Information session 9 December 2014

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Associate Professor at [www.kinresearch.nl](http://www.kinresearch.nl) in Knowledge & Networks
Director ABRI Graduate School [www.abri.vu.nl](http://www.abri.vu.nl)

Dr. Flore Bridoux (adjunct Director, UvA)
Two business schools of VU (FEWEB) and UvA (ABS) spotted an emerging group of talented business administration graduates – Students, who…

- Love challenges and crossing boundaries
  - Are interested in tackling big problems, problems that cannot be solved within one subfield of business administration

- Are creative and innovative
  - Do not want ready made recipes, purely apply existing theories or replicate studies – but want opportunities to develop new knowledge and original perspectives

- Want to make a difference
  - Are also interested in the ethical part of business administration, want to make a difference for society as well as for business

- Want to become ‘thought leaders’ in business!
VU and UvA combined efforts and developed a new programme within Business Administration:

- A 2-year academic programme
- A high profile programme for a select group of max. 25 students:
  - Who will continue their career as PhD candidates, strategic advisors and policy makers
  - Who through their research, consulting, teaching, and policy work will influence the future of business
  - Who come from a variety of countries
  - Who like to build bridges, cross boundaries
  - Who like to solve complex problems in collaboration
Why a RESEARCH master?

Key characteristics of the programme

- Two-year accredited master’s programme
- For talented students motivated by a research-oriented career

Unique:

- Business in society ‘flavor’
- Balanced blend of theory building and methodological skills
- Tailored to your needs and preferences > excellence!
- Taught by the internationally renowned researchers
- Joint programme: you will have a degree from 2 universities!
Career prospects

- Ph.D. in business administration (first)
  - At the VU or UvA
  - At another top school or institute
- A research related position in the public and private sectors, such as strategic advisor, researcher, or policy maker
- Or a combination (e.g. after a few years do a part-time PhD while working in a large firm)
Why Business in Society?
A unique learning philosophy

- Blend of theory building and methodological skills
- Aim:
  - Learn to pose relevant questions
  - Be able to develop theory as well as carry out high-quality empirical research
  - Engage in interdisciplinary conversations
### Pillar 1: Theory Building

**Focus on literary arts**

*Core Courses:*
- Business theories in perspectives
- Theory building in business administration
- Business in society
- Philosophy of science for business administration
- Ethics of business research
- Interdisciplinary project: “Business in Society” I (concept development)

*Advanced specialization courses in e.g.:*
- Strategy
- Organizational behavior/Human resources
- Technology & innovation
- Marketing
- Accounting
- Organizational theory

### Pillar 2: Methodological Proficiency

**Focus on mathematical arts**

*Core Courses:*
- Research methods
- Qualitative methods
- Quantitative methods
- Interdisciplinary project: “Business in Society” II (empirical research)

*Specialization courses, e.g.*
- Experimental methods in business research
- Social network analysis
- Panel data analysis
- Process Research

### Pillar 3: Research Practice

**Research Practice**

*Core Courses:*
- Research internships with a research programmer of VU or UvA
- Guided research proposal writing
- Thesis

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**‘Business in Society’ as an underlying theme of the programme**

**Transferable Skills:**
- Reflective skills
- Presentation skills
- Careers and future placement,...
Learn about our Top courses!

**Business Theories in Perspectives** – an interdisciplinary perspective (sociology, economics, environment, government, politics, culture, etc) on the leading business theories: institutional theory, network theory, transaction cost theory, the resource-based view, organizational ecology, etc.

**Theory Building in Business Studies** - developing understanding of what constitutes good theory and a theoretical contribution in business studies; developing skills in constructing theory

**Interdisciplinary project “Business in Society”** – a research project

**Research Internships** – with one of the research centers

See also: [www.uva.nl/rmsc-business-in-society](http://www.uva.nl/rmsc-business-in-society)
<table>
<thead>
<tr>
<th>PERIOD (# weeks)</th>
<th>COURSE</th>
<th>EC</th>
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<tbody>
<tr>
<td><strong>YEAR 1</strong></td>
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<tr>
<td><strong>Semester 1</strong></td>
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<tr>
<td>Period 1 (8)</td>
<td>Business Theories in Perspectives</td>
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<tr>
<td>Sep-Oct</td>
<td>Philosophy of Science for Business Administration</td>
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<tr>
<td>Period 2 (8)</td>
<td>Specialization seminar I (see list below)</td>
<td>6</td>
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<tr>
<td>Nov-Dec</td>
<td>EITHER Business in Society OR Specialization seminar II (see list below)</td>
<td>6</td>
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<tr>
<td>Period 3 (4)</td>
<td>Interdisciplinary project “Business in Society” I (Developing skills for theoretical research)</td>
<td>6</td>
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<tr>
<td>Jan</td>
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<tr>
<td><strong>Semester 2</strong></td>
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<tr>
<td>Period 4 (8)</td>
<td>Quantitative research methods in business administration I</td>
<td>6</td>
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<tr>
<td>Feb-March</td>
<td>Internship I</td>
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<tr>
<td>Period 5 (8)</td>
<td>Quantitative research methods in business administration II</td>
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<tr>
<td>April-May</td>
<td>Qualitative research methods in business administration</td>
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<tr>
<td>Period 6 (4)</td>
<td>Interdisciplinary project “Business in Society” II (Developing skills for empirical research)</td>
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<td>June</td>
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# Curriculum YEAR 2

