

Learning is a journey to a new world, an adventure, an expedition.

The FH Kufstein Tirol accompanies its students on this expedition and helps them to reach the highest summits.

You have to do the walking part yourself.

CHOOSE YOUR PERSONAL FOCUS!

Specialization in either Marketing or Finance

		SEMESTER 1	SEMESTER 2	SEMESTER 3	SEMESTER 4
		ECTS	ECTS	ECTS	ECTS
INTERNATIONAL BUSINESS & MANAGEMENT	Economics for Managers	4			
	Management & Strategy:				
	Fundamentals I	4	5	5	
	Application II				
	Exploration III				
	Organizational Psychology & Behavioral Economics		4		
	Transformational Management: Change & Organizational Development			3	
Elective			3		
Current Topic				3	
DIGITALIZATION & SUSTAINABILITY	Digital Transformation & Artificial Intelligence:				
	Organizations & Environment I	4	4		
	Management & Application II				
Sustainability in Business & Society			3		
INTERNATIONAL CORPORATE FINANCE	Corporate Finance	4			
	Applied Financial Management	3			
	International Accounting I, II	3	3		
	Advanced Corporate Finance		4		
	Contemporary Issues in Finance		3		
	Finance Lab			3	
INTERNATIONAL MARKETING MANAGEMENT	Applied Marketing Mix	4			
	Strategic Marketing	3			
	Global Brand Management	3			
	Market & Customer Analysis		4		
	Digital Marketing Communication		3		
	Contemporary Issues in Marketing		3		
	Marketing Lab			3	
SOCIAL SKILLS	Teambuilding & Teamwork	1			
	Cross Cultural Management	3			
	Study Trip: Integrated Excursion Project		3		
PRACTICAL TRANSFER	Research Methods:				
	Qualitative Analysis I	4	4	4	
	Quantitative Analysis II				
	Advanced Quantitative Analysis III				
	Integrated Company Project			4	
	Business Simulation Game			2	
	Academic Writing			2	
	MA-Camp			1	
	Case Studies in Management				3
	Colloquium Master Thesis				2
Master Thesis				22	
ECTS CREDITS*		30	30	30	30

* ECTS: European Credit Transfer System, amount of work for students per lecture (1 ECTS = 25 h.)

SEMESTER	1	2	3	4
	ECTS	ECTS	ECTS	ECTS

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INTERNATIONAL BUSINESS STUDIES

MA

// MASTER
// DEGREE PROGRAM
// FULL-TIME



MASTER STUDIES



HIGHLIGHTS

- >> Management and leadership skills for international oriented companies
- >> Specialization: Marketing or Finance
- >> Innovative, practice oriented, applied learning from the start
- >> 100% Instruction in English
- >> Innovative forms of teaching and learning
- >> Personalized coaching in small groups



JOB OPPORTUNITIES

- >> Sales, marketing, and product management
- >> Controlling, finance, and accounting
- >> Employee and organization development
- >> Consulting, project management, and business development
- >> Leadership in organizations
- >> Entrepreneurship / Start up
- >> fit for all branches, companies, NPOs and NGOs

„The diversified course with practical and international focus equipped me with the necessary skills to begin my career. Now I am able to put the knowledge to use in my daily work as a business manager.“

Christina Gergs, MA - Alumni
Manager Process Excellence, UBS



FEATURES OF THE MASTER DEGREE PROGRAMS

We support students with a sense of responsibility and ethics in realizing and developing their potential.

Social skills

From perfecting your presentation skills to management qualities.

Practical experience & projects

Obtaining experience in analytical and practical application of the skills and knowledge you have acquired, through case studies and projects commissioned by companies.

International aspect

English-language specialist courses, international teaching staff and study trips abroad.

Individual aspect

Personal and individual student support as well as personalization of the program through electives.

Additional qualifications

Optional integrated specialist certification and postgraduate program.

INTERNATIONAL BUSINESS STUDIES >> IBS

FULL-TIME

Digital and international - this is how the working environment of tomorrow will be. There is a strong focus on reinvention and the best thing is: companies are urgently looking for managers who are able to help to strategically shape those major transformations.

Central Key Competencies

In addition to technical and economic know-how, analytical acumen and strategic sensitivity are required. Another key success factor is knowing how to work with different cultures and languages. As all studies show, personality development is crucial. The master's program places great importance on the strengthening of additional key skills in order to be successful in the new world of work. A specially developed didactic concept makes graduates fit for the future as we train:

- Communication and cooperation
- Commitment and motivation
- Flexibility and creativity
- Curiosity and internationality
- Results and implementation

In this 360-degree management program, the necessary know-how is conveyed to assess the market, take regulatory frameworks into account during analysis and derive successful strategies from them and be able to manage constant new challenges: this is why we favor a holistic approach - which leads to effective management in the world of tomorrow.

Internationality & Specialization:

Marketing or Finance

We offer two thematic specializations: Marketing or Finance. This enables our master's students to choose their personal focus and thus optimally prepare for their career. In addition, the master's degree program is characterized by the special focus on leadership skills. An international study trip in the 4th semester and English as the language of instruction complete the program.



More about the didactic concept and key qualifications under:

FH-KUFSTEIN.AC.AT/IBSMA

FACTS

ORGANIZATIONAL FORM

Full-time

PLACES PER YEAR 25

APPLICATION MODE

Online application, documents must be uploaded

DURATION

4 semesters

DEGREE OBTAINED

Master of Arts in Business (MA)

LANGUAGE OF INSTRUCTION

100 % English

STUDY ABROAD

Integrated international study trip in the 4th semester

FEES

Euro 363,36 per Semester (excl. [Student Union Fees](#))

Third country students: www.fh-kufstein.ac.at/thirdcountrystudents

ENTRANCE REQUIREMENTS

refer to www.fh-kufstein.ac.at/applicants

„My team and I accompany you on your path to a career in International Business and Management. With its exceptional practical orientation and unique specialization (Marketing or Finance), this master's degree opens your door to success on a competitive international job market!“

Prof. (FH) Dr. Peter Dietrich
Director of Studies



**ANY QUESTIONS?
WE ARE HERE TO HELP YOU.**



Phone: +43 5372 71819 500
E-Mail: bewerbung@fh-kufstein.ac.at