

UK 066/978

CURRICULUM FOR THE
JOINT MASTER'S PROGRAM
**GLOBAL BUSINESS -
CANADA/TAIWAN.**



in cooperation with the University of Victoria in Canada and the
National Sun Yat-sen University in Taiwan
(in English)

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§ 1 Qualification Profile

(1) The inter-university Joint Master's Program "Global Business" is offered by the Johannes Kepler University Linz in cooperation with the University of Victoria in Canada and the National Sun Yat-sen University in Taiwan and aims to prepare students to pursue careers at an international level. The program has been designed to develop the following skills:

1. Profound academic education in key management areas
2. Development of a global mindset
3. Development of intercultural and language competences
4. Enhancement of personal and social skills

(2) In addition, it targets students who predominantly strive for a cross-cultural educational program in an international/global setting. It offers a unique experience by providing the opportunity to study for around nine months in a culturally diverse cohort in the three different countries at the partner universities. This distinctive design of the program requires selecting students, which are capable of intensive multinational teamwork in cooperation with companies and institutions.

(3) In the Joint Master's Program "Global Business", students acquire the following subject-specific knowledge, skills and competencies:

1. Applying Knowledge in International Business Contexts: Students illustrate specialized knowledge of core business disciplines applied to a global business context.
2. Cross-Cultural Communication Proficiency: Students demonstrate professional English language skills and basic skills in other program-relevant languages. Additionally, they showcase an understanding of the complexity of communicating across diverse cultural contexts.
3. Cultural Sensitivity, Adaptability, and Cross-Cultural Collaboration: Students demonstrate a global mindset and show a high level of cultural intelligence by collaborating in a cross-cultural context.
4. Critical Analysis & Problem-Solving: Students demonstrate the ability to critically analyze complex challenges and create innovative solutions independently.
5. Integration: Students are able to integrate high-level concepts that affect strategic leadership and decision making for global business effectiveness.
6. Reflection: Students are able to reflect on their own assumptions, biases, and behaviors within diverse cultural contexts.
7. Research Excellence: Students are able to independently plan, conduct, and present original research and demonstrate proficiency in research methodologies, critical analysis, and effective communication of findings.

§ 2 Admissions

(1) In accordance with § 54 para. 1 UG, the Joint Master's Program "Global Business" is a degree program in social and economic sciences.

(2) The Joint Master's Program "Global Business" is taught in English.

(3) Admission to the Joint Master's Program "Global Business" requires admission to all partner universities participating in the joint study program.

(4) The Joint Master's Program "Global Business" requires the completion of a Bachelor's or Diploma degree and builds on the Bachelor's program in "Business & Economics" offered at the Johannes Kepler University Linz. The successful completion of this study program provides the requirements for admission to the master's degree program at the Johannes Kepler University of Linz.

(5) Applicants from other study programs at universities, universities of applied sciences or other national or international post-secondary educational institutions require that the completed course of study is equivalent to the Bachelor's degree in "Business & Economics" in content and scope.

Full equivalence is given in any case if at minimum 30 ECTS in business and economic science as well as an English skill level equivalent to C1 (based on CEFR standard) can be proved.

(6) Since places in the study program are limited due to its joint implementation in cooperation with the partner universities, a special admission procedure is implemented. Based on an agreement between the universities involved and as part of the aptitude assessment procedure, applicants have to submit a completed application form, a letter of motivation, a CV and all certificates and transcripts of recognized post-secondary educational institutions. Furthermore, applicants have to submit evidence of English language skills acquired so far.

Applicants who appear suitable for admission to the master's program based on the documents submitted in accordance with para. 5 may be invited to an oral interview in English. During the interview, the motivation and the qualification of the applicant have to be verified and the suitability of the applicant for the Joint Master's Program "Global Business" will be confirmed.

§ 3 Structure and Outline

(1) The Joint Master's Program "Global Business" covers four semesters and consists of 120 ECTS credits, which are distributed among the following subjects/modules:

Subjects	ECTS
Mandatory subjects	96
Master's Thesis (incl. Master's Thesis Seminar)	24
Total	120

(2) The Joint Master's Program "Global Business" is structured in a national period and a nine-month international mobility period at all three partner universities.

