JKU Business School.

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Fast Trader or Fair Trader? Regional or International? The answer is AND. New times call for new Strategies and new answers to questions arising from digitization and internationalization.

The JKU Business School is a regionally anchored academic hub with an international focus. Entrepreneurial thinking is not only embedded in education, but also conveyed in our expertise to beneficially apply key topics of our times, such as digitization and sustainability.

The JKU Business School offers broad-based education, bringing students closer to real companies and business while also providing connections between different subject areas.

From Organization Science and Tax Management to Software Engineering, the JKU Business School covers diverse areas of Business Administration and Business Informatics.

Students learn from and with top researchers in attentive supervisory relationships. We combine that with interdisciplinary learning and research to give our students the ability to think outside the box and in a networked way.

CONTACT

JKU Business School
Management Center
2nd Floor, Room MZ 210B

P +43 732 2468 3072 or 3073

Office hours
Monday–Thursday
09.00–12.00

programs.businessschool@jku.at

Bachelor‘s Degree Programs at JKU Business School.

Business Administration

The Bachelor‘s degree in Business Administration gives you a strong base-knowledge understanding of how companies make business management decisions. You will learn about the factors that influence a company‘s success as well as those that impact the corporate environment.
Email info: ba-bwl@jku.at
jku.at/ba-bwl

Business Informatics

The Bachelor’s degree program provides you with broad expertise in business informatics, general computer science, and business. By combining business and technical content, the JKU’s Bachelor’s degree program in Business Informatics provides students with a strong theoretical background in both fields as well as numerous opportunities to apply theoretical knowledge to address real-world problems.
Email info: win@jku.at
jku.at/ba-win

JKU BUSINESS SCHOOL

jku.at/bus

Master‘s Degree Programs at JKU Business School.

Business Informatics
The Master‘s degree in Business Informatics is at the interface of business and technology, designed to shape, drive, and responsibly take control of our digital economy and digital society. If you are interested in both business and technology, and aim to pursue a career in management and innovation, this program is the one for you. Our Business Informatics graduates have outstanding career prospects.
Email info: win@jku.at
jku.at/ma-win

Finance and Accounting
The Master‘s degree program in Finance and Accounting provides an in-depth study of various business accounting practices, focusing on real-world applications. The program has been designed for students who wish to enhance their professional qualifications as well as acquire an academically-based educational foundation.
Email info: ma-f&a@jku.at
jku.at/ma-fa

Management
Do you want to create innovative business models and marketing strategies? Do you want to develop future-oriented strategies for human resource management? Do you want to successfully shape the digital transformation? This master program provides a sound foundation to begin your professional management career.
Email info: management@jku.at
jku.at/ma-management

General Management Double Degree
Graduates of the double-degree Master’s programs in General Management are academically prepared to pursue a career in a dynamic, global business environment. Students acquire a broad knowledge spectrum, combined with one year of international experience in Taiwan or France. They earn two internationally recognized academic degrees in 24 months and are academically prepared to pursue interesting international job opportunities. The options are:
STUST Tainan (Taiwan) – JKU Linz
• Southern Taiwan University of Science and Technology
• Gain basic language skills in Chinese
Email info: management@jku.at
jku.at/ma-general-management-stust
ESC Troyes (France) – JKU Linz
• ESC Troyes – Y Schools
• Improve your French language skills
Email info: management@jku.at
jku.at/ma-general-management-esc

Economic and Business Analytics
Data is considered „the oil of the 21st century“. But just collecting data isn‘t enough. Bright minds know how to manage and oversee huge amounts of data and get the most out of the information. You could be one of these data experts. The Master‘s degree program „Economic and Business Analytics“ can show you how to keep track of huge amounts of data, how to interpret data, how to make it profitable for companies and to benefit society, and how to make business decisions based on this data.
Email info: ma-eba@jku.at
jku.at/ma-eba

Leading Innovative Organizations
Today‘s business leaders need creativity and innovativeness to address tomorrow‘s challenges. They not only need to understand how technology works, but also how to lead, motivate and inspire people and shape organizational structures and cultures to embrace conflicting demands. LIO is open to high potential students and professionals prepared to study intensively for 2 semesters.
Email info: lio@jku.at
jku.at/ma-lio

Global Business
This unique joint Master’s degree program not only challenges students to travel the world and learn to work together as part of an international team, but also appreciate different cultures as well as reflect critically and conscientiously on their own country. The degree program aims to prepare students to pursue careers at international companies. The Global Business Program has three different track options, each featuring a diverse cultural and business-related focus. One year, three countries. The following options are:
ACT: Austria – Canada – Taiwan
• University of Victoria, Canada
• National Sun Yat-sen University, Taiwan
• Johannes Kepler University Linz, Austria
TROIKA: Russia – Austria – Italy
• Higher School of Economics, Nizhny Novgorod, Russia
• University of Bergamo, Italy
• Johannes Kepler University Linz, Austria
PAC: Peru – Austria – Canada
• University of Victoria, Canada
• Centrum Business School Lima, Peru
• Johannes Kepler University Linz, Austria
Email info: mgb@jku.at
jku.at/ma-global-business