

MASTER IN GLOBAL ENTREPRENEURIAL MANAGEMENT (MGEM) PROGRAM

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Program Overview

The Joint Master in Global Entrepreneurial Management (MGEM), a partnership between three universities, immerses students in cross-cultural aspects of decision making within entrepreneurial firms. This full-time program takes students to Barcelona at IQS School of Management, New Taipei City at Fu Jen Catholic University, and Los Angeles at Loyola Marymount University for a semester each, ensuring a deep understanding of business on a global scale. The MGEM program gives students the skills and tools to expand their view and lead with an entrepreneurial mindset. The program serves students from any major interested in learning more about business and entrepreneurship in cross-cultural, global context. Hence, this is an attractive program for students who want to study business and have a global experience.

The MGEM program offers courses that are practitioner-oriented and delivered in a sequence that maximizes the unique locations of the three partner schools in Barcelona, Taipei, and Los Angeles. Unlike other study-abroad programs that offer students the option to travel to another continent for one semester, the MGEM cohort travels to a new continent in each of the three semesters; thus, ensuring a deep understanding of how one conducts business on a global scale.

The three partner universities that jointly offer this graduate degree are: IQS (Institut Químic de Sarrià) School of Management located in Barcelona, Spain; FuJen University, located in New Taipei City, Taiwan; and the College of Business Administration at Loyola Marymount University. The program begins with a fall semester at IQS, followed by a winter/spring semester at FuJen, and ends with a summer semester at the LMU campus, located in the heart of Los Angeles' Silicon Beach.

In addition to classroom instruction, students engage with entrepreneurial firms through consulting opportunities in both Europe and the United States. In the classroom, cases and business problems are employed to simulate the tools and skills required to solve real-life problems. In each region, students will visit various entrepreneurial companies.

A unique feature of the MGEM program is the cohort's structure. Our diverse student body comes from countries located in the Middle East, Asia, Europe, and the Americas. As a result, most MGEM students develop life-long friendships and build a global network composed of their peers, professors, and successful entrepreneurs.

English is the language of instruction for the entire program; therefore, students' TOEFL or other IELTS test scores must meet the required

standards. Courses are taught by leading scholars as well as accomplished practitioners.

Graduate Program Policies

For a complete listing of the College of Business Administration's Graduate Program Policies, please click here (<https://bulletin.lmu.edu/contente0cd.html?catoid=16&navoid=634>).

Learning Outcomes

- Demonstrate the competence to operate effectively within a multicultural team and manage a diverse workforce to maximize organizational performance
- Apply the professional and ethical responsibilities and skills of a global manager with an entrepreneurial mindset
- Communicate effectively both verbally and in writing, using different media and settings
- Demonstrate and apply cross-cultural competence in different managerial and entrepreneurial settings
- Select and analyze financial information to make effective managerial decisions
- Identify information technology trends and developments and utilize those for effective managerial decision-making.

Major Requirements

The MGEM curriculum is comprised of 12 courses organized in three sessions. These courses represent 36 credit units in the LMU system, 72 ECTS credits in the IQS system, or 51 credit units in the FJU system. Each institution's set of units qualifies as the amount of academic work that each of the three national education systems require for a Master's degree. Specific courses offered and course descriptions are as follows.

Code	Title	Semester Hours
1st Session (at IQS in Barcelona)		
MGEM 6101	Global Environment and Business Trends	1.5
MGEM 6102	Technology Appreciation and Intellectual Property Management	3
MGEM 6103	Common Ground in Corporate Valuation and Accounting	3
MGEM 6104	Cross-Cultural Management and Ethical Business Practice	3
MGEM 6105	Consulting Projects	1.5
2nd Session (at FJU in New Taipei City)		
MGEM 6201	Operations Management and Supply Chain Management with a Global Perspective	3
MGEM 6202	Special Topics in Global Entrepreneurship and Management	1.5
MGEM 6203	Corporate Finance with a Global Perspective	3
MGEM 6204	Innovation and Technology Management	3
MGEM 6205	Entry Barriers and Strategic Alliance	1.5
3rd Session (at LMU in Los Angeles)		
MGEM 6301	Cross-Cultural Marketing and Integrated Marketing Communication	3
MGEM 6302	Business Analytics in the Global Context	3
MGEM 6303	Social Entrepreneurship	1.5

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MGEM 6304	Venture Capital, Corporate Entrepreneurship, and Micro Financing	3
MGEM 6305	U.S. Consulting	1.5