



Study track of the Master's degree programme
 in Global Strategic Management

Achieving social welfare and improving the quality of life for future generations is an important part of the modern and responsible business world. In addition to that, resource scarcity requires organizations to strongly incorporate "green goals" in their company policies. We will provide you with an advanced understanding of business essentials as well as state-of-the-art knowledge about economic, environmental, and social sustainability.

Core topics in this study programme:

Sustainable Business on a Global Level

You will gain a solid understanding of economic, environmental, and social sustainability. In addition, you will be able to develop green and social business strategies. Furthermore, you will learn how to communicate sustainable business activity in a targeted manner.

Natural Resources, Environment and CSR

You will get to know the essential concepts of environmental, resource, and welfare economics. You will obtain a structured overview of the most significant aspects of corporate social responsibility. Additionally, you will be introduced to the concepts of sustainable business partnerships and fair trade.

Strategic Management and Finance

You will be introduced to the fundamentals of strategic management, business development, and business plan design. In addition, we provide you with courses on state-of-the-art topics in various disciplines, such as finance, controlling, supply chain management, ethics, etc.

Global Markets and Economy

You will gain an insight into important characteristics of global markets as well as the opportunities, threats, and challenges for multinationals doing business abroad. We provide you with the necessary knowledge about international trade theory, economic development and history as well as legal frameworks.

Scientific Methods, Market Research and Projects

In the area of social and economic sciences you will learn about qualitative and quantitative research methods at an advanced level. In the "Business Lab" you will apply your theoretical knowledge within projects that are related to "Global Green and Social Business".

FACTS



Master of Arts in Business (MA)



Work-friendly



4 semesters / 120 ECTS



FH JOANNEUM Graz



Language of instruction: English

30 student placements each year

- Head of degree programme:
MMMag. Dr. Dr. Wolfgang Granigg
- Tuition fee: no fees for students from the European Union, the European Economic Area (EEA) and Switzerland
- Further information regarding deadlines, requirements, applications and the application-procedure are available online.
- www.fh-joanneum.at/ggm

Did you know, ...

... that Global Green and Social Business is offered in a work-friendly study mode? Thus, you can obtain knowledge inside and outside of your studies: in lectures, projects, and a part-time job of your choice.



Organisation

In the 1st semester we focus on advanced fundamentals. In the 2nd semester we will move on to the applications of theoretical knowledge in various settings, with a focus on the chosen specialisation. In the 3rd semester you will study at one of our numerous partner universities and carry out an applied project abroad. We start the 4th semester with blocked courses followed by reduced classroom-teaching to allow you to focus on your master's thesis and master's exam preparation.

Career Prospects

In this master's programme you will be prepared for career opportunities in a wide range of professional environments and positions, from profit to non-profit organisations, from production and service-oriented companies to consumer goods and industrial goods industries. As a graduate of "Global Strategic Management" with the specialisation in "Global Green and Social Business" you will be qualified to pursue many different positions within those industries, especially in positions in regards to CSR and sustainability management.

"Completing this programme enables you to apply the tools and knowledge required to pursue a career in the field of 'Global Green and Social Business'. The programme's main strengths are its interdisciplinary curriculum with state-of-the-art contents as well as the semester abroad at one of our partner universities. A hands-on class experience and company projects add to the programme's key competences."

MMMag. Dr. Wolfgang Granigg
 Head of the degree programme "Global Strategic Management"

CURRICULUM: 120 ECTS (30 ECTS per semester)

1 st semester	LV-Typ	SWS	ECTS
Strategy, Business Development and Innovation	ILV	3	5
Human Resources and Business Organisation	ILV	2	2,5
Business Ethics and Compliance	ILV	2	2,5
Contemporary World History	ILV	2	2,5
Global Markets and Internationalisation	ILV	2	2,5
International Economics and Trade	ILV	2	2,5
International and Transnational Law	ILV	2	2,5
International Accounting and Controlling	ILV	3	5
Business Informatics and Technologies	ILV	3	5
		21	30

3 rd semester	LV-Typ	SWS	ECTS
Accompanying Seminar	SE	2	5
Global Campus - Electives 1: Global Strategic Management	ILV	-	10
Global Green and Social Business			
Global Campus - Electives 2: Global Green and Social Business	ILV	-	10
Project Management and Project Work	PT	1	5
		3	30

2 nd semester	LV-Typ	SWS	ECTS
Global Production and Supply Chain Management	ILV	2	2,5
International Marketing, Pricing and Sales	ILV	2	2,5
Global Financial Environment	ILV	2	2,5
International Corporate Finance	ILV	2	2,5
Research Methods and Statistics	ILV	3	5
Global Green and Social Business			
Global Green and Social Business	ILV	3	5
Natural Resources and Environment	ILV	2	2,5
CSR and Sustainable Partnerships	ILV	2	2,5
Business Lab and Company Dialogue	PT	2	5
		20	30

4 th semester	LV-Typ	SWS	ECTS
Advanced Topics in Global Strategic Management	SE	2	2,5
Interdisciplinary Strategic Cases	SE	2	2,5
Career Development and Assessment Training	UE	2	2,5
Master's Thesis Seminar	SE	1,5	2,5
Master's Thesis and Master's Exam	MA	0,5	20
		8	30