-centre](https://rsm.nl/career-centre)

In addition, the RSM Career Centre team offers internships and job opportunities throughout the year via the [RSM Career Portal](https://rsm.nl/career-portal). [rsm.nl/career-centre/rsm-career-portal](https://rsm.nl/career-centre/rsm-career-portal)

## Work and study with the Parttime Master in Management

With Dutch young professionals and eager-to-work students in mind, we designed the Parttime Master in Management. This is a two-year, Dutch taught programme for ambitious students with a non-business bachelor degree, who want to combine their career with developing a broad sense of management.

The programme consists of a careful balance between lectures on campus and digital learning methods, providing the flexibility that benefits starting a career. Opening up new perspectives on business, finance and strategy, the Parttime Master in Management challenges you to integrate theory and practice.

[rsm.nl/pmim](https://rsm.nl/pmim)

## MSc graduates in action

Many international business leaders have studied at RSM. Worldwide, the RSM alumni community has around 40,000 members; that's a significant pool of contacts for job opportunities, career information, networking, lifelong learning, and social activities. The RSM alumni network is an active and lively community hosting a wide range of events throughout the year, in locations around the world. You can stay in touch with the alumni network through its website, regular e-newsletter, Local Chapter events, and our alumni magazine full of stories about interesting alumni and the latest business research that can benefit your future organisation.

[rsm.nl/alumni](https://rsm.nl/alumni)  
[rsm.nl/thinkdo](https://rsm.nl/thinkdo)





# Career impact

Career impact only starts once you get a job. How soon can you expect that?

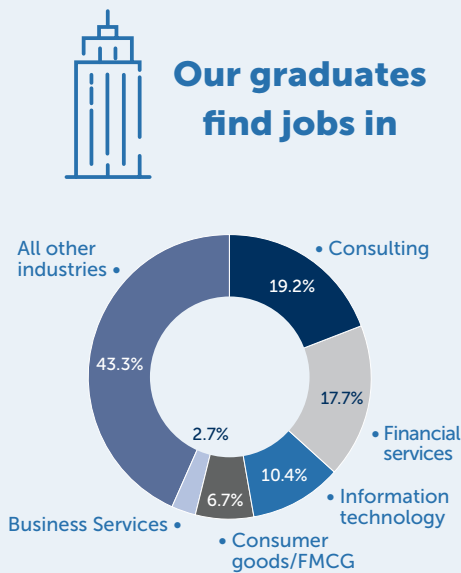
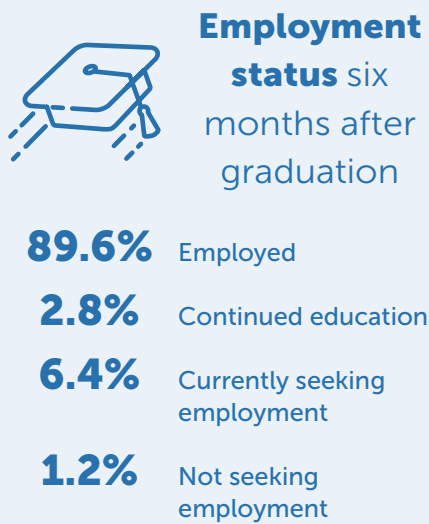
Most students start looking for a job two to three months before graduation, and either with their own efforts or with the help of the RSM Career portal, nearly 90 per cent of them are employed six months after graduation. Plenty have international careers – 23 per cent of our graduates work outside of their own home country, and nearly 70 per cent of non-EEA graduates are employed in the Netherlands. For those in salaried positions, the average starting salary for those working in the Netherlands was €39,979 gross per year.

The 2020 MSc Employment Report released by RSM provides information about the first jobs of RSM students who graduated from our MSc programmes (except for CEMS/International Management).

RSM Career Centre releases Employment Reports for most master programmes. To learn more about the reports for specific programmes, visit [rsm.nl/msc-employment-report/](https://rsm.nl/msc-employment-report/)

For more information, contact RSM Career Centre at [careercentre@rsm.nl](mailto:careercentre@rsm.nl)

\* The survey was conducted in April 2020, and we received responses from 502 graduates of the 1,586 who graduated between 1 October 2018 and 30 September 2019, giving a response rate of 31.7 per cent.





