



NORWEGIAN SCHOOL  
OF MANAGEMENT



MASTER OF SCIENCE  
2010



# MASTER OF SCIENCE

BI Norwegian School of Management (BI)'s two-year Master of Science (MSc) programmes will give you a taste of what **globalisation** and **internationalisation** are all about; a taste with a **Scandinavian** flavour, which will prepare you thoroughly for an international career.

BI is a business school with a **strong research tradition** and boasts Norway's largest and one of Europe's largest and most productive academic environments in the areas of business economics and administration, marketing and management. The MSc programmes consequently offer you **state-of-the-art** knowledge based on **cutting-edge research**.

BI's MSc programmes provide a stimulating and **multi-cultural** learning environment. MSc faculty and students have an **international outlook** and share a fundamental curiosity that will take them to the heart of any business and management related matter.

The MSc programmes are thorough, demanding and interactive, and the active participation of students is taken for granted.

The MSc programmes are taught in **English**.

## NORWAY

**Friendly, down-to-earth** people, **unique** scenery, summer nights bright as day and delightful **snowy** winters make Norway a very special country. It is a very **safe country** to live in. Its crime rate is amongst the lowest in the world and its **environment** and air are amongst the **cleanest**.

It is easy for a foreigner **to feel at home** in Norway. **English** is widely spoken and coping with day-to-day life in Norway does not require proficiency in Norwegian. There are just over **4.6 million** Norwegians and in general they are friendly and open to strangers.

Norway is one of the world's **richest** countries in per capita terms. **Shipping**, maritime, pulp and paper products, chemicals, shipbuilding and fishing are the most significant traditional industries. Norway's emergence as a major **oil and gas** producer in the mid-1970s has led to increases in Norwegian production costs and **wages** compared to the rest of Western Europe. **Employment** remains currently high, and the prospects for **economic growth** are encouraging.

Read more about Norway at [www.bi.no/norway](http://www.bi.no/norway)

## ABOUT BI

BI Norwegian School of Management is an internationally recognised and accredited, private institution located in Oslo, the capital of Norway. BI has one of Europe's largest and most productive academic environments in the area of business economics & administration, marketing, finance and general management.

BI is a school for people who want a wide scope, accessibility and flexibility, as well as depth, specialisation and an international perspective. In May 2008, BI obtained the status of a "specialised university institution" under the Norwegian Higher Education act.

- EQUIS accreditation since 1999 and reaccruited in 2004
- Research oriented
- Wide range of educational programmes taught in English: Bachelor of Business Administration, Bachelor of Shipping and Finance, Master of Science, PhD and Executive MBA programmes
- State-of-the-art learning and teaching facilities
- 9,000 full-time and 9,500 part-time students
- Oslo campus is home to over 7000 undergraduate and postgraduate students
- 330 faculty members

Read more about BI at [www.bi.no/aboutbi](http://www.bi.no/aboutbi)



MSc in Business and Economics	MSc in Strategic Marketing Management	MSc in International Marketing and Management	MSc in Leadership and Organisational Psychology	MSc in Political Economy	MSc in Financial Economics	MSc in Innovation and Entrepreneurship
Thesis (30 credits)	Thesis (30 credits)	Thesis (30 credits)	Thesis (30 credits)	Thesis (30 credits)	Thesis (30 credits)	Thesis (30 credits)
Minor or electives courses (24 credits)	Specialisation and advanced specialisation courses (60 credits)	Specialisation and advanced specialisation courses (66 credits)	Specialisation and advanced specialisation courses (60 credits)	Specialisation and advanced specialisation courses (60 credits)	Specialisation and advanced specialisation courses (60 credits)	Specialisation and advanced specialisation courses (60 credits)
Major courses (36 credits)						
Core courses (30 credits)	Core courses (30 credits)	Core courses (24 credits)	Core courses (30 credits)	Core courses (30 credits)	Core courses (30 credits)	Core courses (30 credits)
Possibility for exchange in the 3rd semester or Double Degree in the 2nd year	Possibility for exchange in the 3rd semester	One year abroad in the 2nd year of the programme. Possibility to take the 2nd year in Oslo under certain conditions	Possibility for exchange in the 3rd semester	Possibility for exchange in the 3rd semester	Possibility for exchange in the 3rd semester or Double Degree in the 2nd year	Possibility for exchange in the 3rd semester or the Entrepreneurship Programme between 1st and 2nd year