(3) The recommended course of study is shown in Annex 1. This recommendation is based on a full-time program. Due to the academic requirements and the mandatory study abroad period, the degree program cannot be reasonably completed alongside a job or for those who have family care responsibilities.

(4) Equivalency of courses of students from the partnering university shall be recognized in accordance with Annex 2.

§ 4 Compulsory Subjects/Modules

(1) Within the Joint Master's Program "Global Business", the following mandatory subjects must be completed:

Code	Name	ECTS
978GMCP10	General Management Competence	30
978LSEN10	Language Skills English	6
973MIMR19	Methods in Management Research	6
978GBFU10	Global Business Fundamentals	10
978GBDV10	Global Business Development	7
978GBCS10	Global Business Consulting	7
978GBIC10	Global Business in Context	12
978GLCU10	Global Leadership and Cultural Intelligence	9
978LAS210	Language Skills II	9

(2) In the subject “General Management Competence” 5 modules are to be selected from the following list:

Code	Name	ECTS
973GMCCSMG22	Strategic Management	6
973GMCCMAR22	Marketing	6
973GMCEFAC22	Financial Accounting	6
973GMCEORG22	Organization	6
973GMCCHRC22	Human Resource & Change Management	6
973GMCCMAC22	Managerial Accounting	6
973GMCCCFI22	Corporate Finance	6
973ISIC19	Interpersonal Skills and Intercultural Competence	6

(3) In the subject “Language Skills II”, a non-native language must be chosen from the following list.

Code	Name	ECTS
978ABEN10	Language Skills Advanced Business English	9
978LSCH10	Language Skills Chinese	9
978LSGE12	Language Skills German	9

§ 5 Elective Subjects/Modules

There are no electives in the Joint Master’s Program “Global Business” due to the consecutive completion of subjects at the three different locations.

§ 6 Courses

(1) The names and the types of all courses, as well as their ECTS points, their duration in hours per week, their codes, their registration requirements, and their admission procedures (in case of limited availability of places) are described in the study handbook of JKU (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 "Studienrecht").

(3) According to § 22 para. 6 of the JKU statute (Section "Studienrecht"), the courses and examinations to be taken at the partner institutions shall be governed by the law of their institution.

§ 7 Replacement of Subjects and Courses

Subjects/modules according to § 4 as well as courses according to § 6 para. 1 may be replaced to a total extent of 18 ECTS points by other study specific subjects and courses upon student's request, provided that the purpose of academic professional preparatory training is not affected and the choice of the proposed subjects and courses seems reasonable with regard to the defined aims in the qualification profile, the academic context as well as to the addition to the professional preparatory training. The application of replacing subjects and courses has to be filed by the Vice Rector of Academic Affairs.

§ 8 Master's Thesis

(1) Students of the Joint Master's Program "Global Business" must complete a master's thesis according to § 81 UG and § 36 of the JKU statute (Section "Studienrecht").

(2) The master's thesis is a written paper corresponding to 23 ECTS points.

(3) The master's thesis serves as a proof that the graduate is able to perform scientific work systematically and independently. The topic of the thesis has to be taken from one of the "Mandatory Subjects/Modules" according to § 4 and should have an international focus. It must permit a completion within a period of six months.

(4) The master's thesis has to be written in English.

(5) Accompanying to the writing of the master's thesis, a master's thesis seminar of 2 semester hours (1 ECTS) must be completed.

§ 9 Examination Regulations

(1) The regulations for subject examinations and course examinations are described in the JKU study handbook.

(2) The master's program is concluded by a master's examination, which consists of the successful completion of "Mandatory Subjects/Modules" according to § 4. In order to graduate, students must also receive a passing grade for their master's thesis and the master's thesis seminar.

§ 10 Academic Degree

(1) Graduates of the Joint Master's Program "Global Business" are awarded the academic degree at the home university in accordance with local regulations.

(2) Graduates of the Johannes Kepler University Linz are awarded the academic degree "Master of Science", abbreviated "MSc" or "MSc (JKU)", with the addition "Global Business".

(3) The academic degree certificate is issued in German and includes an English translation.

