

MASTER'S DEGREE PROGRAM

# MANAGEMENT.



Big players in the field of management are successful on both a global and digital scale. Our program prepares you for the kind of professional career you envision. You decide what you want to do - become a leader in marketing, creating corporate strategies, or in executive management and change management.

**JYU**

BUSINESS  
SCHOOL

# Management.

As a manager, do you want to create innovative business solutions and marketing strategies? Do you want to develop future-oriented strategies for human resource management? Do you want to successfully shape the digital transformation? The JKU Master's degree in Management will enable you to shine in each of these areas and lead companies to success. Students are well educated in the area of core business management and simultaneously focus on a selected field of specialization (competence areas):

- Marketing Management in a Digital World
- Strategic and International Management in a Digital World
- Digital Transformation: Leadership, Human Resource Management and Change

## YOUR BENEFITS

Start your professional management career.

Be actively involved in interdisciplinary hands-on business projects.

"Digital transformation" gives you a competitive advantage.

An international, English-language degree program.



# Program Objectives and Career Prospects.

## What You Will Learn

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In addition to key core aspects in business management, students become experts in the field of digitalization. Students also hone personal and intercultural skills while focusing intensively on a business elective field of choice (competence area):

- Competence Area
- General Management Skills
- Digitalization
- Personal and Intercultural Skills

## Career Prospects

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Graduates of the Master's degree program in Management not only study foundational management theory along with a focus on digitalization, but also become experts in a competence area. Program graduates are highly sought-after in many areas of industry and business:

- Marketing: Your education will qualify you to pursue a career in
  - Marketing Consumer Goods: Strategic Marketing, Product Management, Marketing Communications
  - Business-to-Business Marketing: Strategic Marketing, Business Development, Key Account Management
  - International Marketing: International Marketing Management, International Business Development, International Product/Brand Management
- Management (or Assistant Management positions): Program graduates are qualified for a variety of management positions at Austrian companies or at internationally active companies, at corporate headquarters, or at internationally based subsidiaries.
- Business Consulting: As a management consultant, you would analyze trends and challenges for businesses or entire industries. Based on your analyses, you would create new strategic options and business models.

- Start Your Own Company: Be your own boss! This program is ideal to prepare you for the demands young entrepreneurs face in today's business world.



# Master's Degree Program.

## Recommended Study Plan

As part of the Master's degree program, students are required to complete courses totaling 120 ECTS credits in the following areas:

SEMESTER	ECTS Credits
General Management Competence	48
Interpersonal Skills and Intercultural Competence	6
Introduction to Digital Transformation and Technologies	6
Competence Area	25
Master's Thesis and Master's Thesis Seminar	23
Electives	12

See: [jku.at/ma-management](http://jku.at/ma-management), the curriculum, or visit the program management for detailed information.

### KEY FACTS

#### Degree

Master of Science (MSc)

#### Duration

4 Semesters

#### ECTS

120 credits

#### Language

English (Level C1)

#### Location

Linz

#### Program

Full-time

## Competence Areas

- **Marketing Management in a Digital World**  
Marketing is the key interface between a company and its customers.
- **Digital Transformation: Leadership, Human Resource Management, and Change**  
Digitalization and globalization are driving the dynamics of business in all areas.
- **Strategic and International Management in a Digital World**  
In the future, top-level management will include a stronger understanding of strategic and international management, due to increased competition, higher levels of complexity, international aspects, and market dynamics.

### PROGRAM-MANAGEMENT

Management Center,  
2<sup>nd</sup> Floor, Room MZ 211B

T +43 732 2468 3073

[management@jku.at](mailto:management@jku.at)  
[jku.at/ma-management](http://jku.at/ma-management)



# Getting Started.

## Admission Requirements

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In order to be admitted to the Master's degree program, you must fulfill the following requirements:

- If your first language is not English, you will be required to submit proof of C1 level of language proficiency in English.
- Successful completion of following Diploma or Bachelor's degree programs at the JKU allows you to enroll in the Master's degree program in Management without any admission constraints:
  - Bachelor's Degree in Business Administration
  - Bachelor's or Diploma Degree in Business and Economics
  - Bachelor's or Diploma Degree in Social Economics (Requirement: Specialization in Business, 18 ECTS credits)
  - Bachelor's or Diploma Degree in Business Informatics (Requirement: Electives in Business, 6 ECTS credits; autonomous coursework in Business, 6 ECTS credits)
- GMAT - Graduate Management Admission Test (Score min. 600 points, no older than two years) if you do hold a degree from outside the European Economic Area (non-EEA degree).
- You may also be admitted to the program if you hold another Bachelor's degree and/or another Bachelor's degree from a university of applied sciences - please submit an Application for Admission to the Admissions Office.

## The JKU in a Nutshell

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Over 24,000 students are enrolled at the JKU, making it Upper Austria's largest institution for research and higher-level education. Students can choose from over 100 academic degree programs in law, business, economics, social sciences, engineering and natural sciences, computer sciences, education, art x science, digitalization, and medicine. You benefit from a unique campus environment and a low student-to-faculty ratio.

## General Information

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### STUDENT INFORMATION AND ADVISING SERVICES (SIBS)

Bank Building  
P +43 732 2468 3450  
studium@jku.at  
jku.at/sibs

### ADMISSIONS OFFICE

Bank Building  
P +43 732 2468 2010  
admission@jku.at  
jku.at/admission

### INTERNATIONAL WELCOME CENTER

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**Social Media**

-  [facebook.com/jku.edu](https://facebook.com/jku.edu)
-  [instagram.com/jkulinz](https://instagram.com/jkulinz)
-  [linkedin.com/school/jkulinz](https://linkedin.com/school/jkulinz)
-  snapchat: jku.linz
-  [twitter.com/jkulinz](https://twitter.com/jkulinz)
-  [youtube.com/jkulinz](https://youtube.com/jkulinz)

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