

## Facts

### APPLICATION DEADLINE

December

### DURATION

4 semesters

### PROGRAMS

- TROIKA (Russia, Austria, Italy)
- ACT (Austria, Canada, Taiwan)

### LANGUAGE OF INSTRUCTION

English

### ECTS CREDITS

120

### PROGRAM STRUCTURE

- One year at the JKU Linz
- One year at all three partner universities

### ADMISSION REQUIREMENTS

- Bachelor's degree in Business
- Advanced English-language skills (C1)

### DEGREE AWARDED

Master of Science (MSc)

### ADDITIONAL INFORMATION

[www.jku.at/mgb](http://www.jku.at/mgb)

[mgb@jku.at](mailto:mgb@jku.at)

## Global Business vs. Other International Programs

### GENERAL

- One year: three countries
- Fixed class consisting of international students
- Coherent curriculum
- Direct credit transfer

### TEAM STRUCTURE

- International classmates
- Multi-cultural teams

### CAREER ADVANTAGES

Company visits and projects included

### LANGUAGE

- All courses are in English
- Additional language courses (depending on program)

## Application Procedure

### 1. STEP

Send your application and the following documents to [mgb@jku.at](mailto:mgb@jku.at)

- Transcripts
- Proof of English-language proficiency (C1)
- Curriculum vitae
- Letter of Intent

### 2. STEP

Application Review

### 3. STEP

Interview at the Institute of Organization and Global Management Education

### JOHANNES KEPLER UNIVERSITY LINZ

Institute of Organization and  
Global Management Education  
Altenberger Street 69  
4040 Linz, Austria  
T +43 732 2468 4449  
[mgb@jku.at](mailto:mgb@jku.at)  
[www.jku.at/mgb](http://www.jku.at/mgb)

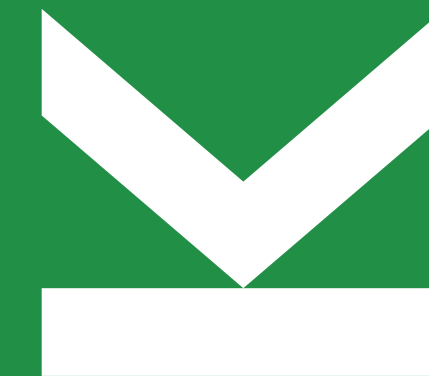
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in cooperation with



## MASTER'S DEGREE PROGRAM

# SPACE FOR GLOBAL BUSINESS.



**1 class, 3 cultures and real-world  
business experiences.**



JOHANNES KEPLER  
UNIVERSITÄT LINZ

# Joint Master's Degree Program in Global Business

The joint Master's degree program in Global Business aims to prepare students to pursue international management careers by providing insight into global economic and business environments. Both the TROIKA and ACT programs also provide students with an opportunity to learn about different cultures, improve language skills, develop a global mindset as well as develop cultural awareness and professional business expertise. In addition to management courses, the programs help students hone their soft skill sets in cross-cultural management and prepare to take on leadership tasks.

## YOUR ADVANTAGES

1 class - 3 cultures

Enhance your business skill set

Better understand local practices

Contact with innovative companies

Real-world business experiences

Foreign language fluency

TROIKA

GLOBAL BUSINESS

ACT

## Graduate Testimonials



**HANNES FRAUENSCHUH**  
JKU MASTER GLOBAL BUSINESS GRADUATE

"The MGB-Troiika program was an outstanding and interesting opportunity for me to study in a dynamic, intercultural environment. In particular, acquiring theoretical knowledge in combination with close ties to well-known multinational players makes the program special."



**ANGELA BEUTELMEYER**  
JKU MASTER GLOBAL BUSINESS GRADUATE

"The ACT Program was an amazing time for me. I met extraordinary people, encountered incredible cultures and countries, and had an overall unprecedented experience. If you get the chance to be part of this program - take it! It will change you!"