(4) The award certificate states that the Joint Master's Program in "Global Business" is a joint study program of the partnering universities.

§ 11 Legal Validity

(1) This curriculum comes into effect on October 1, 2020.

(2) The curriculum of the Joint Master's Program "Global Business" in the version published in the official newsletter of Johannes Kepler University Linz on June 22, 2018, 26th piece, item 293, expires by the end of September 30, 2020.

(3) § 3 para. 3 as published in the official newsletter of the Johannes Kepler University Linz on May 18, 2021, 23rd piece, item 302 will take effect on October 1, 2021.

(4) § 1 para. 3 as published in the official newsletter of the Johannes Kepler University Linz on May 21, 2024, 24th piece, item 387 will take effect on October 1, 2024.

(5) Annex 2 as published in the official newsletter of the Johannes Kepler University Linz on April 28, 2026, 17th piece, item 174 will take effect on October 1, 2026.

Annex 2

Curriculum Joint Master's Program "Global Business" – Canada/Taiwan Table of equivalence for the Double Degree Cooperation with the National Sun Yat-sen University (NSYSU)

Recognition of courses from the studies "Master of Business Administration Program in International Business" (IBMBA), "Global Human Resource Management English MBA Program" (GHRM MBA), "Master of Business Management, Department of Business Management" (BM), as well as the "Institute of Information Management" (IM), the "Institute of Financial Management" (FM) at NSYSU, and the "Institute of Human Resource Management" (HRM) of the National Sun Yat-sen University (NSYSU) in Kaohsiung, Taiwan for the "Joint Master's Program "Global Business" - Canada/Taiwan" of the Johannes Kepler University in Linz, Austria.

(1) The following courses of the "Master of Business Administration Program in International Business" (IBMBA) of the National Sun Yat-sen University in Kaohsiung, Taiwan are recognized within the "Joint Master's Program "Global Business" - Canada/Taiwan" of the Johannes Kepler University in Linz, Austria:

NSYSU Course	ECTS	Credits	Recognition for the following subject / module of the Joint Master's Program "Global Business" - Canada/Taiwan at JKU	ECTS
The Practice of Corporate Ethics and Social Responsibility	6	2	Language Skills English	6
Sustainable Leadership Forum		1		
One course out of the following list:	6	3	Methods in Management Research	6
Research Methodology	6	3		
Academic Writing in Business	6	3		
Thesis Writing	6	3		
Statistics and Quantitative Methods	6	3		
Five courses out of the following list:	30	15	General Management Competence	30
International Business Management	6	3		
Accounting	6	3		
Managerial Economics	6	3		
Management Information Systems	6	3		
International Marketing Management	6	3		
Financial Management	6	3		
International Economics	6	3		
International Human Resource Management	6	3		
Global Supply Chain Management	6	3		
Organizational Theory and Management	6	3		
Business Strategy	6	3		
Portfolio Management	6	3		

Sustainability Of Global Enterprise	6	3		
Corporate Decision Analysis	6	3		
Asia Pacific Business Environment	6	3		
Consulting Methods and Practice	6	3		
Business Model Development and Practice of Social Enterprises	6	3		
Legal Risk Management for Multinational Enterprises	6	3		

(2) The following courses of the "Global Human Resource Management English MBA Program" (GHRM MBA) of the National Sun Yat-sen University in Kaohsiung, Taiwan are recognized within the "Joint Master's Program "Global Business" - Canada/Taiwan" of the Johannes Kepler University in Linz, Austria:

NSYSU Course	ECTS	Credits	Recognition for the following subject / module of the Joint Master's Program "Global Business" - Canada/Taiwan at JKU	ECTS
The Practice of Corporate Ethics and Social Responsibility	6	2	Language Skills English	6
Sustainable Leadership Forum		1		
One course out of the following list:	6	3	Methods in Management Research	6
Research Methodology	6	3		
Thesis Writing	6	3		
Statistics and Quantitative Methods	6	3		
Five courses out of the following list:	30	15	General Management Competence	30
Consulting Methods and Practice	6	3		
Organization Theory & Management	6	3		
Organizational Behavior	6	3		
Human Resources Management	6	3		
Financial Management	6	3		
Management Information Systems	6	3		
International Marketing Management	6	3		
Productions and Operations Management	6	3		
International Human Resource Management	6	3		
Accounting	6	3		
Human Resource Competency Development	6	3		
Work and Culture	6	3		
Strategic Management	6	3		
Global Supply Chain Management	6	3		
Cross Cultural Management	6	3		