# Life in Rotterdam and at RSM



Photos by: Bart Hoogveld, Iris van den Broek, Ossip van Duivenbode

Within easy reach of Amsterdam, Brussels, London, Paris and the rest of Europe, Rotterdam's strategic position in Western Europe makes it a **highly popular location for many multinational companies**. As an RSM master student, you will learn about international business in the commercial heart of Europe – **one of the largest economic zones in the world**.



## A vibrant city

Rotterdam is a lively city with an international film festival, the North Sea Jazz Festival and a six-day mid-summer cultural festival. You can enjoy its booming nightlife with a hip young scene, and many restaurants, bars, cafés and nightclubs. Rotterdam is also famous for its daring architecture and experimental contemporary art. [rsm.nl/rotterdam](https://rsm.nl/rotterdam)

## Feeling at home

You will soon feel at home in our cosmopolitan city with all of its student activities, on and off campus. It's a melting pot of nationalities and cultures here. Through Rotterdam's many multinational organisations, you might get to know your future employer during your studies, for example through an internship. You can easily communicate in English here. And the Netherlands is among the top 25 safest countries in the world, according to the 2018 Global Peace Index. [rsm.nl/studyinthenetherlands](https://rsm.nl/studyinthenetherlands)





## Rotterdam: architecture, culture, sports and festivals in a multicultural city by the water



1 The Markthal is one of the most spectacular indoor markets in the Netherlands where cultures come together in food stands, food shops and restaurants.

3 Rotterdam Centraal Station is your connection to the rest of the Netherlands and Europe, with trains to destinations across the country, and to Paris, Brussels and London.

2 In the surroundings of the iconic Erasmusbrug you will have some of the best views of the Rotterdam skyline.

4 Hotel New York is situated in the former headquarters of the Holland America Line, and has a great atmosphere for a high tea, drinks on the terrace and dinner.

5 Visit the SS Rotterdam, the famous post-war Dutch passenger steamship where you can enjoy a drink and a bite on the deck terrace.

7 Experience Rotterdam from the river by taking a water taxi to get around fast in the city.

6 In the joyful Witte de Withstraat you'll find hip bars, great restaurants and good coffee.

8 Visit the Euromast observation tower for a spectacular view of Rotterdam from 185 metres up.

Photos by: 500Watt, Ossip van Duivenbode, Claire Droppert, Iris van den Broek





### Life on campus

Our campus is vibrant and dynamic, and close to the heart of Rotterdam. You'll find many study spaces, the library, the food court, a bicycle repair shop, the university pub, and the sports centre. And there are lots of exciting activities, such as music events, movie screenings and festivals. You will meet friends for life here. Are you ready to mingle?

[rsm.nl/campus](https://rsm.nl/campus)

Photo by: Gerhard van Roon/Kunst en Vliegwerk RP



# Practical information

 [rsm.nl/msc-practical-information](https://www.rsm.nl/msc-practical-information)

It is important to get a good return on your investment. Among the top business schools in the **Financial Times ranking 2019**, RSM has some of the **most affordable tuition fees**. This, in combination with the moderate living costs in Rotterdam, **top-quality education and its outstanding global reputation** makes RSM an excellent investment.

### Tuition fees

The 2021-2022 tuition fee for the MSc programmes is €18,700 per year. The Dutch government contributes towards this cost for students who hold nationality from a country belonging to the European Economic Area (EEA). These students therefore pay only the statutory fee of €2,168 per year.

Please note that we are obliged by law to charge a tuition fee of €12,300 to EEA students who already have a master degree from a university in the Netherlands.

### Other costs

We estimate that you will need a minimum budget of around € 11,000 a year to cover living and all other expenses during your stay in Rotterdam, in addition to tuition fees. For non-EEA students, please ensure that you have sufficient funds available for the duration of the programme, and for your immigration process. Students entitled to study grants from the Dutch government can expect financial support for 12 months only. No exceptions are made for programmes with a longer duration.

