The triple degree programme GSM equips the students to develop and manage general business, sales and marketing activities for future international companies. For such managers it is essential to develop entrepreneurial thinking skills and to know how to handle background challenges of a culture. In today’s digitalized and globalized markets understanding and making use of technological developments, influencing business processes, but also the ability to combine virtual and physical customer touchpoints is indispensable.

**Career Profile**

A typical job description would be a management position in a foreign subsidiary of a globally operating company. Possible posts include, for example, product manager, key account manager or marketing or sales manager.

**Focus of Studies**

Entrepreneurship and Business Models (Mexico): a module dealing with the character of entrepreneurship and on how businesses are organized and operated. Ethics and Social Responsibility (Mexico): a profound understanding of ethical values and an institution’s obligation to act for the benefit of society.

Digitalization and Omni-Channel Commerce Management (Taiwan): a module dealing with the synergetic planning, steering and controlling of the various available sales channels and customer touchpoints (virtual and physical) in order to accompany the customer through the sales process from information search to after sales.

International Sales Management (Austria): a module to learn how to conceptualize, evaluate, push forward and control strategic sales decisions. International Marketing Management (Austria): a profound understanding of strategic marketing concepts for investment goods including deep knowledge of cross-cultural understanding.

**Did You Know that ...**

... **Taiwan** is considered to have achieved an economic miracle, becoming one of the world’s leading computer technology producers?

... **Mexico** is the second largest economy in Latin America and due to the NAFTA membership the bridge to USA?

... **Austria** is one of the strongest export countries in the European Union? Focus of Austrian’s industry are innovative and high quality products and services.
Skills in innovation and entrepreneurship enable students to be successful in a globalised world.

Prof. Dr. Monica Lopez Sieben
Head of Studies

The degree programme offers broad and profound knowledge – from sales to marketing, cross-cultural management and leadership and prepares students for their future tasks in international companies.

Prof. Dr. Margarethe Überwimmer
Head of Studies

Taiwan – an economic miracle! With quick industrialization and digitization, Taiwan has become one of the world’s leading high technology producers and specializes in the semiconductor industry.

Prof. Dr. Martin Kao
Head of Studies

Mexico: University Ensenada
- Entrepreneurship and Business Models
- Economics
- Ethics and Social Responsibility
- Language (Spanish) and Cultural Understanding

Austria: University of Applied Sciences Upper Austria
- International Sales
- International Marketing
- Company Project
- Language (German) and Cultural Understanding

Taiwan: University Providence
- Digitalization and Omni-channel Commerce Management
- Human Resource Management
- Advanced Financial Management
- Language (Mandarin) and Cultural Understanding

Time schedule

<table>
<thead>
<tr>
<th>1st Semester</th>
<th>2nd and 3rd Semester</th>
<th>4th Semester</th>
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</thead>
<tbody>
<tr>
<td>home university</td>
<td>CETYS (Mexico)</td>
<td>PU (Taiwan)</td>
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</tbody>
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Pedagogical Approach

- Integrated courses in the classroom
- Specific case study in order to understand the industry
- Company visits
- Management talks
- Deep cultural understanding of each country

Contact

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