Entrepreneurship and Human Resource Management	6	3		
Organizational Politics	6	3		
Organization Culture and Organization Change	6	3		
Leadership and Decision Making	6	3		

3) The following courses of the “Master of Business Management, Department of Business Management” (BM), of the National Sun Yat-sen University in Kaohsiung, Taiwan are recognized within the “Joint Master’s Program “Global Business” - Canada/Taiwan” of the Johannes Kepler University in Linz, Austria:

NSYSU Course	ECTS	Credits	Recognition for the following subject / module of the Joint Master’s Program “Global Business” - Canada/Taiwan at JKU	ECTS
One course out of the following list:	6	3	Language Skills English	6
Managerial Statistics	6	3		
Human Resources Management	6	3		
Financial Management and Research	6	3		
Marketing Management and Research	6	3		
Any course taught in English listed below	6	3		
Research Methodology	6	3	Methods in Management Research	6
Five courses out of the following list:	30	15	General Management Competence	30
Organizational Theory and Management	6	3		
Business Policy and Strategy	6	3		
Financial Management and Research	6	3		
Marketing Management and Research	6	3		
Management of Information Systems	6	3		
Human Resources Management	6	3		
Managerial Accounting	6	3		
Productions and Operation Management	6	3		
International Business Management	6	3		
Securities Market Analysis	6	3		
Case Studies in Financial Management	6	3		
Ethics and Leadership	6	3		
Market and Law	6	3		
Industrial Competition Analysis	6	3		
Business Analysis and Consultancy	6	3		
On Business Platform	6	3		
Design Thinking	6	3		
Risk Management Case Study	6	3		
Managerial Economics	6	3		
Financial Statements Analysis	6	3		
Technological Innovation Management	6	3		
Game Theory and Competitive Strategy	6	3		

Law, Technology, and Industrial Policy	6	3		
Retail Management	6	3		
Law and Competitive Advantages	6	3		
Creative Industry Analysis	6	3		

4) The following courses of the “Institute of Information Management” (IM), of the National Sun Yat-sen University in Kaohsiung, Taiwan are recognized within the “Joint Master’s Program “Global Business” - Canada/Taiwan” of the Johannes Kepler University in Linz, Austria:

NSYSU Course	ECTS	Credits	Recognition for the following subject / module of the Joint Master’s Program “Global Business” - Canada/Taiwan at JKU	ECTS
One course out of the following list:	6	3	Language Skills English	6
Computer Networks	6	3		
Supply Chain Management	6	3		
Project Management	6	3		
Any course taught in English listed below	6	3		
Research Methodology	6	3	Methods in Management Research	6
Five courses out of the following list:	30	15	General Management Competence	30
Management Information Systems	6	3		
Electronic Commerce	6	3		
Project Management	6	3		
Production/Operation Management	6	3		
Supply Chain Management	6	3		
Information Technology Strategy	6	3		
Service Quality Management	6	3		
Introduction to Big Data Analytics	6	3		
Logistic Management Systems in Asia/Pacific Area	6	3		
Decision Theory	6	3		
Service Science and Service Innovation	6	3		
Business Intelligence	6	3		
Social Media Analysis	6	3		
Workflow Management	6	3		
Digital Technology Trends and Applications	6	3		
Information Technology Strategy	6	3		
Data Base Management and Systems	6	3		
Fintech	6	3		

5) The following courses of the “Institute of Financial Management” (FM), of the National Sun Yat-sen University in Kaohsiung, Taiwan are recognized within the “Joint Master’s Program “Global Business” - Canada/Taiwan” of the Johannes Kepler University in Linz, Austria:

