

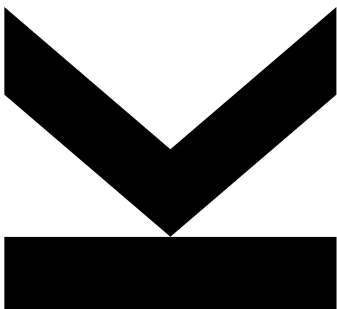
**Mag. Manuela Sofia
Breuer**
Program-Management
Master General Management

Institute of Strategic
Management

P +43 732 2468 7968
manuela.breuer@jku.at
[www.jku.at/studium/master/
general_management](http://www.jku.at/studium/master/general_management)

MASTER OF SCIENCE (MSC)

GENERAL MANAGEMENT



... the „Excellence-FIT“
master your LIFE!



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 color 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.



Master's Program General Management

The mission of the Master's 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.

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



Admission Requirements

The program is aimed at students with a bachelor's degree equivalent to the bachelor's program Business and Economics (Wirtschaftswissenschaften) at JKU.

Minimum requirements for equivalency:

- Business Administration (30 ECTS, introduction and core competences)
- Economics (18 ECTS, introduction and core competences)
- English, C1 (equivalent to the subject Business Language English at JKU)
- Mathematics/Statistics or Information Processing (12 ECTS)
- Foundations of Scientific Research (3 ECTS)

Proof of language proficiency in English can also be shown by:

- TOEFL IBT 100
- IELTS 6,5
- Cambridge Certificate of Proficiency in English (CPE)
- Cambridge Certificate in Advanced English (CAE)
- English: parent or school language
- Study program or semester abroad in English

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 and 2) students acquire advanced knowledge of selected 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

With semester 2 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's Thesis in one of these fields.

Advanced Electives

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

- Interpersonal Skills
- Special Issues of Managerial Accounting
- Environmental, Resource & Quality Management
- Logistics and Supply Chain Management
- Special Subject General Management abroad (credit transfer for exams completed at the host university)

Master's Thesis

The work on the Master's 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's Thesis Seminar (1 ECTS) is obligatory.

Internationality

The Master's Program General Management is offered in English language. For JKU students the curriculum provides the opportunity to study at a JKU-partner university abroad.



Academic Degree

The degree "Master of Science" (MSc) is awarded to students on successful completion of the entire program.

Master's Program „General Management“ – Overview	
<p>General Management Competence (42 ECTS)</p> <p>Strategic Management (6) Marketing (6) Organization (6) Human Resource & Change Management (6) Corporate Finance (6) Managerial Accounting (6) Financial Accounting (6)</p>	<p>Specialized Management Competence & Advanced Electives (6+6)</p> <p><i>Specialized Management Competence</i> Marketing & International Marketing 1+2 (6+6) Human Resource Mgmt. & Organization 1+2 (6+6) Global Strategic Management 1+2 (6+6) Entrepreneurship 1+2 (6+6)</p> <p><i>Advanced Electives</i> Interpersonal Skills (6) Special Issues of Managerial Accounting (6) Environmental, Resource & Quality Mgmt. (6) Logistics and Supply Chain Management (6) Special Subject General Management abroad (6+6)</p>
<p>Methods in Management Research (6)</p> <p>Quantitative Research Methods (3) Qualitative Research Methods (3)</p>	<p>Free Electives (12)</p>
<p>Leadership Challenges (24)</p> <p>2 out of 3 Leadership Challenge: Globalization (12) Leadership Challenge: Innovation (12) Leadership Challenge: Sustainability (12)</p>	<p>Master's Thesis & Master's Thesis Seminar (24)</p>

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 mastercourses/-seminars completed at the home university can be accepted as requirements fulfilled. Pertinent documentation and information must be provided in advance.

