



Master of Science (MSc) General Management 2010

*..... the "Excellence-FIT"
master your LIFE!*



JOHANNES KEPLER
UNIVERSITY LINZ | JKU

Welcome to JKU

Johannes Kepler University is an innovative, future-oriented university situated on a spacious and green campus, offering all facilities and amenities for modern student life. The campus is easily accessible by public transportation or by car, providing ample parking space. Beyond the classroom, the infrastructure with dormitories, green spaces for chilling out, shops and a multitude of recreational and sports activities add to students' comfort. With very good job opportunities in Linz and the Upper Austrian region, studying at JKU is the best investment in a successful future.

International Faculty

The Faculty of Social and Economic Sciences provides a great diversity of courses, allowing even the most elaborate programs. An internationally networked and educated faculty and professional practitioners bring their worldwide experience into the classroom. Moreover, exceptionally good relationships with enterprises and public institutions ensure the practical relevance of the program.

Living in Linz

Distinguished by its central position at the heart of Europe (Vienna, Salzburg, Munich, Prague, the Alps, lake areas can easily be reached), Linz is a young and dynamic city, which makes the capital of Upper Austria an excellent place for students. Apart from studying, the pulsating city of Linz at the River Danube offers an excellent range of education, business, sports, outdoor activities, recreation and urban lifestyle. With modern architecture of steel, glass, light and colour innovative design spreads through the city. Media art, technology and a rich cultural program including museums, theatres, movies and festivals is congenial to many different tastes. Relaxation can be found in the green parks as well as in bars and restaurants, being ideal places for communication. The prosperity of Linz reflects the powerful economy of Upper Austria with an excellent employment situation.



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General Management Program

The mission of the Master Program General Management is the students' education and development in advanced fields of general management. They are prepared for a successful management career with a high degree of awareness of actual and future challenges for business and society. The demanding program offers knowledge in key management disciplines and interdisciplinary challenges. It combines academic rigor with a practice oriented approach. It assumes that students are high potentials and are motivated to prove their talents and to achieve high performance. The curriculum provides the opportunity to study one or two semesters at one of our foreign partner universities with whom specific course packages are harmonized in order to facilitate the accreditation.

Program Objectives

The Master General Management is a two-year, full time program taught in English.

- Science based education in key functions of General Management
- Competence development for future managers with entrepreneurial thinking
- Science based knowledge of challenges related to globalization, innovation and sustainability from a business administration view
- Deepening of knowledge and skills in selected management functions
- Development of scientific methodological competences
- Development of critical-analytical interdisciplinary competences
- Development of personal, interpersonal and intercultural skills
- Deepening of management knowledge abroad

- Development of management competencies in the following areas
 - Marketing & International Marketing
 - Global Strategic Management
 - Human Resource Management & Organization
 - Entrepreneurship

Qualification Profile

In addition to functional management knowledge, methods, and interpersonal skills, the following dimensions of qualification are being developed:

General Management Competence

In the first year (semesters 1 & 2) students acquire advanced knowledge within the variety of general management topics.

Leadership Challenges

In the semesters 2 and 3 students select two out of three crucial modules for business and society: Innovation, Globalization, and Sustainability. These modules consist of interrelated, interdisciplinary themes taught in cooperation of several departments. Each module is equivalent to 12 ECTS credit points. The three modules emphasize the relevance for company practice and show a distinct profile which differentiates the program clearly from other programs of Austrian and international universities.

Specialized Management Competence

In the second year students have the opportunity to study in depth one of the following fields: „Marketing & International Marketing“, „Global Strategic Management“, „Human Resource Management & Organization“ and „Entrepreneurship“. This includes the possibility to develop the Master Thesis in one of these fields.



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Advanced Electives

As a complementary option to the courses of Specialized Management Competence three advanced electives are being offered:

- Interpersonal Skills
- Special Issues of Managerial Accounting
- Environmental, Resource & Quality Management

Internationality

- For Austrian students there is the option to study one or two semesters at a JKU-partner university abroad.
- In order to attract foreign students from JKU-partner universities to study at JKU in Linz, the Master Program General Management is offered in English language.

Admission Requirements

The program is aimed at students with a Bachelor in Business Administration or an equivalent degree.

Academic Degree

The degree “Master of Science” (General Management) is awarded to students on successful completion of the entire program.

Structure and Content

Master Program „General Management“			
Semester 1	Semester 2	Semester 3	Semester 4
General Management Competence (42 ECTS) Strategic Management (6) Marketing (6) Organization (6) Human Resource & Change Mgmt. (6) Corporate Finance(6) Managerial Accounting (6) Financial Accounting (6)		Leadership Challenges (24) 2 out of 3: Leadership Challenge: Globalization(12) Leadership Challenge: Innovation (12) Leadership Challenge: Sustainability (12)	
Methods in Management Research (6) Free Electives (12)		Specialized Management Competence & Advanced Electives (6 + 6) Marketing & International Marketing 1+2 Human Resource Mgmt. & Organization 1+2 Global Strategic Management 1+2 Entrepreneurship 1+2 Interpersonal Skills (6) Special Issues of Managerial Accounting (6) Environmental, Resource & Quality Mgmt. (6)	
		1 Semester abroad	
		1 Year abroad	
		Master Thesis & Master Thesis Seminar (24)	

Requirements: For several courses/seminars there are requirements for registration. These requirements refer to other courses/seminars in this program which have to be completed in advance. However, similar/equivalent courses/seminars completed at the home university can be accepted as requirements fulfilled. Pertinent documentation and information must be provided in advance.