NSYSU Course	ECTS	Credits	Recognition for the following subject / module of the Joint Master's Program "Global Business" - Canada/Taiwan at JKU	ECTS
One course out of the following list:	6	3	Language Skills English	6
International Financial Management	6	3		
Any course taught in English listed below	6	3		
One course out of the following list:	6	3	Methods in Management Research	6
Methodology for Finance (I)	6	3		
Methodology for Finance (II)	6	3		
Five courses out of the following list:	30	15	General Management Competence	30
Financial Management Theories	6	3		
Corporate Governance	6	3		
Financial Management Theory and Strategy	6	3		
Applications of Behavioral Finance	6	3		
Working Capital Management Decision	6	3		
Empirical Financial Economics	6	3		
Financial Big Data Analytics and Application	6	3		
Introduction to Big Data Analysis	6	3		
Financial Statement Analysis and Equity Valuation	6	3		
Earning Management	6	3		
Investment Theories and Strategies	6	3		
Financial Engineering and Financial Innovation	6	3		
Venture Capital	6	3		
The Development of Fintech Services	6	3		
Financial Markets Theory and Practice	6	3		
Practice in Financial Data Analysis and Trading Strategies	6	3		
Sustainable Investment and Green Finance Innovation	6	3		
International Financial Markets	6	3		
Corporate Social Responsibility	6	3		
Students from the Department of Finance may also take courses offered in the IBMBA or GHRM MBA programs (listed above at para. 4 and 5).				

6) The following courses of the "Institute of Human Resource Management" (HRM), of the National Sun Yat-sen University in Kaohsiung, Taiwan are recognized within the "Joint Master's Program "Global Business" - Canada/Taiwan" of the Johannes Kepler University in Linz, Austria:

NSYSU Course	ECTS	Credits	Recognition for the following subject / module of the Joint Master's Program "Global Business" - Canada/Taiwan at JKU	ECTS
One course out of the following list:	6	3	Language Skills English	6
Applied Statistics and Data Analysis	6	3		
Creativity and Innovation Management	6	3		
Service Innovation	6	3		
Any course taught in English listed below	6	3		
One course out of the following list:	6	3	Methods in Management Research	6
Research Methodology in Human Resource Management	6	3		
Qualitative Research Methods	6	3		
Quantitative Research Methods	6	3		
Five courses out of the following list:	30	15	General Management Competence	30
Organization Theory and Management	6	3		
Organization Behavior	6	3		
Productions and Operation Management	6	3		
Financial Management	6	3		
Marketing Management	6	3		
Information Management	6	3		
Human Resources Management	6	3		
Strategic Management	6	3		
Work and Culture	6	3		
R&D Management	6	3		
Service Innovation	6	3		
Creativity and Innovation Management	6	3		
Strategic Planning for Technology Driven Emerging Business	6	3		
Human Resource Development Management	6	3		
Performance Management and Talent Development	6	3		
Leadership and Decision-Making	6	3		
Strategic Staffing	6	3		
Strategic Human Resource Management	6	3		
Machine Learning, Application of Measurement, and Data Analysis	6	3		
Independent Studies in Corporate Management	6	3		
Organization Development(I)	6	3		

Annex 1**Curriculum Joint Master Program Global Business – Canada/Taiwan
Recommended Study Plan**

The recommended study plan of the ACT Track is structured as follows:

1. Semester	2. Semester	ECTS	3. Semester	4. Semester	„International Mobility Period“	ECTS
General Management Competence: (5 out of 8 Moduls)		30	Global Business			10
			Global Business Development			7
			Global Business Consulting			7
			Global Business in Context			12
			Global Leadership & Cult. Intellig.			9
Strategic Management (6)						
Marketing (6)						
Organization (6)						
Human Resource & Change Mgmt. (6)						
Corporate Finance (6)						
Financial Accounting (6)						
Managerial Accounting (6)						
Interpersonal Skills and Intercultural Competence (6)						
Methods in Management Research		6	Language Skills II (Chinese/German/Advanced Business English)			9
Language Skills English		6				
	Master Thesis and Master Thesis Seminar					24

International Mobility Period:

September to mid-November: University of Victoria, Canada

Mid-November to mid-February: National Sun Yat-sen University, Taiwan

Mid-February to April: Johannes Kepler University, Austria