For more up-to-date programme information, visit [www.bi.edu/msc](http://www.bi.edu/msc)

## PROGRAMME STRUCTURE

### Programme details

Duration:	2 years of study
Mode of study:	Full time
Total credits:	120 ECTS credits
Course credits:	90 ECTS credits
Thesis credits:	30 ECTS credits.
Core courses:	5 courses in ethics, methods, and subject areas related to the individual programmes
Specialisation courses:	10 subjects
Thesis:	In-depth investigation of your chosen topic

### Specialisation courses

Specialisation and advanced specialisation courses provide the main vehicle for specialisation. As a general rule, each course covers 36 contact hours over the semester. Group work, term paper preparation and independent study are important elements in all courses.

### Thesis

Each MSc specialisation includes a thesis, which is a major exercise in information research and analysis. The thesis process starts during the first year of the programme with a research methodology course. You will work on your thesis in teams of two students or independently. Under the guidance of an academic supervisor you will then work on an in-depth investigation of your chosen topic during the second year of the programme.

### MSc learning environment

In the MSc programme you will encounter a combination of teaching methods which involve a high level of student activity and regular feedback. To enhance the learning outcome and progression, emphasis is placed on teaching methods that involve a high level of student activity combined with forms of assessment that promote learning by means of regular feedback.

### Facilities

BI is a future-oriented business school and is continually updating and improving its teaching facilities. BI offers guaranteed housing to international students, on-campus health and welfare services, library and access to a fitness centre. More information at [www.bi.no/facilities](http://www.bi.no/facilities)

### Student life

BI provides a wide range of services to make student life easier through organised activities by the Student Union. More information at [www.bi.no/studentlife](http://www.bi.no/studentlife)

### BI Careers Service

The careers service at BI serves as a link between students and business life: It provides a counselling service and access to BI's job database. More information at [www.bi.no/careerservice](http://www.bi.no/careerservice)

### Graduate Students' Society

The Graduate Students' Society (GSS)'s main objective is to contribute to both the social and academic life of Master of Science and graduate exchange students at BI. GSS arranges various social events for students to get acquainted with each other, build friendships and have fun during their study time at BI, in addition to providing opportunities to meet the business community. More information at [www.gss.bi.no](http://www.gss.bi.no)

### MSc facts 2009

Student Population:	1000
Intake:	599
Average age:	26
Male/female:	53%/47%
Norwegian/International*:	70%/30%
Number of nationalities represented:	48

\*Inclusive of MSc exchange students

# MSc IN BUSINESS AND ECONOMICS

You will acquire solid all-round skills in finance and management. The programme is theoretical, analytical and research-based and emphasis is placed on subject areas such as statistics, mathematics and data analysis. Students can combine a concentration area or "major" from five different fields with a minor or a free elective. The concentration areas offered are Strategy, Economics, Finance, Marketing and Logistics - Supply Chain and Networks.

More information at [www.bi.no/mscbu](http://www.bi.no/mscbu)

## Examples of graduate employment positions and companies

Associate and Accountant	PricewaterhouseCoopers
Analyst	Accenture
Consultant	Ernst & Young Advisory
Account Manager	Microsoft Norway
Accountant	KPMG
Financial Controller	Green Resources AS, Tanzania
Associate	Boston Consulting Group
Internship	Solar Vision (South Africa)
Associate	McKinsey & Company

# MSc IN INTERNATIONAL MARKETING AND MANAGEMENT

The programme focuses on international strategy and management, cross-cultural management and international marketing. It gives the students insight into the way international companies operate and prepares them optimally for a career in international business. Study abroad is included in the programme, although students with previous international experience may choose to spend the whole study period in Oslo.

More information at [www.bi.no/mscimm](http://www.bi.no/mscimm)

## Examples of graduate employment positions and companies

Sales Trainee	Mamut ASA
Marketing and Sales Coordinator	EF - Education First
Nordic Sales Trainee	IBM Norway
Commercial Officer	The Commercial Department in the Embassy of Belgium (in Oslo)
Account Strategist	Google, Norway
Exports Coordinator	Wonderland
International Coordinator	Eurosport's Head Office (Paris, France)

# MSc IN FINANCIAL ECONOMICS

BI is internationally recognised for its research in the field of financial economics and consequently lectures are given by faculty with high international standing. The finance industry is undergoing constant change and graduates with world class financial expertise provided by BI are much in demand. This programme provides a thorough understanding of current financial theories, financial decision making criteria and risk management.

