



**Breda University
of Applied
Sciences**

NHTV Academic Pre-master **SBM**

Title: SBM: Academic Pre-master in Business Administration: Strategic Business Management and Marketing. **Short:** Strategic Business Management: **SBM**

program

A graduation track of **60 ECTS in your fourth year at NHTV**, taught in English, making the bridge between a professional bachelor degree (BBA) and a Master of Science in business related study.

status

Equivalent Academic Bachelor level that gives direct access to Master of science programmes in Business and Management such as:

- MSc in Management at the Free University Brussels (VUB),
- MSc International Business and the MSc in Learning (HRM) at the University of Maastricht,
- MSc in Leisure Studies at Tilburg University and others (turn page).

degree

In addition to the regular NHTV professional bachelor diploma, students receive a certificate granting direct access to the Master of Science programme so that they can achieve their Master of Science Degree in one year after the SBM premaster graduation track at NHTV. So you gain one year.

module - units: compulsory courses: 39 ects

- Statistics, Qualitative and Quantitative Research methods (9 ects)
- Strategic Global Marketing (Strategy, CRM, Marketing communications, E-commerce (9 etc.)
- Business Administration: Management: organisational analysis: operations and planning, Quality management and HRM and Finance (9 ects)
- Sociological approach to consumer behaviour and Lifestyle decoding (4 ects)
- Research Practica and training in Academic reading and writing skills (8 ects)

graduation: Individual research project: 21 ects

Fieldwork in a sector of your choice: tourism, telecommunications, media industry, traffic sector, public sector for town planning, leisure, sports, culture, logistics, or hotel industries and in a country of your own choice.

admission requirements and selection

1. Maximum 30 students,
2. three year professional bachelor's course (or short track) in business related studies without any fail and achieved average score = 180 ects obtained,
3. English: toefl test minimum score 213 computer based or 6.0 score in an Advanced English test,
4. intake interview.

enrolment

At NHTV: regular NHTV fee plus extra costs: € 300, excl.: study books, living costs etc.

application for the Academic Pre-master SBM and information

Well-motivated application letter, CV with photograph and full result list to: Sybille Van Hoof, Course Manager SBM, room N2.420 or by email: hoof.s@nhtv.nl.



NHTV Academic Route SBM related Master of Science Programmes



University	Faculty	Master programme	Entrance conditions by the University
Vrije Universiteit Brussel (VUB)	Economics, social and political sciences	MSc in Management (Eng.) MSc Bedrijfsvoering (NL.)	SBM and No extras
Brussels, Tilburg	Manchester, Helsinki	Eur. Polis MSc	SBM and passing a European selection
Brussels, Vienna	Copenhagen, Madrid	Eur. 4Cities MSc (two years)	SBM and European selection
University of Maastricht (UM)	Economics & Business Administration Maastricht University School of Business and Economics	MSc International Business tracks: <ul style="list-style-type: none"> ■ MSc Business Intelligence ■ MSc Entrepreneurship ■ MSc Strategic Marketing ■ MSc Strategy and Innovation ■ MSc Marketing-Finance ■ MSc Supply Chain management ■ MSc Organisation: management, Change and Consultancy MSc in learning (HRM)	SBM and No extras, even no GMAT needed
University of Twente (UT)	Management & Bestuur	MSc Business Administration tracks: <ul style="list-style-type: none"> ■ MSc Service Management ■ MSc Chain Management ■ MSc International Management 	SBM + 2 Pre-master courses at UT
Oxford Brookes University		Several Master programmes in tourism, travel, hospitality	SBM + 70 % on theory 70 % on the thesis
University Warwick	Warwick Business School (WBS)	MSc in Marketing & Strategy	SBM + 80 % average
Tilburg (UvT)		MSc of Leisure Studies	Prof. Bachelor ILM or VTM + SBM
		MSc of Human Resource Management	SBM + Pre-master courses at UvT for 24 ects
Amsterdam (UvA)	Economy and Econometric	MSc Business Studies	SBM + Pre-master courses UvA for 30 ects out of 60 ects