SPACE FOR GENERAL MANAGEMENT.

Master’s Degree Program
Double Degree Programs

Johannes Kepler University Linz
The goal of the Master's Degree 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. The program is designed for high potentials who are motivated to develop their talents and to achieve high performance. The related Double Degree Programs in cooperation with the Southern Taiwan University of Science and Technology, Tainan and the Groupe ESC Troyes prepare students for a career in a dynamic, global environment. Students earn two internationally recognized academic degrees.

INTERESTING
Take the opportunity! Benefit from a unique international program featuring several options:
1. The program is taught entirely in English
2. International double degree programs at top business schools: earn 2 degrees in 24 months
3. Prestigious academic partners worldwide provide exclusive exchange opportunities

Go Global
The Faculty of Social Sciences, Economics and Business provides a great diversity of courses in this most elaborate master program. The 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.

The Master’s Degree Program General Management is taught entirely in English.

The curriculum offers the opportunity to study abroad at a JKU-partner university.
Educational Objectives

- Science-based education in key areas of General Management
- Competence development for future managers with entrepreneurial thinking
- Development of specialized management competences in the following areas
  - Marketing & International Marketing
  - Global Strategic Management
  - Human Resource Management & Organization
  - Entrepreneurship
- Science based knowledge of challenges related to globalization, innovation and sustainability from a business administration perspective
- Development of competences in scientific methods
- Development of critical-analytical interdisciplinary competences
- Development of personal, interpersonal and intercultural skills
- Deepening of management knowledge abroad

Job Opportunities

The Master’s Degree Program General Management and the optional Double Degree Programs are designed to provide interesting and challenging job opportunities. A broad knowledge-spectrum combined with specialization options (Marketing & International Marketing, Global Strategic Management, Human Resource Management & Organization, Entrepreneurship) and comprehensive competence in leadership challenges are optimal preconditions for a variety of excellent careers in industry, trade, and services. Furthermore, well-educated generalists are looked for in the area of top management assistant positions.
An increasingly dynamic and globalized world requires individuals who are able to think and act analytically and in a holistic way.

A survey of Austrian companies shows that in the view of managers the following subjects should be offered in business programs.

Many of these subjects are included in the Master’s Degree Program General Management.

### What is a must in a business program

<table>
<thead>
<tr>
<th>Subject</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Management</td>
<td>63,55%</td>
</tr>
<tr>
<td>Controlling</td>
<td>55,14%</td>
</tr>
<tr>
<td>Organization</td>
<td>52,34%</td>
</tr>
<tr>
<td>Marketing/International Marketing</td>
<td>51,40%</td>
</tr>
<tr>
<td>Corporate Finance</td>
<td>45,79%</td>
</tr>
<tr>
<td>Human Resource Management</td>
<td>41,12%</td>
</tr>
<tr>
<td>(Corporate) Accounting</td>
<td>41,12%</td>
</tr>
<tr>
<td>Production/Logistic Management</td>
<td>26,17%</td>
</tr>
<tr>
<td>Innovation</td>
<td>21,50%</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>19,63%</td>
</tr>
<tr>
<td>International Management</td>
<td>14,02%</td>
</tr>
<tr>
<td>Business and Internet</td>
<td>14,02%</td>
</tr>
<tr>
<td>Taxation</td>
<td>10,28%</td>
</tr>
<tr>
<td>Environmental Management</td>
<td>6,54%</td>
</tr>
<tr>
<td>Quantitative/Qualitative Research</td>
<td>5,61%</td>
</tr>
<tr>
<td>Management</td>
<td>4,67%</td>
</tr>
<tr>
<td>Public and Nonprofit Management</td>
<td>4,67%</td>
</tr>
<tr>
<td>Other</td>
<td>0,93%</td>
</tr>
</tbody>
</table>

### YOUR BENEFITS

**Interdisciplinary Leadership Challenges:**
- Globalization
- Innovation
- Sustainability

**Interpersonal skills**

**Proficiency in English**
Master’s Degree Program.

Subject Areas

In the Master’s Degree Program General Management, students are required to complete courses totaling 120 credits in the following areas:

<table>
<thead>
<tr>
<th>SEMESTER</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Management Competence</td>
<td>30</td>
<td>12</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Leadership Challenges</td>
<td>8</td>
<td>16</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Specialized Management Competence &amp; Advanced Electives</td>
<td>6</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free Electives</td>
<td>4</td>
<td>2</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Master’s Thesis &amp; Master’s Thesis Seminar</td>
<td>6</td>
<td>18</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**ECTS (Total: 120)**

|                        | 30   | 30   | 30   | 30   |

See: jku.at/studium/master/general_management or contact the program management for additional program information and the curriculum.

