

# HOCHSCHULE LANDSHUT

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## YOUR CAMPUS, YOUR FUTURE

The Landshut University of Applied Sciences – a campus offering more. More practical experience, more research and more future in more than 50 Bachelor's and Master's degree programmes in the fields of technology, business, social sciences, media, health and sustainability.

We promote individual strengths and prepare our students for their professional future. Strong partnerships with universities and companies around the globe provide unique opportunities and perspectives.

Together with partners in industry and society, we are shaping a world worth living in. Landshut University of Applied Sciences – We combine excellent education with a high quality of life.

## KEY FACTS ABOUT LANDSHUT UNIVERSITY



### SUBJECT AREAS

- Engineering
- Economy
- Social
- Media
- Health
- Sustainability



### CAMPUS LIFE

- 24h Library
- Clubs
- Sports
- Campus cinema
- Partys
- Table football



### CULINARY

- Cafébar
- Modern cafeteria
- Salad bar
- Vegetarian
- Vegan
- Organic dishes

## APPLY NOW:

[www.uas-landshut.de/application](http://www.uas-landshut.de/application)

## PROGRAMME START:

1. October

## APPLICATION PERIOD:

15. April – 15. July

## LANDSHUT UNIVERSITY OF APPLIED SCIENCES

Am Lurzenhof 1  
84036 Landshut  
[www.uas-landshut.de](http://www.uas-landshut.de)



## Global Management (M.A.)



## ANY QUESTIONS?

### CENTRAL STUDY ADVISORY SERVICE

Phone: +49 (0)871 - 506 142  
[studienberatung@haw-landshut.de](mailto:studienberatung@haw-landshut.de)

### FACULTY OF BUSINESS ADMINISTRATION

[fakultaet\\_betriebswirtschaft@haw-landshut.de](mailto:fakultaet_betriebswirtschaft@haw-landshut.de)

### STUDENT'S SERVICE CENTER

[bewerbung@haw-landshut.de](mailto:bewerbung@haw-landshut.de)



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## BUSINESS SCHOOL





## GLOBAL MANAGEMENT MASTER

### STUDY OBJECTIVE

Practical knowledge, intercultural competence, scientific and critical thinking: the Master's degree programme Global Management connects all the skills needed to succeed in a globally active company. Throughout the four semesters, the focus is on project management, methodological skills and the independent application of scientific methods.

Within the international cohort, students get to experience intercultural exchange at first hand and gain confidence of working in a global setting.

### REQUIREMENTS

- University degree from a domestic or foreign university in a business degree programme with at least 180 ECTS credits and an overall grade of "good" or better or a comparable domestic or foreign degree
- knowledge of business administration and a corresponding interest in economic topics
- solid knowledge of English (C1 of the Common European Framework of Reference for Languages)
- interest in another language (German or another language - depending on requirements)

### ACADEMIC DEGREE

Master of Arts (M.A.)

### FORM OF STUDY

fulltime

### DURATION OF STUDIES

4 Semesters

### ECTS-POINTS

120

### ADDITIONAL STUDY PROGRAMME OFFERS

online/hybrid first semester study abroad

### COURSE OF STUDIES

The goal of the degree is to deepen specialist knowledge of international business and management. Entrepreneurship and management skills are the foundation for further strategy development, organization and the monitoring of business activities on a global scale. A total of 120 ECTS are acquired in four semesters. Modules like Scientific Writing, Business Research Methods and the Master's thesis with the corresponding colloquium offer a solid scientific base to all of this.

During the course of studies, students choose an individual academic focus. With an optional semester abroad, they can sharpen their personal profile further and gain even more intercultural experience.

In addition, students improve their language skills. All courses are taught in English, students can take optional language courses and learning German as a foreign language is compulsory in the first and second semester. This makes the programme an ideal fit for international students looking to start their career in Germany.

The first semester takes place online and serves as an orientation and familiarization phase. It allows students to prepare for the following semesters which take place on campus as they attend lectures and get to know each other.



### CAREER PERSPECTIVES

This degree programme equips students to take on responsibility in a globalized environment. With the entrepreneurial knowledge they have gained during the degree, graduates are able to assume roles in project management, developing strategies, coordinating and supervising business activities.

### AREAS OF RESPONSIBILITY

Management tasks in a global environment:

- in a strategy department
- in the management staff unit
- in a project management office
- in business development
- as a project manager
- as a strategy developer for long-term goals and plans
- as an account manager

### MODULE OVERVIEW

#### Semester

4	Business Research Methods	Thesis Colloquium	Postgraduate Major Project / Master Thesis			
3	Managerial Decision Making and Problem Solving	Global Corporate Communication & Media	Innovation Management	Global Leadership in International Organization	Geoeconomics	Sustainable Global Management
2	International Accounting und Management Control	International Financial Management	Global Operations Management	International Business Environment und Strategy	Agile und Hybrid Project Management in International Environment	German / Deutsch als Fremdsprache (DaF) Level 2
1**	Scientific Writing and Thinking	Advanced Topics in Business Administration	Customer Relationship Management and Marketing	Intercultural Management – Focus on EU and Germany	European and German Business Environment	German / Deutsch als Fremdsprache (DaF) Level 1



#### Modules' subject areas

- Management
- Business Administration
- Language Skills
- Scientific Work, Master's Thesis
- in English Language

\*\* The courses and examinations of the first semester are offered online and/or hybrid. The courses in the third and fourth semesters take place in Landshut in person.