### Financial aid

You might be eligible for a full or partial scholarship. For scholarship opportunities, please visit [www.rsm.nl/msc/scholarships](https://www.rsm.nl/msc/scholarships) and [www.grantfinder.nl](https://www.grantfinder.nl). For example, excellent prospective students can apply for the RSM Non-EEA Scholarship of Excellence and the Erasmus University Holland Scholarship.

### Immigration, accommodation and other practicalities

Our website gives practical information about immigration procedures, accommodation in Rotterdam, health insurance, and our campus facilities.

There are several ways to find suitable accommodation for the first year of your studies at RSM. Options include furnished and unfurnished accommodation, on-campus accommodation as well as housing off-campus. Once you have been accepted into one of our programmes, we will give you the information you need to start your search for a place to live. Early applicants will find it easier to obtain housing than those who apply late. Latecomers may not find a place in time for the start of the programme, so please apply as early as you can.

For additional information on immigration, accommodation, health insurance see: [rsm.nl/msc-practical-information](https://rsm.nl/msc-practical-information).

With affordable tuition fees and an exceptional portfolio of business programmes, you get value for money at RSM.

### Application and admission

All applicants will be assessed on their academic background and other relevant criteria as listed on the website. For the MSc International Management/CEMS, an (online) interview and additional language requirements will also be part of the selection procedure. All applicants must apply for admission through Studielink and our online application system (OLAF). You can find information about the entry requirements and application process on our website. [www.rsm.nl/masteradmissions](https://www.rsm.nl/masteradmissions)

### Application deadlines

A rolling admissions policy is in effect for all programmes except MSc IM/CEMS. We will accept qualified applicants on a first-come, first-served basis until the programmes are full. This means that it is possible for the application phase of a programme to close before the stated deadline. Please be aware that International Management/CEMS, Master in Management, Accounting & Financial Management, Business Analytics & Management, Business Information Management and Finance & Investments have a limited capacity. To increase your chances of being accepted, we advise you to apply as early as possible. Please note that we can only offer you admission to a programme if your application is complete and you meet all of the admissions requirements. Our application deadlines are strictly upheld.