Additional Information

- Admission requirements to the Master’s degree program:

  Bachelor’s degree ‘Business and Economics’ (‘Wirtschaftswissenschaften’) or a program equivalent in content and scope.

For detailed information on admission requirements and the curriculum see: jku.at/studium/master/general_management or contact the program management.

JKU Post-Graduate Degree Program

- Doctoral Program Social and Economic Sciences
Graduates of the Master's Degree Program General Management Double Degree STUST Tainan – JKU Linz are well prepared for a career in a dynamic, global environment. The program focuses strongly on developing skills for future managerial functions as well as entrepreneurial, interdisciplinary and critical-analytical thinking.

Students earn two internationally recognized academic degrees and spend two semesters each studying at the Johannes Kepler University, Linz (JKU) and at the Southern Taiwan University of Science and Technology, Tainan (STUST).

**YOUR BENEFITS**

1 year of international experience
Intercultural learning
Understanding local practices
Fluency in English
Understanding basic Chinese

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**To The Point**

THUONG NGUYEN UYEN, BSc
Master’s Student in the Double Degree Program

‘It is the first time I came to Europe; it really differs a lot from my country. It is very good to have the motivation and determination to go abroad because you really can learn a lot, no matter if in academic or in personal life.’

GREGOR PECHMANN, BSc MSc MBA
Graduate in the Double Degree Program

‘The STUST Taiwan program is a unique opportunity to learn about real-world business practices in foreign global markets and a rewarding experience to work with international students from various cultural backgrounds. Experience the adventure - you won’t regret it!’
Subject Areas

In the Master’s Degree Program General Management Double Degree STUST Tainan - JKU Linz, students are required to complete courses totaling 120 credits in the following areas:

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<tr>
<th>SEMESTER</th>
<th>JKU</th>
<th>STUST</th>
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<tr>
<td>General Management Competence</td>
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<td></td>
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<tr>
<td>Free Electives</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Spoken Chinese</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Advanced Management Competence</td>
<td>24</td>
<td>12</td>
</tr>
<tr>
<td>Master’s Thesis and Independent Studies on Master’s Thesis</td>
<td>2</td>
<td>14</td>
</tr>
<tr>
<td><strong>ECTS (Total: 120)</strong></td>
<td>30</td>
<td>30</td>
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Additional Information

- For detailed information on admission requirements, application procedure and the curriculum see: jku.at/studium/master/general_management or contact the program management.

JKU Post-Graduate Degree Program

- Doctoral Program Social and Economic Sciences
General Management Double Degree.
ESC Troyes – JKU Linz

Graduates of the Master's Degree Program General Management Double Degree ESC Troyes – JKU Linz are well prepared for a career in a dynamic, global environment. The program focuses strongly on developing skills for future managerial functions as well as entrepreneurial, interdisciplinary and critical-analytical thinking.

Students earn two internationally recognized academic degrees and spend two semesters each studying at the Johannes Kepler University, Linz (JKU) and at the Groupe ESC Troyes (ESC).

YOUR BENEFITS

1 year of international experience
Intercultural learning
Understanding local practices
Internship (incl. Master's Thesis)
Fluency in English and French

To The Point

ANNA LINDLBAUER, BSc MMSc
Graduate of the Double Degree Program

‘Being part of this program was as a great experience to deepen my knowledge in the field of Marketing and Sales Management in the outstanding environment of the Champagne region. The program gives the chance to perform an internship at your potential future employer.’

JOHANNA HEHENBERGER, BSc
Master’s Student in the Double Degree Program

‘The DD ESC Troyes – JKU Linz program was a fantastic opportunity to acquire professional experience abroad, become fluent in English and French, challenge myself by working together with culturally diverse people, and learn to succeed in an unfamiliar environment.’
Subject Areas

In the Master’s Degree Program General Management Double Degree ESC Troyes - JKU Linz, students are required to complete courses totaling 120 credits in the following areas:

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<td>6</td>
<td></td>
</tr>
<tr>
<td>Tronc Commun</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Spécialisation</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td>Internship (Stage) incl. Master’s Thesis</td>
<td>30</td>
<td></td>
</tr>
<tr>
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JKU Post-Graduate Degree Program

- Doctoral Program Social and Economic Sciences
We Are Here For You.

Academic Advising

PROGRAM MANAGEMENT
MASTER GENERAL MANAGEMENT
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admission@jku.at
jku.at/admission

Dates and Deadlines

See: jku.at/calendar for important dates and deadlines (such as the start/end of the semester, admissions deadline, holiday schedule, and lecture-free days)