

Master's Degree Programme BUSINESS IN EMERGING MARKETS

FH JOANNEUM
University of Applied Sciences



The world and the global economy are rapidly transforming with impacts on various areas. New emerging powers are increasing their share of the global market. For multinational enterprises, it is more important than ever to understand the forces and opportunities behind these Emerging Markets.

You can expect the following topics in the study programme:

Business Behaviour in Emerging Markets.

You will gain a solid understanding of the most important characteristics of Emerging Markets as well as the opportunities, threats and challenges for multinationals doing business there. You will learn about the most crucial challenges of these markets as well as how they relate to historical developments.

Global Economy & International Finance.

We provide you with concise and compact courses on important topics, like international trade theory, international trade policy, the global financial environment, M&A and various legal aspects. Special topics like environmental economics will also be included.

International & Strategic Management.

You will be introduced to strategy development and business plan design. In the Business Lab you will apply your knowledge holistically within a start-up project. An additional benefit is that you can improve your networking skills with the companies that engage in Business in Emerging Markets.

Scientific Methods & Market Research.

In the area of social and economic sciences you will learn qualitative and quantitative research methods at an advanced level. In the Research Lab you will apply your theoretical knowledge within a scientific project. In your Master's Thesis you will combine your knowledge with scientific methods.

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:

MMMMag. 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/mem

Did you know, ...

... that in this Master's Programme you have the opportunity to gain a double degree with our partner-universities in Taiwan, Chile or Russia?



Organisation

In the 1st semester we focus on advanced fundamentals. In the 2nd semester we will move on to the use of theoretical knowledge in various settings. In the 3rd semester you will study at a partner university located in an emerging market. We are starting the 4th semester with blocked courses followed by reduced classroom-teaching to allow you to work on your Master's Thesis.

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 you'll be qualified to pursue many different positions within those industries, including International Sales, Business Development, Project Management or Product Management.

"The interdisciplinary curriculum of this master's program gives me the opportunity, knowledge and tools to pursue my interest in today's emerging economies from an academic and practice-oriented perspective. Projects with international companies, my semester abroad in Tbilisi and the international student's cohort foster working experiences in multicultural teams."

Katharina Radler, BBA
Student of the Master's Programme

Double degree possible with Russia, Chile or Taiwan.

CURRICULUM: 120 ECTS (30 ECTS per Semester)

1st Semester	Type	THW	ECTS
Introducing Emerging Markets	ILV	3	4
International and Transnational Law	ILV	3	3
International Trade and Environmental Economics	VO	3	3
Contemporary History of Emerging Markets	VO	2	3
Compliance, Business Ethics and CSR in Emerging Markets	ILV	2	3
Global Supply Chain Management	ILV	3	3
Business Development and International Marketing	ILV	3	4
Qualitative and Quantitative Research Methods	UE	2	4
Applied Business Informatics	UE	1	3
		22	30

2nd Semester	Type	THW	ECTS
Business in Emerging Markets	ILV	3	4
Cross-Cultural HR Management and Leadership	UE	3	3
Cross-Cultural Orientation Workshop	UE	0,5	1
Conflict Resolution and Negotiation	UE	2,5	2
Global Financial Environment and Foreign Exchange Exposures	ILV	2	3
International Corporate Finance and Project Finance	ILV	2	3
Mergers, Acquisitions and Strategic Alliances	ILV	2	3
Big Data and Advanced Data Analysis	UE	2	3
Research Lab	PT	2	4
Business Lab	PT	3	4
		22	30

3rd Semester	Type	THW	ECTS
Selected Courses at Partner Universities of FH JOANNEUM	SE	0	30
		0	30

4th Semester	Type	THW	ECTS
Strategy and Innovation in the Digital Era	ILV	2	3
Interdisciplinary Strategic Cases	PT	2	3
Company Dialogue	PT	2	2
Master's Thesis Seminar	SE	1,5	2
Master's Thesis and Master's Exam	MA	0,5	20
		8	30

ILV = Integrated course, PT = Project, Se = Seminar, Ue = Tutorial, Vo = Lecture, THW = Term Hours per Week, ECTS = European Credit Transfer and Accumulation System