Welcome to the JKU Business School.

Master Global Business Studies.

TROIKA – Russia, Austria and Italy
ACT – Austria, Canada and Taiwan
PAC – Peru, Austria and Canada
Agenda.

• Information about **MSc Global Business**
  ◦ Characteristics
  ◦ Advantages
  ◦ Double degree option
  ◦ Tracks
  ◦ Curriculum
  ◦ Career prospects: Graduates

• Application and selection

• Important contact addresses

• Time for questions and answers
Characteristics of MSc Global Business 1/2.

• Two-year Master program in the field of Global Business
  ◦ Degree:
    Master of Science (MSc) Global Business
  ◦ ECTS: 120 credits
  ◦ Duration: 2 years

• Target group:
  Persons..
  ◦ who would like to work
    in an international / global company
  ◦ with predominantly culturally diverse colleagues

• International experience
  ◦ 10 – 15 students from each partner university
  ◦ 1 national & 1 international period
  ◦ 1 intercultural class - 3 cultures / 3 countries
Characteristics of MSc Global Business 1/2.

Program structure: Two-year schedule

- **National period** = students’ home university
  - Courses in “Management Competences”
    - “Research Methods” and “Advanced English Language Skills”

- **International period**
  - Lectures at all three partner universities
  - Company visits in all three countries
  - Business projects during the third term of each program
  - Intercultural competence development
Advantages.

• **International period**
  ◦ 1 class (~20-30 students) – min. 3 cultures – 3 countries
  ◦ Work in international teams
  ◦ Get in touch with innovative companies
  ◦ Real world business experience through company projects
  ◦ Good international job prospects through global experience

• **Direct credit transfer**
Double Degree Options.

Earn a (optional) double degree
• NSYSU - Taiwan
• HSE - Russia
• PUCP – Peru

Requirements
• Write a second Master thesis
• Additional courses
• Internship (HSE)
Global Business Tracks 1/2.

- ACT: North America / Asia / Europe
  - University of Victoria (UVic), Canada
  - National Sun Yat-sen University (NSYSU), Taiwan

- TROIKA: Slavic / Latin / Germanic Europe
  - Higher School of Economics (HSE), Russia
  - University of Bergamo, Italy

- PAC: North America / Latin America / Europe
  - University of Victoria (UVic), Canada
  - CENTRUM PUCP Graduate Business School, Peru
Global Business Tracks 2/2.

Strong Academic Partners

• Leading universities or business schools in their countries

• High reputation
  ◦ Three partners listed in the Financial Times Rankings
  ◦ Majority are accredited or in accreditation process

• Long history of business education

• Experienced in Global Business Studies

• Attractive locations to study
Russia, Nizhny Novgorod, Higher School of Economics (HSE)
Austria, Linz, Johannes Kepler University (JKU)
Italy, Bergamo, University of Bergamo (UniBG)
Curriculum TROIKA.

International year in

Russia
October – December
• Russian Financial Systems
• International Management 1
• Russian Economic and Business Context

Austria
January – March
• International Finance
• International Marketing
• Global Governance
• Austrian Economic and Business Context

Italy
March – June
• Risk Management
• International Management 2
• Italian Economic and Business Context
• International Business Projects

Cultural Awareness and Language courses (Russian or Italian)
Austria, Linz, Johannes Kepler University (JKU)
Canada, Victoria, University of Victory (Uvic)
Taiwan, Kaohsiung, National Sun Yat-Sen University (NSYSU)
Canada
August – November
• Global Business Fundamentals:
• International Logistics and Supply Chain Management
• International Financial Management
• International Marketing
• The North-American Business Context

Taiwan
November – January
• Global Business Development and Entrepreneurship
• The Asian Business Context and Governance Structures

Austria
February – April
• The European Business Context
• Consulting methods
• Global Business Consulting Project

Global Leadership and Cultural Intelligence
Language courses (Mandarin Chinese, Advanced Business English)
Peru, Lima, Pontifica Universidad Católica del Perú – CENTRUM Católica (PUCP)
Austria, Linz, Johannes Kepler University (JKU)
Canada, Victoria, University of Victory (Uvic)
Curriculum PAC.

International year in

Canada
January – March
- Global Business Fundamentals:
  - International Logistics and Supply Chain Management
  - International Financial Management
  - International Marketing
  - The North-American Business Context

Austria
March – June
- Global Business Development and Entrepreneurship
- The European Business Context

Peru
June – August
- The Latin-American Business Context
- Consulting methods
- Business Consulting Project

Global Leadership and Cultural Intelligence
Language courses (Spanish)
For me, the Global Business Program meant growing beyond borders both professionally and personally. Also working, studying and living together with 30 people from 3 different countries contributed a major part to the person I am now. Ultimately, it opened doors regarding my career that I did not even know existed.

Kerstin Jungreithmeier, Troika Program 2017/18, Retail Process Management Specialist at BMW Group Central and Eastern Europe
Career Prospects: Graduates 2/2.

“The ACT Program did not just open my cultural mindset, it was a game changer to my professional career. Overall, it opened doors for me in many respects. Studying on three different continents provided me with an intercultural experience like no other, preparing me to take the leap to work abroad with confidence.”

Fabian Schatzl, graduate ACT, CFO Vice president voestalpine Rotec, North America
Application and selection for the Global Business Master’s Degree
Application & Selection. Further information: here

Deadline for application: December 1, 2021

Document pre-check and application
1. Write an email to mgb@jku.at
2. Fill out the form Required info:
   • BSc or BA
   • 30 ECTS in business
   • English C1
   • CV
   • Letter of Intent

Personal interview
Language: English
Topics:
• personal “roadmap” to complete your studies (national & international period)
• your motivation for the program
• your personal aspirations

Becoming nominated
• Upon becoming nominated you will be allocated to one of the three tracks
• Personal preference will be considered
Important Contact Addresses.
Point of contact at JKU

Robert Breitenecker
Program Director of the Global Business Master Studies

Edit Juhász
Program Management of the Global Business Master Studies

Study Global Business at the JKU
Link to our FAQ

International office
(visa related inquiries)

Our email address:
mgb@jku.at

Link to our FAQ
Thank you.

The GBS Program Team at JKU, presenters: Andreas Krawinkler, Edit Juhász
Time for Questions and Answers.