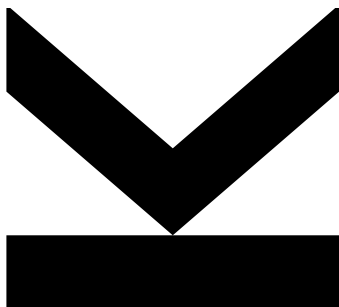


UK 066/988

CURRICULUM FOR THE
MASTER'S PROGRAM IN
GENERAL MANAGEMENT
AUSTRIA/TAIWAN.



Joint Study Program
in cooperation with
Southern Taiwan University
of Science and Technology Tainan (STUST)
(in English)



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§ 1 Qualification Profile

(1) Graduates of the Master's degree program General Management Austria/Taiwan are well prepared for a career in a dynamic, global environment. The program focuses on competence development for future managers with a focus on entrepreneurial, interdisciplinary and critical-analytical thinking and applied practice. Students earn two internationally recognized academic degrees and complete two semesters each at Johannes Kepler University Linz (JKU) and Southern Taiwan University of Science and Technology Tainan (STUST).

(2) In the Master's degree program in General Management Austria/Taiwan, students acquire the following subject-specific knowledge, skills and competencies:

- **Specialized Expertise:** To develop highly specialized business management knowledge built on management concepts and economic context on the undergraduate level and in the respective cultural and intercultural context. Developing professional and methodological skills based on effective management content. The companies' social roles and responsibilities in particular should also be understood.
- **Critical Analysis and Reflection:** To ensure the development of critical analysis and reflection skills on complex issues from different theoretical perspectives and corresponding business management qualifications with a national and international aspect.
- **Intercultural and Social Skills:** Demonstrate the ability to adapt to diverse international and intercultural environments, effectively enhancing social and language skills through studying and collaborating in Austria and Taiwan.
- **Specialization:** Students of the Master's degree program have the opportunity to specialize in various core areas of management, allowing them to position themselves according to their individual needs and the demands of the job market.
- **Research Excellence:** To enable students to independently plan, conduct, and present original research, demonstrating proficiency in research methodologies, critical analysis, and effective communication of findings.

The successful completion of the Master's degree program General Management Austria/Taiwan entitles graduates to pursue a relevant doctorate/PhD program.

§ 2 Admissions

(1) The Master's degree program General Management Austria/Taiwan is assigned to the group of Studies in Social and Economic Sciences according to § 54 para. 1 of the Austrian Universities Act (UG). The program is held in English.

(2) Admission to the Master's degree program General Management Austria/Taiwan requires admission to STUST Tainan and JKU Linz.

(3) The Master's degree program General Management Austria/Taiwan is based on the Bachelor's degree programs in Business Administration (UK 033/515), International Business Administration (UK 033/514) or Business and Economics (UK 033/572) offered at Johannes Kepler University Linz. These studies as well as the Diploma degree program in Business and Economics in any case qualify as subject-related studies for admission to the Master's degree program General Management Austria/Taiwan and entitle to admission without further requirements.

(4) In addition thereto, graduates of subject-related Bachelor's degree programs or other studies of at least the same level of higher education at a recognized national or international post-secondary educational institution are entitled to admission without further requirements, provided that in the course of those programs or studies, exams in Business Administration of at least 30 ECTS credits have successfully been completed.

(5) In order to compensate for substantial subject-based discrepancies, supplementary examinations may be required, which have to be completed by the end of the second semester of the Master's degree program.

(6) Applicants, who have not graduated from a recognized post-secondary educational institution of an EU- or EEA-State, Switzerland, or the United Kingdom, must in addition to evidence of their completion of a subject-related degree program submit a valid Graduate Management Admission Test (GMAT) result (score of 600 or above, and not dating back more than two years). In relation to all other applicants, the standards required for admission to the Master's degree program General Management Austria/Taiwan are deemed to be met.

(7) Due to the joint implementation of the study program with STUST Tainan, the study places are limited, so a special admission procedure is implemented. This admission procedure is based on an agreement between the universities involved and usually requires an application with application/motivation letter, CV and certificates, and an interview.

