

# GLOBAL SALES AND MARKETING – TRIPLE DEGREE

MASTER'S DEGREE PROGRAMME, FULL-TIME 

## Profound know-how in Global Business Management

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 including deep knowledge of cross cultural understanding.

## 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

### TRIPLE DEGREE

 FH Upper Austria (Austria)

 CETYS University (Mexico)

 Providence University (Taiwan)

## Essential Information

### Degree:

-  MA
-  MBA
-  MBA

### Duration:

4 Semesters (120 ECTS)

**Annual Intake:** 15

### Application:

online by 30<sup>th</sup> June at the latest  
[www.fh-ooe.at/application](http://www.fh-ooe.at/application)

### Admission Procedure:

personal interview, tests and case study

### Compulsory Studies Abroad:

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

### 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.

## Modules

**Mexico:**  
**CETYS University**

- » Entrepreneurship and Business Models
- » Economics
- » Ethics and Social Responsibility
- » Language (Spanish) and Cultural Understanding

**Austria:**  
**FH Upper Austria**

- » International Sales
- » International Marketing
- » Company Project
- » Language (German) and Cultural Understanding

**Taiwan:**  
**Providence University**

- » 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 globalized world.

**Prof. Dr. Monica Lopez Sieben,**  
*Head of Studies*

The Triple degree programme enables students to be successful in a globalised and digitalised world.

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

### 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.

### Contact

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