Semester 1 and 2:

COMPULSORY CORE COURSES	ECTS	Semester hours
<i>"General Management Competence" (no requirements for these modules)</i>		
Module Strategic Management	6	
Master Course Creating Strategic Advantages	6	2
Module Marketing	6	
Master Course Dimensions of Marketing Theory and Managerial Application	6	2
Module Organization	6	
Master Course Organization	6	2
Module Human Resource & Change Management	6	
Master Course Advances in Strategic Change and Learning	6	2
Module Managerial Accounting	6	
Master Course Managerial Accounting	6	2
Module Financial Accounting	6	
Master Course Financial Accounting	6	2
Module Corporate Finance	6	
Master Course Corporate Finance	6	2
Seminars Methods in Management Research	6	
Master Seminar Qualitative Research Methods <i>Requirements: 18 ECTS selected from the Modules Strategic Management, Marketing, Organization, Human Resource & Change Management, Managerial Accounting, Financial Accounting</i>	3	2
Master Seminar Quantitative Research Methods <i>Requirements: 18 ECTS selected from the Modules Strategic Management, Marketing, Organization, Human Resource & Change Management, Managerial Accounting, Financial Accounting</i>	3	2

Semester 2, 3 and 4:

(a) Leadership Challenges: "Globalization", "Innovation", and "Sustainability".
Students select two topics.

ELECTIVES " <i>Leadership Challenges</i> " (Students select 2 Leadership Challenges out of 3)	ECTS	Semester hours
Leadership Challenge: Globalization	12	
Master Course Dimensions of Globalization <i>Requirements: 18 ECTS selected from the Modules Strategic Management, Marketing, Organization, Human Resource & Change Management, Managerial Accounting, Financial Accounting</i>	4	2
<i>Additional 8 ECTS selected from the 4 following Seminars</i>		
Master Seminar Globalization: Strategic Perspectives <i>Requirements: Master Course Dimensions of Globalization</i>	4	2
Master Seminar Globalization: Sociological Perspectives <i>Requirements: Master Course Dimensions of Globalization</i>	4	2
Master Seminar Globalization: Network Perspectives <i>Requirements: Master Course Dimensions of Globalization</i>	4	2
Master Seminar Globalization: Politico-economic Perspectives <i>Requirements: Master Course Dimensions of Globalization</i>	4	2
Leadership Challenge: Innovation	12	
Master Course Dimensions of Innovation <i>Requirements: 18 ECTS selected from the Modules Strategic Management, Marketing, Organization, Human Resource & Change Management, Managerial Accounting, Financial Accounting</i>	4	2

<i>Additional 8 ECTS selected from the 4 following Seminars</i>		
Master Seminar Innovation: Marketing Perspectives <i>Requirements: Master Course Dimensions of Innovation</i>	4	2
Master Seminar Innovation: Entrepreneurial Perspectives <i>Requirements: Master Course Dimensions of Innovation</i>	4	2
Master Seminar Innovation: Human Resource Perspectives <i>Requirements: Master Course Dimensions of Innovation</i>	4	2
Master Seminar Innovation: Organizational Perspectives <i>Requirements: Master Course Dimensions of Innovation</i>	4	2
Leadership Challenge: Sustainability	12	
Master Seminar Sustainability: Environmental Controlling & Quality Management Perspectives <i>Requirements: 18 ECTS selected from the Modules Strategic Management, Marketing, Organization, Human Resource & Change Management, Managerial Accounting, Financial Accounting</i>	4	2
Master Seminar Sustainability: Environmental Cooperation & Networking Perspectives <i>Requirements: 18 ECTS selected from the Modules Strategic Management, Marketing, Organization, Human Resource & Change Management, Managerial Accounting, Financial Accounting</i>	4	2
Master Seminar Sustainability: Strategic Management Perspectives <i>Requirements: 18 ECTS selected from the Modules Strategic Management, Marketing, Organization, Human Resource & Change Management, Managerial Accounting, Financial Accounting</i>	4	2

(b) Specialized Management Competence and Advanced Electives:

Research guided in-depth seminars on functional management areas.