§ 3 Structure and Outline

(1) The Master's degree program General Management Austria/Taiwan is four semesters and students are required to earn 120 ECTS credits. Students spend the first year of their studies at their home university and the second year at the partner university. The ECTS credits must include the following subjects/modules and study achievements:

(2) For students who study the first year at JKU Linz and the second year at STUST Tainan

| Subject | ECTS |
|---|-----------------------|
| Compulsory subjects/modules | 36 (JKU) + 8 (STUST) |
| Elective subjects/modules | 18 (JKU) + 36 (STUST) |
| Master's thesis incl. Independent Studies on Master's thesis I and II | 16 (STUST) |
| Free Electives | 6 |
| Total | 120 |

1. For Free Electives students have to pass examinations corresponding to 6 ECTS credits. These can be selected from the entire range of examinations offered by recognized post-secondary educational institutions both within Austria and abroad and they serve, above all, to acquire additional qualifications. These can be taken throughout the whole period of study. As preparation for the stay at the partner university, language courses in Chinese are recommended.

2. The recommended study plan for students who study the first year at JKU Linz is listed in Annex 1. This recommendation assumes full-time studies. Due to the mandatory study abroad period, the degree program cannot be reasonably completed alongside a job or for those who have family care responsibilities.

(3) For students who study the first year at STUST Tainan and the second year at JKU Linz

| Subject | ECTS |
|---|-----------------------|
| Compulsory subjects/modules | 12 (JKU) |
| Elective subjects/modules | 60 (STUST) + 24 (JKU) |
| Master's thesis (including the master's thesis seminar) | 24 (JKU) |
| Total | 120 |

The recommended study plan for students who study the first year at STUST Tainan is listed in Annex 2. This recommendation assumes full-time studies. Due to the mandatory study abroad period, the degree program cannot be reasonably completed alongside a job or for those who have family care responsibilities.

§ 4 Compulsory Subjects/Modules

(1) As part of the Master's degree program General Management Austria/Taiwan, the following compulsory subjects/modules are required for students **who study the first year at JKU Linz and the second year at STUST Tainan**:

1. In semester 1 and 2 the following compulsory subjects have to be completed at JKU:

| Code | Bezeichnung | ECTS |
|-----------|---|------|
| 988GMCD20 | General Management Competence for Double Degrees | 24 |
| 973MIMR19 | Methods in Management Research | 6 |
| 973IDTT19 | Introduction to Digital Transformation and Technologies | 6 |

The subject "General Management Competence for Double Degrees" comprises the following modules:

| Code | Bezeichnung | ECTS |
|--------------|------------------------------------|------|
| 973GMCCSMG22 | Strategic Management | 6 |
| 973GMCCMAR22 | Marketing | 6 |
| 973GMCCHRC22 | Human Resource & Change Management | 6 |
| 973GMCCMAC22 | Managerial Accounting | 6 |

2. In semester 3 and 4 the following compulsory subjects have to be completed at STUST:

| Code | Bezeichnung | ECTS |
|-----------|---------------------|------|
| 988SC1A15 | Spoken Chinese (1A) | 4 |
| 988SC1B15 | Spoken Chinese (1B) | 4 |

(2) As part of the Master's degree program General Management Austria/Taiwan, the following compulsory subjects are required for students **who study the first year at STUST Tainan and the second year at JKU Linz**:

In semester 3 and 4 the following compulsory subjects have to be completed at JKU:

| Code | Bezeichnung | ECTS |
|-----------|---|------|
| 973MIMR19 | Methods in Management Research | 6 |
| 973IDTT19 | Introduction to Digital Transformation and Technologies | 6 |

§ 5 Elective Subjects/Modules

(1) As part of the Master's degree program General Management Austria/Taiwan, the following electives are required for students **who study the first year at JKU Linz and the second year at STUST Tainan:**

1. In semester 1 and 2 the following electives have to be completed at JKU:

| Code | Bezeichnung | ECTS |
|-----------|--|------|
| 988CADD20 | Competence Area for Double Degrees | 14 |
| 988SIC21 | Interpersonal Skills and Intercultural Competence for Double Degrees | 4 |

a. Courses totaling 4 ECTS credits have to be selected from the subject „Interpersonal Skills and Intercultural Competence for Double Degrees“.

