Business history can be a valuable, even critical element in teaching international management – not only at elite institutions and at postgraduate level, but at universities of applied sciences and in undergraduate education, too. It is specifically relevant for programs with a focus on Europe. Students should be given a chance to discover common and connected pasts of European enterprise. The article offers a rationale for curriculum integration and discusses case selections and teaching methods for non-historians. Five exemplary themes are presented: East India companies, financial market bubbles, telegraphy, the Suez Canal, and the emergence of airlines.

undergraduate and graduate programs has required a systematic rethinking of programs, courses, and teaching methods. Find out which business teaching techniques work and which don’t for Central and Eastern European students. From editor George Tesar: “Educational opportunities in Central and Eastern Europe have changed dramatically under the influence of the vast developments in technology and globalization. Multinational companies are continuously searching for leaders with experience working in diverse environments and cultural intelligence.”

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International Business Management Curriculum. To obtain a Bachelor of Business Administration Degree, students are required to complete a minimum of 123 credits. Courses may be taken on a full-time or part-time basis. Students who take 15 credits each semester can complete the entire BBA degree in four years. Recommended course sequencing is available from the Langara School of Management. Please note that students are responsible for their maintenance of standing while enrolled in the Bachelor of Business Administration Program. In order to progress to the third year of the BBA, students must: Achieve a minimum 'C' grade in all bridging courses for their concentration; and.