# TROIKA Program



**RUSSIA**  
Higher School of Economics  
Nizhny Novgorod (HSE)



**AUSTRIA**  
Johannes Kepler University  
Linz (JKU)



**ITALY**  
Università degli Studi di  
Bergamo (UniBG)

## FINANCIAL INFORMATION

- Travel expenses approx. € 600
- Accommodations approx. € 1,600
- No tuition fees
- Scholarships: [www.jku.at/insausland](http://www.jku.at/insausland)

## SERVICES

- Organized accommodations
- Invitation for Russian visa application

## LANGUAGE CLASS CHOICES

- Russian
- Italian

## PROGRAM STRUCTURE

### NATIONAL YEAR AT THE JKU LINZ

#### Mandatory Courses

Marketing\* (6 ECTS)  
Organization\* (6 ECTS)  
Qualitative Research Methods\* (3 ECTS)  
Quantitative Research Methods\* (3 ECTS)  
Master's Thesis Seminar (1 ECTS)  
Academic Writing English (C1, 3 ECTS)  
Case Studies English (C1, 3 ECTS)  
Cultural Context (3 ECTS)

#### Select 4 of following 5 courses

Strategic Management\* (6 ECTS)  
Human Resource & Change Management\* (6 ECTS)  
Managerial Accounting\* (6 ECTS)  
Financial Accounting\* (6 ECTS)  
Corporate Finance\* (6 ECTS)

\*In accordance with the Master's degree program curriculum in General Management

### INTERNATIONAL YEAR AT

**RUSSIA**  
October - December

International Management (3 ECTS)

Russian Economic and Business Context (2 ECTS)

Cultural Awareness (2 ECTS)

Russian Financial Systems (3 ECTS)

Global Governance (3 ECTS)

Italian / Russian Language Classes (2 ECTS)

**AUSTRIA**  
January - March

International Management 2 (3 ECTS)

Austrian Economic and Business Context (2 ECTS)

Cultural Awareness (2 ECTS)

International Finance (3 ECTS)

International Marketing (3 ECTS)

Italian / Russian Language Classes (2 ECTS)

**ITALY**  
February - April

International Business Projects (6 ECTS)

Italian Economic and Business Context (2 ECTS)

Cultural Awareness (2 ECTS)

Risk Management (3 ECTS)

Italian / Russian Language Classes (2 ECTS)

# ACT Program



**CANADA**  
University of Victoria  
(UVic)



**TAIWAN**  
National Sun Yat-sen  
University, Kaohsiung  
(NSYSU)



**AUSTRIA**  
Johannes Kepler University  
Linz (JKU)

## FINANCIAL INFORMATION

- Travel expenses approx. € 2,500
- Accommodations approx. € 1,400
- No tuition fees
- Scholarships: [www.jku.at/insausland](http://www.jku.at/insausland)

## ADDITIONAL ADVANTAGES

Opportunity to earn a double degree at the National Sun Yat-sen University in Taiwan

## PROGRAM STRUCTURE

### NATIONAL YEAR AT THE JKU LINZ

#### Mandatory Courses

Marketing\* (6 ECTS)  
Organization\* (6 ECTS)  
Qualitative Research Methods\* (3 ECTS)  
Quantitative Research Methods\* (3 ECTS)  
Master's Thesis Seminar (1 ECTS)  
Academic Writing English (C1, 3 ECTS)  
Case Studies English (C1, 3 ECTS)  
Cultural Context (3 ECTS)

#### Select 3 of following 5 courses

Strategic Management\* (6 ECTS)  
Human Resource & Change Management\* (6 ECTS)  
Managerial Accounting\* (6 ECTS)  
Financial Accounting\* (6 ECTS)  
Corporate Finance\* (6 ECTS)

\*In accordance with the Master's degree program curriculum in General Management

### INTERNATIONAL YEAR AT

**CANADA**  
August - November

International Logistics and Supply Chain Management (3.5 ECTS)

The North American Business Context (3 ECTS)

Global Leadership and Cultural Intelligence (3 ECTS)

International Financial Management (3.5 ECTS)

International Marketing (3 ECTS)

Mandarin Language Classes (3 ECTS)

**TAIWAN**  
November - January

Global Business Development and Entrepreneurship (7 ECTS)

The Asian Business Context and Governance Structures (4 ECTS)

The European Business Context (5 ECTS)

Global Leadership and Cultural Intelligence (6 ECTS)

Consulting Methods (3 ECTS)

Mandarin Language Classes (3 ECTS)

**AUSTRIA**  
February - April

Business Consulting Project (4 ECTS)

The European Business Context (5 ECTS)

Global Leadership and Cultural Intelligence (6 ECTS)

Consulting Methods (3 ECTS)

Mandarin Language Classes (3 ECTS)