b. A subject worth 14 ECTS credits must be completed from the subject "Competence Area for Double Degrees". The subject "Competence Area for Double Degrees" comprises the following subjects:

| Code | Bezeichnung | ECTS |
|-----------|---|------|
| 988LHCD25 | Leadership, Human Resource Management and Change for Double Degrees | 14 |
| 988SIMD25 | Strategic and International Management for Double Degrees | 14 |
| 988MMDD25 | Marketing Management for Double Degrees | 14 |

2. In semester 3 and 4 the following elective has to be completed at STUST:

| Code | Bezeichnung | ECTS |
|-----------|--------------------------------|-------|
| 988AMCO17 | Advanced Management Competence | 36/60 |

Subjects worth 36 ECTS credits must be completed from the subject "Advanced Management Competence". The subject "Advanced Management Competence" comprises the following subjects:

| Code | Bezeichnung | ECTS |
|-----------|---|------|
| 988BURM17 | Business Research Methods | 6 |
| 988CGBE15 | Corporate Governance and Business Ethics | 6 |
| 988DCIA20 | Dynamic Competitive and Industrial Analysis | 4 |
| | Enterprise Resource Planning | 6 |
| 988ENMA20 | Entrepreneurship Management | 6 |
| | Financial Analysis | 6 |

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| Code | Bezeichnung | ECTS |
|-----------|---|------|
| 988FIMA15 | Financial Management | 6 |
| 988HCMD15 | Human Capital Management and Development | 6 |
| 988IBUM15 | International Business Management | 6 |
| 988MIST15 | Management Information System | 6 |
| 988MACC17 | Managerial Accounting | 6 |
| 988MECO15 | Managerial Economics | 6 |
| 988MAMA15 | Marketing Management | 6 |
| | Organization and Leadership | 6 |
| 988OBMA17 | Organization Behavior and Management | 6 |
| 988POMA15 | Production and Operations Management | 6 |
| | Seminar in International Marketing | 6 |
| 988SCRM15 | Seminar on Customer Relationship Management | 6 |
| 988SESM15 | Seminar on Service Management | 6 |
| 988SSUB15 | Special Subject STUST | 6 |
| 988STDA17 | Statistical Data Analysis | 6 |
| 988SMET15 | Statistical Methods | 6 |
| 988STMA17 | Strategic Management | 6 |
| | Supply Chain Finance | 6 |
| 988SCMA17 | Supply Chain Management | 6 |
| 988TAIM20 | Technology and Innovation Management | 4 |

(2) As part of the Master's degree program General Management Double Degree Austria/Taiwan, the following electives are required for students **who study the first year at STUST Tainan and the second year at JKU Linz**:

1. In semester 1 and 2 the following elective has to be completed at STUST:

| Code | Bezeichnung | ECTS |
|-----------|--------------------------------|-------|
| 988AMCO17 | Advanced Management Competence | 36/60 |

Subjects worth 60 ECTS credits must be completed from the subject "Advanced Management Competence". The subject "Advanced Management Competence" comprises the following subjects:

| Code | Bezeichnung | ECTS |
|-----------|---|------|
| 988BURM17 | Business Research Methods | 6 |
| 988CGBE15 | Corporate Governance and Business Ethics | 6 |
| 988DCIA20 | Dynamic Competitive and Industrial Analysis | 4 |
| | Enterprise Resource Planning | 6 |
| 988ENMA20 | Entrepreneurship Management | 6 |
| | Financial Analysis | 6 |
| 988FIMA15 | Financial Management | 6 |
| 988HCMD15 | Human Capital Management and Development | 6 |

