



GLOBAL BUSINESS DEVELOPMENT

MASTER OF ARTS



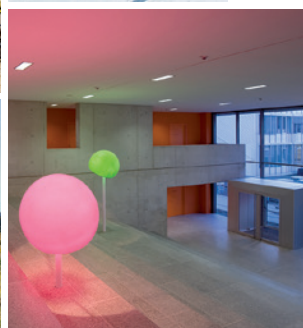
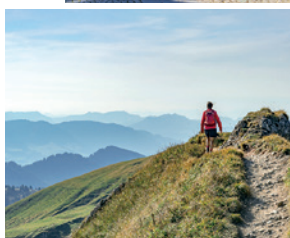
BEAUTIFUL PLACE

KEMPTEN Capital of the Allgäu region, Roman city, historic, bright, colourful, cultural magnet, pleasures in life
#seitenweiseanders

IF YOU'RE SPORTY Allgäu Alps, mountain biking, touring, skiing and snowboarding, climbing, water sports...

PURE NATURE Chillax at the mountains and lakesides

AT HOME Affordable apartments, a room with flatmates or in student halls



HERE YOU GET COMPETENCE DRIVEN BY MORE NETWORKED DIVERSITY

- + Cutting-edge infrastructure and equipment in lecture halls, laboratories and library
- + Compact campus
- + Innovative teaching methods and projects in practice
- + Small groups ensure individual attention and guidance



- + Gain extra hands-on experience on the programme with extended practice
- + Strong network of companies – local, regional and beyond
- + International – more than 100 partner universities worldwide, intercultural exchange with visiting students, own Language Centre
- + Linking teaching and research
- + Family-friendly

ANY QUESTIONS? TIME TO APPLY

STUDENT ADVISORY SERVICE
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ACADEMIC ADVISOR
Professor Dr Katrin Stefan
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#HSKEMPTEN

Kempten University
of Applied Sciences
Bahnhofstrasse 61
87435 Kempten, Allgäu | Germany

WHEN Winter semester: April – 15 July,
Summer semester: 15 Nov. – 15 Jan.

TO START winter or summer semester

ENTRY REQUIREMENTS

First degree in economic sciences, "good" (or better) overall grade, or equivalent German "Diplom" or bachelor's degree worth at least 210 ECTS
+ additional individual criteria

ENTRY REQUIREMENTS + APPLICATIONS

HS-KEMPTEN.DE



AT A GLANCE
STANDARD DURATION OF STUDY 3 semesters
STARTING winter or summer semester
STUDY FORMAT full-time, degree programme with extended practice
ECTS CREDIT POINTS 90
FACULTY Business Administration
LANGUAGE English
ACCREDITATION FIBAA
INTAKE 25 students

THE RIGHT CHOICE FOR YOU IF

- You want deeper insights into global expansion strategies, international market management and product development
- You're keen to prepare yourself for a managerial role

INTERNATIONAL SET-UP

- Close collaboration with:
University of Ulster | UK, Lapland University of Applied Sciences | Finland, University of Lodz | Poland
- Classes held in English
- Optimum preparation for a global role
- International teamwork in several modules

PRACTICAL FOCUS

- Strong practical content working with renowned partners in industry
- Contact early on with potential employers



YOU WILL LEARN

- This degree programme equips you with practically focused specialist and managerial expertise in international corporate development
- You'll develop key skills for managerial roles in internationally dynamic companies in domestic and foreign settings
- The focus throughout is on the interplay between markets and products, processes and companies

SEMESTER 1	SEMESTER 2	SEMESTER 3
→ Module 1 International Market Management	→ Module 8 Process Management	→ Module 15 Master's thesis and colloquium
→ Module 2 New Products and Services	→ Module 9 Project Management	
→ Module 3 Leadership and Culture	→ Module 10 Corporate Finance	
→ Module 4 Organisational Development	→ Module 11 Strategic Corporate Planning and Management	
→ Module block 5–7 Connecting Business Partners	→ Module block 12–14 Exploring the Business Environment	

FABULOUS PROSPECTS

PROFESSIONAL

- Attractive opportunities for career development and promotion, e.g. as a process, project or product manager
- Admission to senior service in state institutions

+ **PATHWAY TO DOCTORAL STUDIES**

"I love the friendly, relaxed atmosphere, above all. The professors and lecturers are always on hand to answer questions, and the rest of the team is very helpful, as well. I really like the practical aspects, addressing cutting-edge topics in lectures."

Lisa | master's graduate

FURTHER DETAILS ABOUT THIS DEGREE PROGRAMME

HS-KEMPTEN.DE/EN/GD

