

Master General Management Double Degree STUST Tainan - JKU Linz

Recommended Study Plan JKU Students

Competence Area "Marketing and Global Marketing in a Digital World"

1. Semester		2. Semester		3. Semester		4. Semester	
Courses JKU	ECTS	Courses JKU	ECTS	Courses STUST	ECTS	Courses STUST	ECTS
Marketing Management	6	Advanced Topics in B2B-Marketing <i>Prerequisite: Marketing Management</i>	2	Spoken Chinese	4	Spoken Chinese	4
Creating Strategic Advantages	6	Marketing Instruments <i>Prerequisite: Marketing Management</i>	4	Advanced Management Competence	24	Advanced Management Competence	12
Advances in Leadership, Human Resource Management, and Change	6	Relationship Marketing <i>Prerequisite: Marketing Management</i>	2	Independent Studies on Master's Thesis	2	Independent Studies on Master's Thesis	2
Managerial Accounting	6	Global Marketing Management <i>Prerequisite: Marketing Management</i>	6			Master's Thesis	12
Introduction to Digital Transformation and Technologies	6	Qualitative Research Methods Quantitative Research Methods	6				
		Interpersonal Skills and Intercultural Competence	4				
		Free Electives	6				
Courses without prerequisites							
30		30		30		Total	120