

# JKU Business School.

## Space for Business Education in Linz.

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 digitalization and internationalization.



The JKU Business School thrives in research, teaching and practice by being committed to the following core values:

- Bold and Entrepreneurial. Being prepared for key challenges of our times, digitalization and sustainability.
- Connected and Impactful. Being able to think outside-of-the-box and across disciplines to have a real impact.
- Curiosity-Driven and Research-Led. High quality research that forms the basis of effective knowledge transfer.
- Supportive and Collegial. Open student-faculty interaction in a friendly work environment.

### 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.

### GENERALIST PROGRAMS

#### Business Administration

The Bachelor's degree program 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. The Business Administration program is taught in German.

**Email info:** [ba-bwl@jku.at](mailto:ba-bwl@jku.at)  
[jku.at/ba-bwl](http://jku.at/ba-bwl)

#### Business Informatics

The Bachelor's degree program Business Informatics provides you with broad expertise in business informatics, general computer science, and business. By combining business and technical content, the program gives you a strong theoretical background in both fields as well as numerous opportunities to apply theoretical knowledge to address real-world problems. The Business Informatics program is taught in German.

**Email info:** [win@jku.at](mailto:win@jku.at)  
[jku.at/ba-win](http://jku.at/ba-win)

### INTERNATIONAL PROGRAM

#### International Business Administration

Taught entirely in English, the Bachelor's degree program International Business Administration prepares you to pursue a career at an international company, either in Austria or abroad. The program not only provides you with an insightful overview of a company's business activities, but also helps you hone your managerial skills so you can work effectively as part of an intercultural team.

**Email info:** [ba-iba@jku.at](mailto:ba-iba@jku.at)  
[jku.at/ba-iba](http://jku.at/ba-iba)

## Master's Degree Programs at JKU Business School.

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### GENERALIST PROGRAMS

#### 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's degree program - taught entirely in English - provides a sound foundation to begin your professional management career.

**Email info:** [management@jku.at](mailto:management@jku.at)  
[jku.at/ma-management](https://www.jku.at/ma-management)

#### Business Informatics

The Master's degree program 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. Depending on your interests, you may also choose one of 10 predefined specializations in business and/or technology, or you may define your own specialization selecting from a wide range of business, computer science & artificial intelligence courses to qualify you for outstanding career prospects. The Business Informatics program is taught partly in German and partly in English.

**Email info:** [win@jku.at](mailto:win@jku.at)  
[jku.at/ma-win](https://www.jku.at/ma-win)

### SPECIALIST PROGRAMS

#### 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 get the most out of the information. Taught entirely in English, the Master's degree program Economic and Business Analytics can show you 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](mailto:ma-eba@jku.at)  
[jku.at/ma-eba](https://www.jku.at/ma-eba)

#### Finance and Accounting

The Master's degree program Finance and Accounting provides an in-depth study and interdisciplinary skills in finance and accounting related fields, focusing on real-world applications. The program has been designed for you to enhance your professional qualifications as well as to acquire an academically-based educational foundation. The F&A program is taught in German.

**Email info:** [ma-f&a@jku.at](mailto:ma-f&a@jku.at)  
[jku.at/ma-fa](https://www.jku.at/ma-fa)

### FAST-TRACK PROGRAM

#### Leadership and Innovation in 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. Taught entirely in English, the LIO program is open to high potential students and professionals willing to focus intensively on their studies for 2 semesters (including pre-term and post-term sessions).

**Email info:** [lio@jku.at](mailto:lio@jku.at)  
[jku.at/ma-lio](https://www.jku.at/ma-lio)

### INTERNATIONAL PROGRAMS

#### Global Business

This unique joint Master's degree program aims to prepare you to embark on an international business career, challenging you to travel, work as part of a multi-national team, appreciate different cultural backgrounds, and critically reflect on your own culture. You spend one year at the JKU and one year studying in three different countries.

Choose between three tracks, each featuring a diverse business-related, cultural and language focus:

- **ACT** - Austria, Canada, Taiwan
- **PAC** - Peru, Austria, Canada

The Global Business program is taught in English. There is a double degree option for all three tracks.

**Email info:** [mgb@jku.at](mailto:mgb@jku.at)  
[jku.at/ma-global-business](https://www.jku.at/ma-global-business)

#### General Management Double Degree

Graduates of the double-degree Master's programs are academically prepared to pursue a career in a dynamic, global business environment. You will acquire a broad knowledge spectrum, combined with one year of international experience in Taiwan or France. You will earn two internationally recognized academic degrees in 24 months.

The options are:

- **STUST Tainan (Taiwan) - JKU Linz**
- **ESC Troyes (France) - JKU Linz**

The programs are taught in English and you can acquire basic language skills in Chinese or improve your French.

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[jku.at/ma-general-management-stust](https://www.jku.at/ma-general-management-stust)  
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