Structure (Recommended course of study)

Master's Program "General Management"			
Semester 1	Semester 2	Semester 3	Semester 4
Strategic Management (6)	Financial Accounting (6)	Corporate Finance (6)	Spec. Mgmt. Comp. or Advanced Electives (6)
Marketing (6)	Leadership Challenge 1 (4)	Leadership Challenge 1 (8)	Master 's Thesis (17)
Organization (6)	Leadership Challenge 2 (4)	Leadership Challenge 2 (8)	
Human Resource & Change Management (6)	Methods in Management Research (6)	Master 's Thesis (6)	
Managerial Accounting (6)	Spec. Mgmt. Comp. or Advanced Electives (6)		Master's Thesis Seminar (1)
	Free Electives (4)	Free Electives (2)	Free Electives (6)
	Option for 1 Semester abroad		

Start Semester 1

COMPULSORY CORE COURSES	ECTS	Semester hours
"General Management Competence" (no requirements for these modules)		
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
"Methods"		
Seminars Methods in Management Research	6	
Master Seminar Qualitative Research Methods	3	2
Master Seminar Quantitative Research Methods	3	2

Semester 2 and 3

Leadership Challenges: “Globalization”, “Innovation”, and “Sustainability”

ELECTIVES “Leadership Challenges“ (Students select 2 Leadership Challenges out of 3)	ECTS	Semester hours
Leadership Challenge: Globalization	12	
Master Course Dimensions of Globalization <i>Requirements: Master Course Creating Strategic Advantages, Master Course Dimensions of Marketing Theory and Managerial Application</i>	4	2
Additional 8 ECTS selected from the 4 following Seminars		
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: Master Course Organization, Master Course Advances in Strategic Change and Learning</i>	4	2
Additional 8 ECTS selected from the 4 following Seminars		
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 <i>Requirements: Master Course Creating Strategic Advantages, Master Course Managerial Accounting</i>	4	2
Master Seminar Sustainability: Environmental Cooperation & Networking <i>Requirements: Master Course Creating Strategic Advantages, Master Course Managerial Accounting</i>	4	2
Master Seminar Sustainability: Strategic Management Perspectives <i>Requirements: Master Course Creating Strategic Advantages, Master Course Managerial Accounting</i>	4	2

Semester 2, 3 and 4

Specialized Management Competence and Advanced Electives:

Research guided in-depth seminars on functional management areas. Students select 12 ECTS.
 Possible combinations see page 10.

ELECTIVES “Specialized Management Competence”	ECTS	Semester hours
Module Marketing & International Marketing 1	6	
Master Seminar Advanced Topics in International Marketing <i>Requirements: Master Course Dimensions of Marketing Theory and Managerial Application</i>	2	1
Master Seminar Applied International Marketing <i>Requirements: Master Course Dimensions of Marketing Theory and Managerial Application</i>	4	2
Module Marketing & International Marketing 2	6	
Master Seminar Advanced Topics in B2B-Marketing <i>Requirements: Master Course Dimensions of Marketing Theory and Managerial Application</i>	2	1
Master Seminar Applied B2B-Marketing <i>Requirements: Master Course Dimensions of Marketing Theory and Managerial Application</i>	4	2
Module Human Resource Management & Organization 1	6	
Master Seminar Advanced Topics in Organization: Literature and Practice <i>Requirements: Master Course Organization, Master Course Advances in Strategic Change and Learning</i>	6	3
Module Human Resource Management & Organization 2	6	
Master Seminar Leaders, Groups, and their Organizational Environment <i>Requirements: Master Course Organization, Master Course Advances in Strategic Change and Learning</i>	6	3
Module Global Strategic Management 1	6	
Master Seminar Global Strategic Management <i>Requirements: Master Course Creating Strategic Advantages</i>	3	2
Master Seminar Advanced Topics in Global Strategic Management <i>Requirements: Master Course Creating Strategic Advantages</i>	3	1
Module Global Strategic Management 2	6	
Master Seminar International Business Project / Strategy Project <i>Requirements: Master Course Creating Strategic Advantages</i>	6	3
Module Entrepreneurship 1	6	
Master Seminar Entrepreneurship Theory and Practice <i>Requirements: Master Course Creating Strategic Advantages, Master Course Dimensions of Marketing Theory and Managerial Application</i>	6	3

