



Global Business Development - Master of Arts -

JOB PROSPECTS

In this Master's Degree Course application-oriented understanding of business issues and leadership is taught, which prepares you to assume responsible management tasks in international businesses. Markets and their interplay with products, processes and business is at the centre of this course of study.

OBJECTIVES OF THE COURSE

Sustainable growth impulses for businesses and the economy can be created by the international or global expansion of business activities and / or targeted market intensification. The basic requirements for such a development of products and markets are well-developed research and knowledge systems on the one hand and excellent abilities for innovation within an international environment.

The Master's Degree Course "Global Business Development" focuses on current challenges and requirements for businesses. The combination of product, process, staff and market development and related management and controlling as well as the international orientation are unique both in the Bavarian and the German university landscape.

QUALIFICATION

With your Master's Degree you will be able to develop business ideas with partners from industry and businesses and to successfully launch the innovative concepts in international markets. Thus, attractive prospects for career development and promotion, e.g. as a process manager, a project manager or a product manager, will be open to you. In addition, this academic degree allows you to work in the higher echelons of state institutions and you are also qualified to obtain your doctorate.

STRUCTURE OF THE COURSE

The Master's Degree Course is designed as a full-time course which comprises 3 semesters including the master's thesis; it is subdivided into 6 modules. The course workload equals to 90 ECTS credits.

In the first semester the focus is put on the tools and instruments of product definition and development as well as on the processes required to put them into practice.

In the second semester the necessary framework conditions are concentrated on. Business products and processes not only require qualified employees but they also have to correspond to strategies and they have to be embedded into the business structure accordingly (strategy, controlling, financing).

In the first two semesters you will furthermore choose six subjects from the "Electives" module – three subject-specific ones and three from the "soft skills" area. This enables you to specifically prepare for your desired future career according to your personal interests and talents.

The course is concluded in the third and last semester with the master's thesis. Successful preparation of this thesis shows that you are able to deal with an issue from the area of "International Business Development" using scientific methods and to present and defend your paper in the ensuing oral master's exam.

After completion of the course of study, the university will award you the academic degree **Master of Arts (M.A.)**.

Semester 1	Semester 2	Semester 3
Module 1: International Master Management	Module 5: Process Management	Module 19: Master's Thesis and Oral Master's Exam
Module 2: Product Development	Module 6: Project Management	
Module 3: Leadership and Culture	Module 7: Portfolio Management and Financing	
Module 4: Organisational Development	Module 8: Strategic Entrepreneurial Planning and Control	
Modules 9 to 18: Electives		

INTERNATIONAL STUDIES

The Master's Degree Course "Global Business Development" provides the ideal preparation for an international career.

In addition to lectures and courses held in English, the course programme includes an integrated stay abroad at Ulster University (www.ulster.ac.uk) in Northern Ireland. Within the scope of a bilateral cooperation agreement with the postgraduate "Master of Science in Applied Management" in Ulster, you complete a study module in Ulster, and in return, Irish students complete a study module in Kempten. Both phases include interesting company visits, short projects and time for intercultural exchange.

LIST OF STUDY MODULES

ECTS

Module 1: International Market Management	6
<ul style="list-style-type: none">International Business DevelopmentInternational Business Strategy	
Module 2: Product Development	6
<ul style="list-style-type: none">Innovation-oriented process designInnovation Management	
Module 3: Leadership and Culture	6
<ul style="list-style-type: none">Managing in diverse culturesLeadership and corporate strategy	
Module 4: Organisational Development	6
<ul style="list-style-type: none">Designing and Managing Flexible and Creative OrganisationsInnovative HR Management in a Global World	
Module 5: Process Management	6
<ul style="list-style-type: none">Change ProcessesBusiness Process Modelling	
Module 6: Project Management	6
<ul style="list-style-type: none">Cooperating in intercultural and interdisciplinary teamsManaging a distance research project	
Module 7: Portfolio Management and Financing	6
<ul style="list-style-type: none">Mergers & AcquisitionsFinancing of Enterprises and Projects	
Module 8: Strategic Entrepreneurial Planning and Control	6
<ul style="list-style-type: none">Strategic Controlling and In-house ConsultingFinancing of Enterprises and Projects	
Module 9 to 18: Electives	12
Module 19: Master's Thesis and Oral Master's Exam	30
<ul style="list-style-type: none">Master's ThesisOral Master's Exam	

ADMISSION

The admission requirement to the Master's Degree Course "Global Business Development" is a course of economics that has been completed with at least the overall mark "gut bestanden" (good) or an equivalent diploma or bachelor's degree course with at least 210 ECTS. Should you not yet have received your final certificate when applying for the course, you may be granted conditional acceptance.

The number of places in this course is limited to 25 students per year. Selection of students is made on the basis of their formal application within the specified time and of the application documents submitted as well as on the basis of the average mark obtained in the undergraduate course of study.

CONTACT

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IMPORTANT LINKS

(Information in English on our website)

www.hs-kempten.de > INTERNATIONAL > click English flag (in the top left-hand corner)

[Information for international exchange students](#)

(> INTERNATIONAL > EXCHANGE STUDENTS / INCOMING)

[Study programmes – short description in English](#)

(> INTERNATIONAL > DOWNLOADS > Study Programmes)

[Guests and Visitors at Kempten University](#)

(> INTERNATIONAL > GUESTS AND VISITORS)

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PLEASE NOTE that, although this description is written in English, the study course is taught in German.