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continuation

| Code | Bezeichnung | ECTS |
|-----------|---|------|
| 988IBUM15 | International Business Management | 6 |
| 988MIST15 | Management Information System | 6 |
| 988MACC17 | Managerial Accounting | 6 |
| 988MECO15 | Managerial Economics | 6 |
| 988MAMA15 | Marketing Management | 6 |
| | Organization and Leadership | 6 |
| 988OBMA17 | Organization Behavior and Management | 6 |
| 988POMA15 | Production and Operations Management | 6 |
| | Seminar in International Marketing | 6 |
| 988SCRM15 | Seminar on Customer Relationship Management | 6 |
| 988SESM15 | Seminar on Service Management | 6 |
| 988SSUB15 | Special Subject STUST | 6 |
| 988STDA17 | Statistical Data Analysis | 6 |
| 988SMET15 | Statistical Methods | 6 |
| 988STMA17 | Strategic Management | 6 |
| | Supply Chain Finance | 6 |
| 988SCMA17 | Supply Chain Management | 6 |
| 988TAIM20 | Technology and Innovation Management | 4 |

2. In semester 3 and 4 the following electives have to be completed at JKU:

| Code | Bezeichnung | ECTS |
|-----------|--|------|
| 988CMCI21 | General Management Competence for Double Degree Incoming Students | 6 |
| 988CADD20 | Competence Area for Double Degrees | 14 |
| 988ISIC21 | Interpersonal Skills and Intercultural Competence for Double Degrees | 4 |

a. A module worth 6 ECTS credits must be completed from the subject "General Management Competence for Double Degree Incoming Students". The subject "General Management Competence for Double Degree Incoming Students" comprises the following modules:

| Code | Bezeichnung | ECTS |
|--------------|------------------------------------|------|
| 973GMCCSMG22 | Strategic Management | 6 |
| 973GMCCMAR22 | Marketing | 6 |
| 973GMCCHRC22 | Human Resource & Change Management | 6 |

b. Courses totaling 4 ECTS credits have to be selected from the subject „Interpersonal Skills and Intercultural Competence for Double Degrees“.

c. A subject worth 14 ECTS credits must be completed from the subject "Competence Area for Double Degrees". The subject "Competence Area for Double Degrees" comprises the following subjects:

| Code | Bezeichnung | ECTS |
|-----------|---|------|
| 988LHCD25 | Leadership, Human Resource Management and Change for Double Degrees | 14 |
| 988SIMD25 | Strategic and International Management for Double Degrees | 14 |
| 988MMDD25 | Marketing Management for Double Degrees | 14 |

§ 6 Courses

(1) The names and types of all courses in the subjects and modules, as well as their ECTS credits and hours per week, their codes, their registration requirements, the number of participants, and their admission procedures (in case of limited availability of places) are described in the JKU Course Catalog (studienhandbuch.jku.at).

(2) The possible types of courses as well as the examination regulations are described in §§ 13 and 14 of the JKU statute section on Study Regulations ("Studienrecht").

(3) Courses to be taken at the partner university shall be governed by local law.

§ 7 Replacement of Subjects and Courses

Subjects/modules pursuant to §§ 4 and 5 and courses pursuant to § 6 para. 1 may, at the student's request, be replaced by other subjects/modules specific to the studies respectively courses to a total of 18 ECTS credits. This presupposes that the latter are not detrimental to the goal of the academic, vocational education and that the selection of the suggested subjects/modules respectively courses seems reasonable with regard to the goals as outlined in the Qualifications Profile and the academic context, and supplements the academic, vocational education. A request to replace the subject/module/course must be submitted to the Vice-Rector for Academic Affairs.

§ 8 Master's Thesis

(1) For students who study the first year at JKU Linz and the second year at STUST Tainan

1. As part of the Master's degree program General Management Austria/Taiwan, students who have completed the first year of study at JKU Linz are required to write a Master's thesis at STUST Tainan. The Master's thesis is a written paper according to the regulations valid there, and is worth 12 ECTS credits.

2. In connection with the Master's thesis, worth 12 ECTS credits, the subject "Independent Studies on Master's Thesis", worth 4 ECTS credits, must be completed.

(2) For students who study the first year at STUST Tainan and the second year at JKU Linz

1. As part of the Master's degree program General Management Austria/Taiwan, students who have completed the first year of study at STUST Tainan are required to write a Master's thesis at JKU Linz in accordance with § 81 of the Austrian Universities Act (UG) and § 36 of the JKU statute section on Study Regulations ("Studienrecht").