More information at [www.bi.no/mscfe](http://www.bi.no/mscfe)

## Examples of graduate employment positions and companies

Associate	Deloitte
Management Consulting	PA Consulting Group
Business Analyst	3M
Equity Analyst	Carnegie ASA
Stock Broker	Pareto Securities
Analyst	The Nielsen Company

# MSc IN STRATEGIC MARKETING MANAGEMENT

This programme provides excellent in-depth knowledge of marketing as a discipline and develops students' abilities for creative, analytical and strategic thinking, which requires the use of both sides of the brain. Marketing is closely linked to business strategy and students learn the tools needed to put strategies into practice, in addition to achieve a solid understanding of product and customer profitability.

More information at [www.bi.no/mscma](http://www.bi.no/mscma)

## Examples of graduate employment positions and companies

Brand Manager	Nikita Hair Norway
Brand Manager	Orkla Brands
Product Manager Schwarzkopf	Bonaventura Sales
Churn-Consultant	Sector Alarm
Marketing Coordinator	Det Norske Veritas (DNV), China
Business Developer	L'Oreal
Junior Client Advisor	The Nielsen Company

# MSc IN LEADERSHIP AND ORGANISATIONAL PSYCHOLOGY

The programme focuses on the human side of organisations. It combines traditional business studies with management and organisation psychology. It provides students with up-to-date knowledge in research related to leadership and organisational psychology and its application to the tasks and challenges of management and leadership in the modern organisation.

More information at [www.bi.no/msclo](http://www.bi.no/msclo)

## Examples of graduate employment positions and companies

HR Consultant	ErgoGroup
Analyst	Accenture
Consultant	Proactima AS
Product and Sales Manager, New Developments	Selfa Arctic AS
Project Manager Corporate Relations	Norwegian Red Cross
HR Assistant	Opera Software ASA
Recruitment Manager	Deloitte

# MSc IN POLITICAL ECONOMY

This programme focuses on phenomena and processes in the boundary areas between politics and economics, both in a national and in an international context. It tries to find answers to such questions as: Is democracy important for economic growth? What effects does globalisation have on democracy? What are the requirements for an effective public sector? The central focus is on political and institutional conditions for economic development.

More information at [www.bi.no/mscipo](http://www.bi.no/mscipo)

## Examples of graduate employment positions and companies

Political Advisor	Oslo City Government (Commissioner of Finance)
Research Assistant	Cicero – Center for Climate and International Research, Norway
Business Manager	First Securities
Journalist	E24 Newspaper, Norway
Consultant	Capgemini

# MSc IN INNOVATION AND ENTREPRENEURSHIP

Students will gain insight into development and project management within enterprises and entrepreneurial companies. They will get a complete overview of the processes of innovation and important elements that are involved. The programme has been designed on the basis of a need within industry. Students will gain a good understanding of the factors that affect the process of innovation and the way in which these factors interact and shape the outcome of this process.

More information at [www.bi.no/mscie](http://www.bi.no/mscie)

## Examples of graduate employment positions and companies

Product Assistant, Mills Proff Partner	Mills DA
Business Developer Trainee	Opera Software ASA
Sales Trainee	Mamut ASA
Business Developer	Self-owned company
Entrepreneur	lynet.no, Norway
Sales Trainee	IBM, Norway



## STUDENT PROFILE

**YAN CHEN ØSTENG** China, 2008  
MSc in Business and Economics  
(Major in Logistics - Supply Chain and  
Networks),  
Trainee at TINE AS, Oslo, Norway



*«I currently work as a trainee at TINE AS. It is a position under the "Methods and Development" department of Tine Logistics. This position requires education from the Logistics field; therefore it suits my educational background well. Before commencing my trainee position at TINE, I had worked in a third party logistics company Scan Global Logistics AS for one year, where I gained experience within the shipping and freight forwarding industry. My MSc degree has strengthened my confidence in the theoretical area and this helps me to be competitive in the working environment and I would say that my education was a prerequisite for my current position in TINE. »*

More success stories at [www.bi.edu/msc](http://www.bi.edu/msc)

## EMPLOYER PROFILE



*«Our clients need people with strong analytical, structural and cooperative skills. We know that Master Candidates from BI possess these skills»*

Sverre Haugen, Recruitment Lead,  
Accenture

More employer profiles at [www.bi.edu/msc](http://www.bi.edu/msc)

View our award winning campus at  
[www.bi.no/campus](http://www.bi.no/campus)



# INTERNATIONAL OPPORTUNITIES

The MSc in International Marketing and Management programme includes an international study experience where students currently spend their second year abroad. It is also possible to apply for double degree at ISM University of Management and Economics in Lithuania. Please visit our website at [www.bi.no/mscimm](http://www.bi.no/mscimm) for updated information regarding any changes to the programme structure.

