

		SEMESTER							
		1		2		3		4	
		SWS	ECTS	SWS	ECTS	SWS	ECTS	SWS	ECTS
LECTURES									
CORE	Strategic Management I, II	2	3	2	3				
	Econometrics I, II	2	3	2	3				
	International Economics I, II	2	3	2	3				
	Advanced Economics	2	3						
	Industrial Economics			2	2				
	Behavioural Economics					2	3		
	Conflict Management					2	2		
	Negotiation Techniques					2	2		
Business Ethics					2	2			
CORE FINANCE	Corporate Finance I, II, III	2	3	3	4	3	4		
	Analysis of Financial Statements	3	4						
	Economics of Uncertainty	2	2						
	International Accounting I, II	2	3	2	3				
	Multinational Business Finance			2	2				
	Behavioural Finance					2	3		
	Contemporary Issues in Finance							2	3
CORE MARKETING	Services Marketing	2	3						
	Consumer Marketing	3	4						
	Industrial Marketing (B2B)	2	2						
	Marketing Communication	2	3						
	International Marketing			2	3				
	Consumer Behaviour			2	2				
	Psychology			3	4				
	Social Marketing					2	4		
	Advertising & Promotion					3	3		
	Contemporary Issues in Marketing							2	3
ELECTIVES	Electives A & B - Political and Economic Thought I,II; Knowledge Management I,II; Human Resource Management I,II; Area and Case Studies in Finance or Marketing I,II; Cultural Economics I,II; Regional Economics I,II; International Taxation I,II; Supply Chain Management I,II; Logistics I,II; Entrepreneurship I,II	4	6	4	6				
	Elective C - Econometrics III, Economics of the EU, Forensic Accounting, Advanced Topics in Psychology, Market Entry Strategies, Economics of an Aging Society, Rhetoric, International Law, Change Management, NGO Management, E-Competences in Marketing or Finance, Cross-cultural Management					4	6		
	Elective D - Econometrics IV, Institutions of the EU, Comparative Human Resource Management, Sociology, Economics of Emerging Markets, Tourism and Hospitality Management, Media Management, Organisational Behaviour, Corporate Web Communication, Event Management, Economic History, Brand Management, Financial Aspects of Emerging Markets							2	3
PRACTICAL TRANSFER	Academic Writing Skills Finance or Marketing			2	4				
	Semester Project Finance or Marketing					4	8		
	Thesis Seminar							4	6
	Thesis								18
WEEKLY HOURS PER SEMESTER		21	21	21	8				
ECTS CREDITS*		30	30	30	30				

* ECTS: European credit transfer system, amount of work for students per lecture

>> MASTER STUDIES FULL-TIME INTERNATIONAL BUSINESS STUDIES

MASTER STUDIES

HIGHLIGHTS

- >> International program in finance and marketing, strategic management
- >> Broadly based degree that develops management capability and talents in an international setting
- >> Wide range of electives ensures freedom of choice
- >> You are well prepared for an international career



JOB OPPORTUNITIES

- >> Strategic Finance Management
- >> Independent Entrepreneurship
- >> CFO of International Companies
- >> Strategic Product Marketing
- >> Market Research, Marketing & Communication Consulting
- >> Organizational Consulting
- >> Non-profit Sector, Management of SMEs

The world of international business is a complex and demanding place. This degree equips people to meet the challenges and opportunities presented by this difficult environment. They have the edge to succeed.



INTERNATIONAL BUSINESS STUDIES >> IBS FULLTIME

The FH Kufstein has developed a new master's degree in international business. This comprehensive degree, with its international orientation, allows students to choose from one of two specializations, whilst simultaneously offering a wide range of electives.

TWO SPECIALISATIONS

The specialisations are in marketing management and finance. The marketing management option is designed to provide a sound management education in the broad area of marketing.

A thorough understanding of services marketing, consumer marketing, consumer behaviour, social marketing and social psychology is integral to the marketing management specialisation.

The finance option, which is built upon a comprehensive

economics base, includes study in the areas of corporate finance, multinational business finance, behavioural finance as well as the economics of uncertainty.

LECTURES IN ENGLISH

Given that English is the language of international commerce, all lectures are conducted in English. Moreover, social skills are fundamental to successful business operations in an international environment.

AN EMPHASIS ON GOOD COMMUNICATION

Students are given the opportunity to deepen their communication and negotiation abilities, whilst simultaneously gaining important insights into team development and conflict management.

Graduates have the ability to think systematically.

FACTS

ORGANIZATIONAL FORM

Full-time

PLACES PER YEAR

30

APPLICATION MODE

Online application, documents must be uploaded

DURATION

4 Semester

DEGREE OBTAINED

Master of Arts in Business (M.A.)

SPECIAL CHARACTERISTIC

All lectures held in English

FEES

Each semester: Euro 363,36 (excl. ÖH-Fees)



„The team represents a variety of disciplinary backgrounds including economics, finance, mathematics, languages, as well as business.“

Prof. (FH) Dr. Stephan O. Hornig
Director of Studies



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