2. The Master's thesis is a written paper and is worth 21 ECTS credits.

3. The Master's thesis serves as proof of the student's ability to work on a task independently, methodically and in an academic manner with the correct content. The topic is to be selected in accordance with the subject chosen from the "Competence Area for Double Degrees" according to § 5 para. 2 no. 2 lit c and must be organized so that it is possible and acceptable to process this within a period of six months.

4. The Master's thesis must be submitted in English.

5. Students are required to complete a corresponding Master's thesis seminar (3 ECTS credits) as part of the supervision for the Master's thesis. Presentation skills are to be included in addition to subject content. The Master's thesis results shall be presented during the Master's thesis seminar prior to submission for grading.

§ 9 Examination Regulations

(1) The regulations for subject examinations and the examination criteria for course examinations can be found in the JKU Course Catalog (Studienhandbuch).

(2) For examinations to be taken at the partner institution, local law applies.

(3) The Master's degree program General Management Austria/Taiwan is concluded with a Master's examination. The Master's examination is an overall examination of subject and module examinations pertaining to the compulsory and elective subjects/modules pursuant to §§ 4 and 5. Students also require a positive grade on their Master's thesis, the Master's thesis seminar, and the Free Electives to earn a final degree.

§ 10 Academic Degree

(1) Graduates of the Master's degree program General Management Austria/Taiwan are awarded the academic degree "Master of Science", abbreviated "MSc" or "MSc (JKU)" at Johannes Kepler University Linz and the academic degree "Master of Business Administration" at Southern Taiwan University of Science and Technology.

(2) The certification about the academic degree awarded by JKU Linz will be issued in German and English translation and shall indicate, that the Master's degree program General Management Austria/Taiwan is a joint study program.

§ 11 Legal Validity

(1) This curriculum comes into effect on October 1, 2025.

(2) The curriculum of the Master's degree program General Management Austria/Taiwan in the version published in the official newsletter of Johannes Kepler University Linz on June 18, 2024, 29th piece, item 484 expires by the end of September 30, 2025. Transitional provisions contained therein shall remain in force as long as they still apply in scope and content.

Annex 1: Recommended Study Plan

Master General Management Austria/Taiwan

Recommended Study Plan JKU Students

| 1. Semester | | 2. Semester | | 3. Semester | | 4. Semester | |
|---|------|--|------|---|------|---|------|
| Courses | ECTS | Courses | ECTS | Courses | ECTS | Courses | ECTS |
| Strategic Management | 6 | Competence Area Double Degree | 14 | Spoken Chinese | 4 | Spoken Chinese | 4 |
| Marketing | 6 | | | Advanced Management Competence | 24 | Advanced Management Competence | 12 |
| Human Resource & Change Management | 6 | Interpersonal Skills and Intercultural Competence | 4 | Independent Studies on Master Thesis | 2 | Independent Studies on Master Thesis | 2 |
| Managerial Accounting | 6 | Methods in Management Research | 6 | | | Master Thesis | 12 |
| Introduction to Digital Transformation and Technologies | 6 | Free Electives | 6 | | | | |
| 30 | | 30 | | 30 | | 30 | |

Total 120

Courses without prerequisites

Annex 2: Recommended Study Plan

Master General Management Austria/Taiwan

Recommended Study Plan STUST Students

| 1. Semester | | 2. Semester | | 3. Semester | | 4. Semester | |
|--------------------------------|------|--------------------------------|------|---|------|-------------------------------|-----------|
| Courses | ECTS | Courses | ECTS | Courses | ECTS | Courses | ECTS |
| Advanced Management Competence | 30 | Advanced Management Competence | 30 | General Management Competence | 6 | Competence Area Double Degree | 14 |
| | | | | Introduction to Digital Transformation and Technologies | 6 | | |
| | | | | Interpersonal Skills and Intercultural Competence | 4 | | |
| | | | | Methods in Management Research | 6 | Master Thesis | 13 |
| | | | | Master Thesis | 8 | Master Thesis Seminar | 3 |
| | 30 | | 30 | | 30 | Total | 30 120 |

Courses without prerequisites