INTERNATIONAL BUSINESS STUDIES

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.

www.fh-kufstein.ac.at
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 strategically shape those major transformations.

Central Key Competencies

In addition to technical and economic know-how, analytical asumen and strategic sensitivity are required. Another key success factor is knowing how to work with different cultures and languages. As all studies show, 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

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.

Internationalality & 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.