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# Information on Admission

**MA Global Sales and Marketing (University of applied sciences Upper Austria)**  
**study programme code 0457**

## Introduction

According to § 4 para. 4 FHStG, the educational requirement for admission to a university of applied sciences master degree programme shall be the completion of a subject-relevant university of applied sciences bachelor degree programme or the completion of an equivalent degree programme at a recognised domestic or foreign post-secondary educational institution. In the case that equivalence has basically been established and only certain supplementary qualifications are required for full equivalence, the programme director shall be entitled to tie the determination of equivalence to examinations to be taken during the master degree programme.

## Definition of „relevant“

In any case, the University of Applied Sciences Bachelor Degree Programme Global Sales and Marketing.completed at the University of Applied Sciences Upper Austria shall be regarded as a relevant bachelor degree programme. The admission to this master degree programme shall also be made possible following the successful completion of any other relevant bachelor or university of applied sciences bachelor degree programme. Relevant bachelor or university of applied sciences bachelor degree programmes are characterised by a minimum workload of 41 ECTS Credits in the following fields: in each of which the contents relevant for the master degree programme must be covered

Field	ECTS Credits
English	min. 10 ECTS (or 87 points TOEFL, 6.5 IELTS, Level "C1" Cambridge Certificate)
Strategy/Marketing and/or Sales	8 ECTS
Finance/Controlling/ General Management	12 ECTS
Law	2 ECTS
Information Technology	4 ECTS
Cross-Cultural Management	5 ECTS (or exchange semester during BA study)

Common transfers

Students often transfer to a master degree programme after having completed one of the following bachelor or university of applied sciences bachelor degree programmes:

Bachelor degree programmes/University of applied sciences bachelor degree programmes	Higher education institution	Admission
BA Global Sales and Marketing (all versions of the curriculum)	University of applied sciences Upper Austria	without conditions <sup>1</sup>
BA International Logisticmanagement (all versions of the curriculum)	University of applied sciences Upper Austria	without conditions
BA Marketing and Electronic Business (all versions of the curriculum)	University of applied sciences Upper Austria	without conditions
BA Export-oriented Management (all versions of the curriculum)	IMC Krems	without conditions
BA Betriebswirtschaftslehre (all versions of the curriculum)	Johannes Kepler University Linz	without conditions
BA Tourismusmanagement (all versions of the curriculum)	University of applied sciences Vienna	without conditions
BA International Business (all versions of the curriculum)	University of applied sciences Joanneum	without conditions

However, in case electives in the above-mentioned fields have been successfully completed, admission may also be possible without conditions.

<sup>1</sup> Conditions required in order to achieve equivalence as defined by § 4 Abs 4 FHStG.

Please bear in mind that the educational requirement for admission can also be fulfilled by other bachelor or university of applied sciences bachelor degree programmes, and that the listed examples are not exhaustive.

Please note that only a limited number of study places is available for the master degree programme. Therefore, the fulfilment of the educational requirement for admission does not constitute a claim to a study place. According to § 11 FHStG, an admission procedure shall be conducted at least in those cases where the number of applicants for a degree programme exceeds the number of available places. The programme director shall be responsible for designing the admission procedure.

Please contact Ms. Doris Ernecker-Wagner or Ms. Katharina Heinzlreiter for any questions regarding admission.

Please note that this fact sheet will not be legally binding as regards admission.