

Global Sales and Marketing

Master's Degree Programme, Full-time, taught in English

In-depth know-how in global business management

Triple Degree

-  University of Applied Sciences Upper Austria (Austria)
-  CETYS University (Mexico)
-  Providence University (Taiwan)

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.

Essential Information

Degree:

Master of Arts in Business (MA) (MBA)

Duration:

4 Semesters (120 ECTS)

Annual Intake:

15

Application:

online by 30th June at the latest
www.fh-ooe.at/application

Admission Procedure:

personal interview, tests and case study

Compulsory Studies:

in Taichung/Taiwan at Providence University and in Mexico at CETYS University, Ensenada (Baja California)

Tuition fees:

EUR 363.36 per semester + ÖH (Austrian Student Union) contribution for students from EU and EEA countries. EUR 726.72 per semester + ÖH (Austrian Student Union) contribution for students from non-member states, scholarships available.

Modules



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

“ 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. DI 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

Time schedule

1 st Semester	2 nd and 3 rd Semester Studying together with Latin American, European and Asian students			4 th Semester
Sept. – Dec.	Jan. – Mid April	May – Mid Aug	Mid Sept. – Mid Dec./Jan.	March – June
home university	CETYS (Mexico)	PU (Taiwan)	FH OÖ (Austria)	home university

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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