### Application deadlines for RSM MSc programmes:

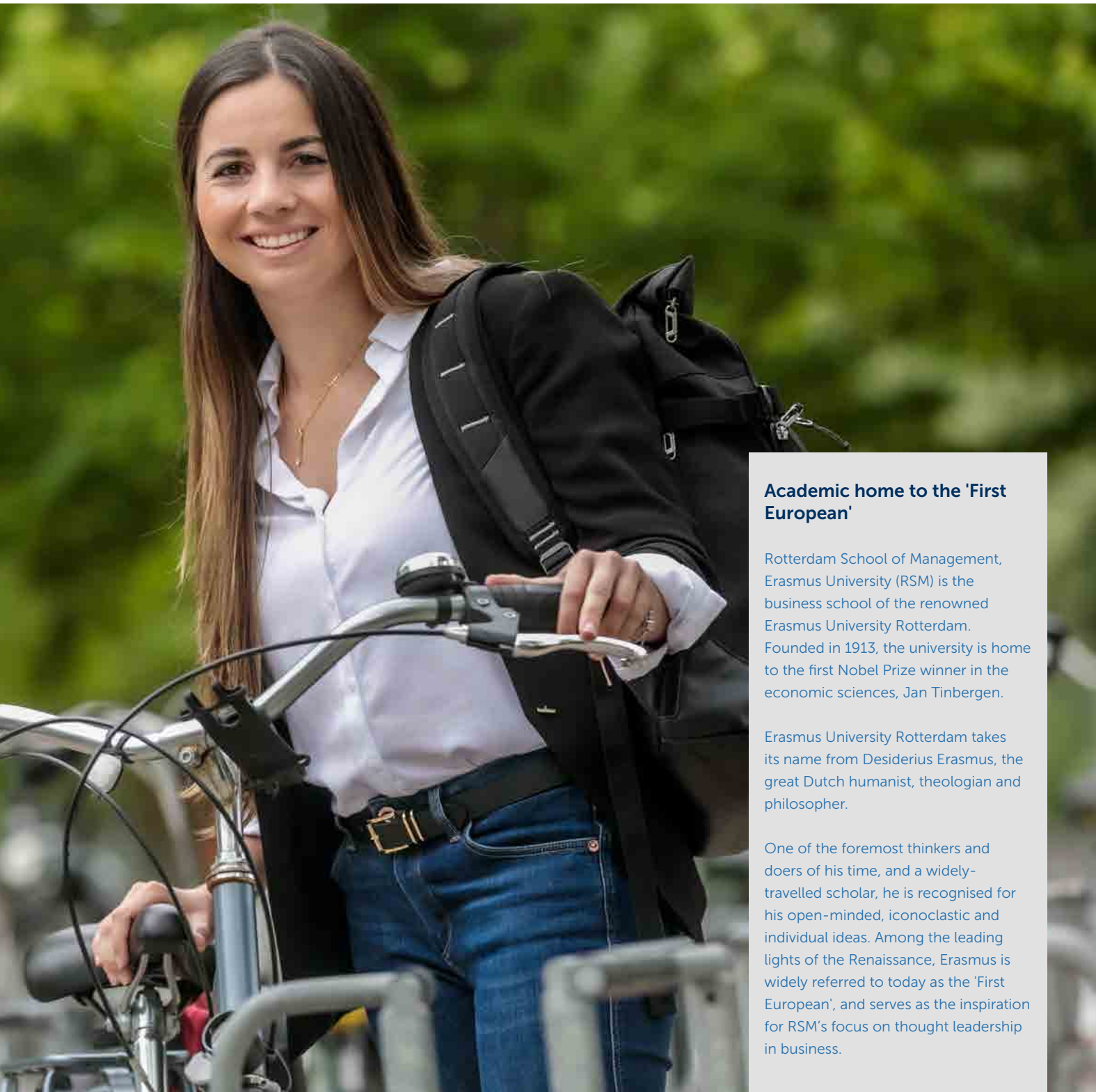
International Management/CEMS	31 January 2021
Accounting & Financial Management	15 May 2021
Business Analytics & Management	15 May 2021
Business Information Management	15 May 2021
Finance & Investments	15 May 2021
Global Business & Sustainability	15 May 2021
Human Resource Management	15 May 2021
Management of Innovation	15 May 2021
Marketing Management	15 May 2021
Master in Management	15 May 2021
Strategic Entrepreneurship	15 May 2021
Strategic Management	15 May 2021
Supply Chain Management	15 May 2021

Please note:  
Your complete application including all required documents as listed on the website should be sent to us before this date. Otherwise we cannot process your scholarship application.



# Meet us

 [rsm.nl/msc/contact-us](https://www.rsm.nl/msc/contact-us)



## Academic home to the 'First European'

Rotterdam School of Management, Erasmus University (RSM) is the business school of the renowned Erasmus University Rotterdam. Founded in 1913, the university is home to the first Nobel Prize winner in the economic sciences, Jan Tinbergen.

Erasmus University Rotterdam takes its name from Desiderius Erasmus, the great Dutch humanist, theologian and philosopher.

One of the foremost thinkers and doers of his time, and a widely-travelled scholar, he is recognised for his open-minded, iconoclastic and individual ideas. Among the leading lights of the Renaissance, Erasmus is widely referred to today as the 'First European', and serves as the inspiration for RSM's focus on thought leadership in business.

## Find out more about the master programmes at RSM

### Virtual information sessions

Our admissions team hosts live virtual information sessions throughout the year. During these sessions you can ask questions from anywhere in the world – as long as you have an internet connection. Virtual information session dates are posted on the Meet Us webpage. [www.rsm.nl/msc/contact-us](https://www.rsm.nl/msc/contact-us)

### Master student for a day

Attend one of our MSc programme lectures and walk around our modern campus to experience life as an RSM student. Please check the Meet Us webpage for more information. Please note that depending on the situation in relation to Covid-19, an online alternative might be offered. [www.rsm.nl/msc/contact-us](https://www.rsm.nl/msc/contact-us)