ELECTIVES "Specialized Management Competence" and "Advanced Electives" (12 ECTS selected from the following modules/subjects)

The modules/subjects can be studied in the following combinations:

- **1 "Specialized Management Competence" - 2 modules, 6 ECTS each** – e.g. *Marketing & International Marketing 1 + 2*
- **2 modules in different "Specialized Management Competences" – part 1 only, 6 ECTS each** – e.g. *Global Strategic Management 1 and Entrepreneurship 1*
- **1 module "Specialized Management Competence" (part 1 only, 6 ECTS) and 1 module/subject (6 ECTS) "Advanced Electives"** - e.g. *Human Resource Management & Organization 1 + Interpersonal Skills*

<i>"Specialized Management Competence"</i>	ECTS	Semester hours
Module Marketing & International Marketing 1	6	
Master Seminar Advanced Topics in International Marketing <i>Requirements: Modules Strategic Management, Marketing, Organization, Human Resource & Change Management, Managerial Accounting</i>	2	1
Master Seminar Applied International Marketing <i>Requirements: Modules Strategic Management, Marketing, Organization, Human Resource & Change Management, Managerial Accounting</i>	4	2
Module Marketing & International Marketing 2	6	
Master Seminar Advanced Topics in B2B-Marketing <i>Requirements: Modules Strategic Management, Marketing, Organization, Human Resource & Change Management, Managerial Accounting</i>	2	1
Master Seminar Applied B2B-Marketing <i>Requirements: Module Strategic Management, Marketing, Organization, Human Resource & Change Management, Managerial Accounting</i>	4	2
Module Human Resource Management & Organization 1	6	
Master Seminar Advanced Topics in Organization: Literature and Practice <i>Requirements: Modules Strategic Management, Marketing, Organization, Human Resource & Change Management, Managerial Accounting</i>	6	3

Module Human Resource Management & Organization 2		
Master Seminar Leaders, Groups, and their Organizational Environment <i>Requirements:</i> <i>Module Strategic Management, Marketing, Organization, Human Resource & Change Management, Managerial Accounting</i>	6	3
Module Global Strategic Management 1	6	
Master Seminar Global Strategic Management <i>Requirements:</i> <i>Modules Strategic Management, Marketing, Organization, Human Resource & Change Management, Managerial Accounting</i>	3	2
Master Seminar Advanced Topics in Global Strategic Management <i>Requirements:</i> <i>Master Seminar Global Strategic Management</i>	3	1
Module Global Strategic Management 2	6	
Master Seminar International Business Project / Strategy Project <i>Requirements:</i> <i>Master Seminar Global Strategic Management and Methods in Management Research</i>	6	3
Module Entrepreneurship 1	6	
Master Seminar Entrepreneurship Theory and Practice <i>Requirements:</i> <i>Modules Strategic Management, Marketing, Organization, Human Resource & Change Management, Managerial Accounting</i>	6	3
Module Entrepreneurship 2	6	
Master Seminar Advanced Topics of Entrepreneurship Research <i>Requirements:</i> <i>Module Entrepreneurship 1 and Methods in Management Research</i>	6	3

“Advanced Electives”		
Subject Interpersonal Skills	6	
Master Seminar Intercultural Competence <i>Requirements:</i> <i>18 ECTS selected from the Modules Strategic Management, Marketing, Organization, Human Resource & Change Management, Managerial Accounting</i>	2	2

Master Seminar Negotiation Skills <i>Requirements:</i> <i>18 ECTS selected from the Modules Strategic Management, Marketing, Organization, Human Resource & Change Management, Managerial Accounting</i>	2	2
Master Seminar Team Development & Group Dynamics <i>Requirements:</i> <i>18 ECTS selected from the Modules Strategic Management, Marketing, Organization, Human Resource & Change Management, Managerial Accounting</i>	2	2
Module Special Issues of Managerial Accounting	6	
Master Seminar Special Issues of Managerial Accounting <i>Requirements:</i> <i>Modules Strategic Management, Marketing, Organization, Human Resource & Change Management, Managerial Accounting, Financial Accounting, Corporate Finance</i>	6	3
Subject Environmental, Resource & Quality Management	6	
Master Seminar Sustainability Controlling & Reporting <i>Requirements:</i> <i>Master Seminar Sustainability: Environmental Controlling & Quality Management Perspectives and Master Seminar Sustainability: Environmental Cooperation & Networking Perspectives and Methods in Management Research</i>	3	2
Master Seminar Cooperation & Networking in Natural Resource & Energy Management <i>Requirements:</i> <i>Master Seminar Sustainability: Environmental Controlling & Quality Management Perspectives and Master Seminar Sustainability: Environmental Cooperation & Networking Perspectives and Methods in Management Research</i>	3	2

- (c) The work on the **Master Thesis (23 ECTS)** can be started at the end of semester 2. The topic must be selected from the fields of “Leadership Challenges”, or “Specialized Management Competence”.
An accompanying Master Thesis Seminar (1 ECTS) is obligatory.

Information and Contact

To find out more about the Master Program General Management, please contact

Mag. Susanne Lang
Program-Management "General Management"
T +43 732 2468 1712
F +43 732 2468 1719
E-Mail: susanne.lang@jku.at



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View from ARCOTEL Nike

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Webfly Media, Johann Steinger
A-4030 Linz, Austria
www.webfly.at
www.foto360.at