Module Entrepreneurship 2	6	
Master Seminar Advanced Topics of Entrepreneurship Research <i>Requirements: Master Course Creating Strategic Advantages, Master Course Dimensions of Marketing Theory and Managerial Application</i>	6	3
ELECTIVES “Advanced Electives”	ECTS	Semester hours
Subject Interpersonal Skills	6	
Master Seminar Intercultural Competence <i>Requirements: Master Course Organization, Master Course Advances in Strategic Change and Learning</i>	2	2
Master Seminar Negotiation Skills <i>Requirements: Master Course Organization, Master Course Advances in Strategic Change and Learning</i>	2	2
Master Seminar Team Development & Group Dynamics <i>Requirements: Master Course Organization, Master Course Advances in Strategic Change and Learning</i>	2	2
Module Special Issues of Managerial Accounting	6	
Master Seminar Special Issues of Managerial Accounting <i>Requirements: Master Course Managerial Accounting, Master Course Corporate Finance</i>	6	3
Subject Environmental, Resource & Quality Management	6	
Master Seminar Sustainability Controlling and Reporting <i>Requirements: Master Seminar Sustainability: Environmental Controlling & Quality Management and Master Seminar Sustainability: Environmental Cooperation & Networking and Methods in Management Research</i>	3	2
Master Seminar Natural Resource and Energy Management <i>Requirements: Master Seminar Sustainability: Environmental Controlling & Quality Management and Master Seminar Sustainability: Environmental Cooperation & Networking and Methods in Management Research</i>	3	2
Module Logistics and Supply Chain Management	6	
Master Seminar International Logistics <i>Requirements: Master Course Creating Strategic Advantages</i>	3	2
Master Seminar Supply Chain and Transport Management <i>Requirements: Master Course Creating Strategic Advantages</i>	3	2
Subject Special Subject General Management abroad	6 / 12	

Combination possibilities of modules / subjects for the ELECTIVES “Specialized Management Competence” and “Advanced Electives” (12 ECTS)

Alternative 1:

2 modules of the similar “Specialized Management Competence”, 6 ECTS each

e.g. Marketing & International Marketing 1 + 2

Alternative 2:

2 modules in different “Specialized Management Competences” – 6 ECTS each as follows:

- Module Marketing & International Marketing 1 **and** Module Human Resource Management & Organization 1
- Module Marketing & International Marketing 1 **and** Module Human Resource Management & Organization 2
- Module Marketing & International Marketing 1 **and** Module Global Strategic Management 1
- Module Marketing & International Marketing 1 **and** Module Entrepreneurship 1
- Module Marketing & International Marketing 1 **and** Module Entrepreneurship 2
- Module Marketing & International Marketing 2 **and** Module Human Resource Management & Organization 1
- Module Marketing & International Marketing 2 **and** Module Human Resource Management & Organization 2
- Module Marketing & International Marketing 2 **and** Module Global Strategic Management 1
- Module Marketing & International Marketing 2 **and** Module Entrepreneurship 1
- Module Marketing & International Marketing 2 **and** Module Entrepreneurship 2
- Module Human Resource Management & Organization 1 **and** Module Global Strategic Management 1
- Module Human Resource Management & Organization 1 **and** Module Entrepreneurship 1
- Module Human Resource Management & Organization 1 **and** Module Entrepreneurship 2
- Module Human Resource Management & Organization 2 **and** Module Global Strategic Management 1
- Module Human Resource Management & Organization 2 **and** Entrepreneurship 1
- Module Human Resource Management & Organization 2 **and** Entrepreneurship 2
- Module Global Strategic Management 1 **and** Entrepreneurship 1
- Module Global Strategic Management 1 **and** Entrepreneurship 2
-

Alternative 3:

1 module “Specialized Management Competence” (6 ECTS) and 1 module/subject (6 ECTS) “Advanced Electives” as follows:

- Module Marketing & International Marketing 1 **and** 1 module/subject “Advanced Electives”
- Module Marketing & International Marketing 2 **and** 1 module/subject “Advanced Electives”
- Module Human Resource Management & Organization 1 **and** 1 module/subject “Advanced Electives”
- Module Human Resource Management & Organization 2 **and** 1 module/subject “Advanced Electives”
- Module Global Strategic Management 1 **and** 1 module/subject “Advanced Electives”
- Module Entrepreneurship 1 **and** 1 module/subject “Advanced Electives”
- Module Entrepreneurship 2 **and** 1 module/subject “Advanced Electives”