### Open days

You can meet our admissions representatives, academic directors and students at one of our open days. You can also join information sessions for each master programme to find out more about its content. Join our open days on 28 November 2020 and 23 March 2021. Please note that depending on the situation in relation to Covid-19, an online alternative might be offered. For more details, please visit: [www.rsm.nl/msc/contact-us](https://www.rsm.nl/msc/contact-us)

### Talk to our students

You can ask current MSc students about studying at RSM on our website. Each master programme is represented by a student who will gladly answer your questions about life at RSM. [www.rsm.nl/msc/contact-us](https://www.rsm.nl/msc/contact-us)

### Brochures

Tell a friend about RSM's master programmes, or request a digital version of this brochure or any other RSM material – such as our ranking overview – by sending an online request. [www.rsm.nl/mscbrochure](https://www.rsm.nl/mscbrochure)

### Events

Check out RSM's online events calendar to find out when we're visiting a city near you, how you can attend events, and how to join virtual information sessions. [www.rsm.nl/events](https://www.rsm.nl/events)

### More information

Questions? Please use our online form to contact us directly. [www.rsm.nl/contactmsc](https://www.rsm.nl/contactmsc)

You can also follow us on:  
Instagram: @rsmerasmus  
Twitter: @RSMErasmus  
Weibo: 鹿特丹管理学院RSM  
WeChat: RSMErasmus

I WILL



Alexandre Eyébé, German  
Student, MScBA Accounting & Financial Management



Hui-Yun Hou, Taiwanese  
Student, MSc Global Business & Sustainability



Rodrigo Massa, Portuguese  
Student, MSc Business Information Management



Ghizlane El Bouzzati, Dutch  
Student, MSc Human Resource Management

RSM is a diverse community of international students, faculty, alumni, business leaders and staff, each with one unifying commitment: to make business – and business education – a force for positive change. These ambitions, and the intrinsic motivations of the people behind them, form the fabric of RSM and I WILL.

RSM.NL/IWILL



## Financial Times Masters in Management 2019

The top 20 masters in management programmes

Rank in 2019		Rank in 2018		3-year average		School name	Country	Programme name	Weighted salary (US\$)		Value for money rank	Career progress rank	Aims achieved (%)	Careers service rank	Employed at three months (%)	International faculty (%)	International students (%)	International mobility rank	International course experience rank	Company internships (%)
1	2	3=	4	5	6				7	8	9	10	11	12	13	14	15	16	17	18
1	2	3=	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
1	2	3	4	5	8	10	University College Dublin, Smurfit	Cerns Global Alliance	WU (Vienna University of Economics and Business)	Università Bocconi	Esade Business School	Sterna Business School	Stockholm School of Economics	Imperial College Business School	Shanghai Jiao Tong University, Antai	IE Business School	Indian Institute of Management Calcutta	University of Economics, Prague	Edhec Business School	WHU – Otto Beisheim School of Management

Some 220 points separate the top programme, at the University of St Gallen, from the school ranked 100. The schools are divided into four groups, indicated by bold lines: those in groups one and two score above the average for the cohort, and groups three and four are below it. The difference in score between schools ranked consecutively is greater within groups one and four than in groups two and three. Group one includes 15 schools from St Gallen to Shanghai Jiao Tong University's Antai.

\* Data in these columns are for information only and are not used in the rankings.  
\*\* Grande École programme  
\*\*\* The CEMS programme has 32 different member schools from 31 countries.  
† Undergraduate degree in management, business or economics required to enter masters programme.

International experience & research



## Accredited by



## Member of



## Rotterdam School of Management

### Erasmus University

Burgemeester Oudlaan 50  
3062 PA Rotterdam  
The Netherlands

### RSM China Office

WBS Building  
SWUFE Guanghua Campus  
No.55 Guanghuacun Street,  
Qingyang District  
Chengdu, China, 610074  
Tel.: +86 28 8709 9034  
Email: [rsmchinaofficechengdu@rsm.nl](mailto:rsmchinaofficechengdu@rsm.nl)  
[www.rsm Erasmus.com](http://www.rsm Erasmus.com)

