The globalisation and digitalization of the world economy creates interesting challenges and opportunities to work in the export sector or go abroad and experience another culture for a few years. Austria’s export economy has succeeded in setting international standards in many fields, notably industrial plants, machinery and technical goods. These global operations generate a great demand for suitably qualified sales and marketing personnel. The Bachelor’s degree programme Global Sales and Marketing is designed to provide its students with all the skills they need to meet this demand and is held entirely in English.

Career Profile

Graduates of the Global Sales and Marketing Bachelor’s degree programme are qualified to work in a company of any size and in all sectors. A typical job description would be a management position in a foreign subsidiary of a European company; this might include the post of product manager, key account manager or marketing, export and sales manager.

Focus of Studies

» Practical and application-oriented tuition in sales (management) for industrial customers
» B2B marketing to be able to sell products and services to companies world-wide
» Important qualifications in order to work in the export business & international trade
» Intercultural management to deal with cultural differences around the globe
» Technical basics that enable the students to work in a B2B environment
» Three foreign languages taught by native speakers
» Social skills needed for dealing with top customers and being successful in foreign countries

Profile

<table>
<thead>
<tr>
<th>Course</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Sales, Export, B2B Marketing</td>
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</tr>
<tr>
<td>Cross-Cultural Management</td>
<td>10</td>
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<tr>
<td>English, second and third language</td>
<td>15</td>
</tr>
<tr>
<td>General Business Administration and Management</td>
<td>11</td>
</tr>
<tr>
<td>Technologies for Sales and Marketing</td>
<td>14</td>
</tr>
<tr>
<td>Internships, Projects, Bachelor thesis</td>
<td>22</td>
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</tbody>
</table>

Tuition fees:
EU/EEA citizens: 363.36 EUR per semester (plus Austrian Student Union fee).
Citizens from non-EU/EEA countries: 726.72 EUR per semester (plus Austrian Student Union fee). Scholarships available.
Curriculum

<table>
<thead>
<tr>
<th>List of modules</th>
<th>ECTS per semester</th>
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<tr>
<td>Sales, Marketing, Export</td>
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<td>Elective courses</td>
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<td>Cross-Cultural Management</td>
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<tr>
<td>English, second and third language</td>
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<tr>
<td>General Business Admin. and Management</td>
<td>5</td>
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<tr>
<td>Technologies for Sales and Marketing</td>
<td>5</td>
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<tr>
<td>Projects, Internship, Transfer Competence</td>
<td>5</td>
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<tr>
<td>Bachelor Thesis</td>
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<tr>
<td>ECTS-Credits</td>
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</tr>
</tbody>
</table>

*You have the choice between a major in Sales and Marketing or Export Management

Subsequent Master’s Degree Programme at Steyr Campus

- Global Sales and Marketing (4 Semesters)
- Global Sales and Marketing Triple Degree (4 Semesters)
- Controlling, Rechnungswesen und Finanzmanagement (4 Semesters)
- Digital Business Management (4 Semesters)
- Operations Management (4 Semesters)
- Supply Chain Management (4 Semesters)

Partners for Double Degree Programmes

- Artevelde Business School
  Ghent, Belgium
- Universidad del Rosario
  Bogota, Colombia
- Skoda University
  Mlada Boleslav, Czech Republic
- Laurea University of Applied Sciences
  Espoo, Finland
- Caucasus University
  Tbilisi, Georgia
- University of Gdansk
  Gdansk, Poland
- Kharkiv National University of Economics
  Kharkiv, Ukraine
- IBS-Plekhanov Russian Academy of Economics
  Moscow, Russia
- Providence University
  Taichung City, Taiwan

Study Abroad

During the compulsory SEMESTER ABROAD the students have the opportunity to study at one of our 100 partner universities (third semester). The entire degree programme of Global Sales and Marketing is taught in English and native speakers provide intensive language instruction in two further foreign languages and give insights into their background cultures.

Did You Know that ...

... Austria’s export rate is higher than 50%. This degree programme gives you important qualifications to work in the export business and international trade. Furthermore, the top 30% of our students can obtain a double degree at one of our nine partner universities in Belgium, Canada, Colombia, Czech Republic, Georgia, Finland, Poland, Ukraine and Russia.

Praxis and Research

‘The only way to learn something is to do it’. Therefore the students complete an internship (abroad or at home) and practical projects with our partners in the export industry. GSM cooperates intensively with globally active companies in the field of Marketing, Export and Sales Excellence, Industrial Service Excellence and Intercultural Management. The findings of GSM research are integrated directly into the lectures.

Contact

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