

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	Lectures				
	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



Fotolia, trostnev

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

- >> Marketing, sales, and product management
- >> Finance, accounting, and controlling
- >> Personnel and organizational development
- >> Consulting, project management, and business development
- >> Entrepreneurship / Start-up
- >> fit for all industries, company sizes and types, NPOs and NGOs

"I appreciated the mix of both theoretical and practical perspectives which taught me how to analyze and evaluate problems, but also how to tackle them best and create and implement a solution for everyday business."

Hjordis Wagenaar, MA - Graduate Transport Manager, LKW Walter AG



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

Our full-time Master's program in International Business Studies equips you for a career in marketing or finance. Specialize in an international setting and achieve your goals.

Digital and global—this is the future workplace. Many things are being reinvented, and the best part is that companies are urgently seeking managers to play a strategic role in driving major transformations. There are plenty of challenges, from digitalization and sustainability to artificial intelligence!

Our Master's degree program prepares students to become innovative managers in the global business environment. It emphasizes key skills such as analytical thinking, strategic planning, and intercultural communication. With an international focus, courses taught entirely in English, and a study trip, students are well-prepared for global challenges and can broaden their cultural competence. Our graduates are renowned for their expertise in marketing, finance, and project management. This full-time, practice-oriented program develops students into strategic thinkers, equipping them for future leadership roles.



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/admission

"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.**



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More about the didactic concept and key qualifications under:
FH-KUFSTEIN.AC.AT/IBSMA



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