



GLOBAL BUSINESS DEVELOPMENT

MASTER OF ARTS



B E A U T I F U L P L A C E

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...



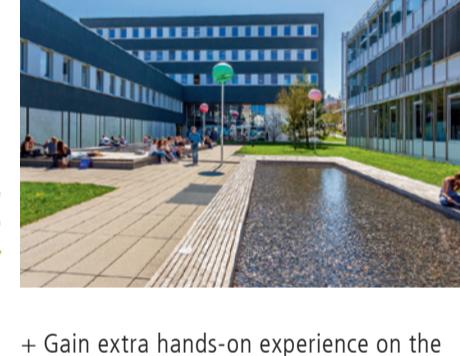
PURE NATURE Chillax at the mountains and lakesides



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



H E R E Y O U C O M P E T E N C E G E T D R I V E N B Y M O R E N E T W O R K E D D I V E R S I T Y



- + 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

A N Y Q U E S T I O N S ? T I M E T O A P P L Y

STUDENT ADVISORY SERVICE

+49 (0)831 25 23 - 308

studienberatung@hs-kempten.de

ACADEMIC ADVISOR

Professor Dr Katrin Stefan

katrin.stefan@hs-kempten.de

#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 2 New Products and Services	→ Module 9 Project Management	
→ Module 3 Leadership and Culture	→ Module 10 Corporate Finance	→ Module 15 Master's thesis and colloquium
→ 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