## YEAR 2

### Semester 1

<table>
<thead>
<tr>
<th>Period 7 (8) Sep-Oct</th>
<th>Theory Building</th>
<th>Advanced methods course I</th>
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</thead>
<tbody>
<tr>
<td>Period 8 (8) Nov-Dec</td>
<td>EITHER Business in Society*</td>
<td>OR Specialization seminar II (see list below)</td>
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<tr>
<td></td>
<td>Guided Research Proposal Writing</td>
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<tr>
<td>Period 9 (4) Jan</td>
<td>Ethics in Business Research</td>
<td>Internship II</td>
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### Semester 2

| Periods 10-12 (20) Feb-June | Advanced methods course II | Thesis | 24 |

* Business in Society:
  - Corporate Governance
  - Finance and Accounting
  - Marketing and Strategy

**Note:** The second year of the Research Master Business in Society program focuses on advanced methods and guided research, preparing students for their thesis research.
## Curriculum ELECTIVES*

<table>
<thead>
<tr>
<th>Specialization seminars</th>
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<tbody>
<tr>
<td>Specialization seminar in Strategy</td>
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<tr>
<td>Specialization seminar in Organizational Theory</td>
<td>6</td>
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<tr>
<td>Specialization seminar in International Business*</td>
<td>6</td>
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<tr>
<td>Specialization seminar in Technology &amp; Innovation</td>
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<tr>
<td>Specialization seminar in Entrepreneurship*</td>
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<td>Specialization seminar in OB/HR</td>
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<td>Specialization seminar in Marketing</td>
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<td>Specialization seminar in Accounting</td>
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<table>
<thead>
<tr>
<th>Advanced method courses</th>
<th>EC</th>
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<tbody>
<tr>
<td>Experimental methods in business research</td>
<td>6</td>
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<tr>
<td>Social network analysis</td>
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<td>Panel Data Analysis</td>
<td>6</td>
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<td>Process Research</td>
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<tr>
<td>Elective</td>
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* Disclaimer: it is subject to changes due to the fact it is a new programme
Tailored to your needs and preferences

- **Specialization areas:**
  - Strategy
  - Organizational Behavior/Human Resources
  - Technology & Innovation
  - Marketing
  - Accounting
  - Organizational Theory

- **Menu of specialization courses in research methods**
Learn from internationally renowned researchers

- In the classroom
- During internships and the thesis
... And more - We are a community!

Promoting research Toward Amsterdam Smart Capital

Seminars with top international scholars

Involvement of many research institutes

Collaborations with professors from top management schools

Excellent Research assessment by KNAW

Highest presence of ABRI researchers at Academy of Management, and EGOS

Business Research Magazine

International conferences and workshops
For talented students

- Small group of students (max. 25 students)
- Highly selective
  - To offer each student personal attention and the best learning environment
  - Specific admission requirements listed online (GPA, GMAT/GRE, TOEFL, etc)
  - Students who do not have an academic knowledge base in Business Administration (at least 30 ECTS) will be asked to acquire it before the start of the programme (reading list)

- Scholarships
“Business in Society” Scholarships

- Tuition fee-waiver
- Based on a competition: a 1500-word essay on business in society topic of your choice
- Deadline: for some already 1 March!
- Submit together with the application for Research Master via Embark at UvA
Application

- Application deadline: May 1\textsuperscript{st} / April 1\textsuperscript{st}
- Apply via Embark at UvA
- Get more info any time on www.uva.nl/rmsc-business-in-society
- Ask questions any time via business.in.society@vu.nl, or https://topdesk.ac.uva.nl/xfg/admfeb
Questions?

Dr. Maura Soekijad (Programme Director, VU) m.soekijad@vu.nl
Dr. Flore Bridoux (Associate Director, UvA) f.m.bridoux@uva.nl

Or business.in.society@vu.nl
Quality control

- It is an NVAO accredited research master
- AACSB accreditation on the way at the UvA for the Faculty of Economics and Business
- Our teaching staff should qualify as high quality researchers
- Committees (and evaluation / coordination) in place for quality assurance