## Double degrees

BI Norwegian School of Management has established double degree agreements with the following institutions:

MSc in Business and Economics (Majors in Finance and Economics) and MSc in Financial Economics:

- University of Amsterdam, The Netherlands
- University of Ljubljana, Slovenia

MSc in Business and Economics (Major in Strategy) and MSc in Strategic Marketing and Management:

- University of Groningen, The Netherlands

MSc in Leadership and Organisational Psychology:

- University of Tilburg, The Netherlands

*More double degree programmes are under development*



# PRACTICAL INFORMATION

## Tuition Fee

NOK 71,000 (approx. USD 12,250; EUR 8,250) per year.\*

## Living costs in Norway

NOK 90,000 (approx. USD 15,500; EUR 10,500) per year.\*

## Part-time work during your studies

There are good opportunities for part-time work for international students in Norway. Students are allowed to work up to 20 hours per week. Average wage is around 13 EURO/18 USD.\*

\*Exchange rate September 2009

## Scholarships

Scholarships are awarded based on academic excellence as indicated by grade point average (GPA) and GMAT. One can apply for a scholarship by writing a scholarship application letter. The following scholarships are available:

- The Norwegian State Educational Loan Fund scholarships for students from BI partner institutions in developing countries and Eastern European countries outside the European Union. It covers living costs for 10 months per year and the greater part of the tuition fee. Total value: approx. NOK 140,000.
- The MSc scholarships are based on individual assessment of each applicant. They may cover partial or full tuition fees and/or some of the living costs.

Scholarship application deadline is **March 15th**.

Complete scholarship details can be found at [www.bi.no/msc/scholarship](http://www.bi.no/msc/scholarship)

Students spend one year at BI and one year at the host university. Upon completion of their studies, they will receive two master degrees, one from BI and one from the host institution. Visit [www.bi.no/msc/doubleddegree](http://www.bi.no/msc/doubleddegree)

## Exchange

Students admitted to the MSc programme have an excellent opportunity to further expand their international horizon. They may apply to spend one semester abroad at one of BI's over 160 international exchange partners in 43 countries. BI offers a shortlist of partners tailored for each MSc programme. Visit [www.bi.no/exchange](http://www.bi.no/exchange)

## International mentor programme

The international mentor programme was launched in the Autumn of 2006 and is conducted over 14 months. It consists of 17 Master students who are partnered with a mentor, based on personality, background, programme and interest. Mentors who participate in this programme have long leadership experience within an international environment. Visit [www.bi.no/intmentor](http://www.bi.no/intmentor)

## Admission requirements

- Academic background: a good undergraduate degree from an accredited institution of higher learning (min. three years) in Business Administration, Economics, Marketing, Finance and/or subjects relevant to the chosen area of specialisation
- Grade point average (GPA) should be at least B (ECTS scale) for the MSc in Business and Economics, MSc in Financial Economics and the MSc in Strategic Marketing Management and at least a good C (ECTS scale) for the other Master programmes.
- A satisfactory score on the Graduate Management Admission Test (GMAT) (600) and on the TOEFL (550) or IELTS language test (6.0). A GMAT and TOEFL requirement waiver is granted to students from BI partner institutions.

Deadline for applications is **April 15th, March 15th** if you apply for a scholarship. We operate a rolling admission system after that date, subject to the availability of places and scholarships. Complete application and admission details and an online application form can be found at [www.bi.no/msc/admission](http://www.bi.no/msc/admission)

## Academic year guideline

March 15	Scholarship deadline
April 15	Application deadline
June 1	Housing application deadline
Mid August	Welcome to BI and classes commence
Nov – Dec	Exam period
Early January	Classes commence
May – June	Exam period
Mid June	Academic year ends

**For more information about the MSc programme, visit [www.bi.edu/msc](http://www.bi.edu/msc)**

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