

**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)



**JOHANNES KEPLER  
UNIVERSITY LINZ**

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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.

## **§ 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.

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

## § 4 Mandatory 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
973GMCPMSG19	Strategic Management	6
973GMCPMAR19	Marketing	6
973GMCPORG19	Organization	6
973GMCPHRC19	Human Resource & Change Management	6
973GMCPMAC19	Managerial Accounting	6
973GMCPFAC19	Financial Accounting	6
973GMCPCFI19	Corporate Finance	6

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Code	Name	ECTS
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](http://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.

**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
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

## 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), "Master of Business Management, Department of Business Management" (BM), 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:

Course of NSYSU	ECTS	Credits	Recognition for the following subject / module of the Joint Master's Program "Global Business" - Canada/Taiwan at JKU	ECTS
<ul style="list-style-type: none"> <li>• Business Ethics and Corporate Social Responsibility</li> </ul>	6	3	Language Skills English	6
<ul style="list-style-type: none"> <li>• Research Methodology</li> <li>OR</li> <li>• Academic Writing in Business School</li> <li>OR</li> <li>• Statistics and Quantitative Methods</li> </ul>	6	3	Methods in Management Research	6
Five courses out of the following list: <ul style="list-style-type: none"> <li>• Accounting</li> <li>• Business Strategy</li> <li>• Entrepreneurship Management</li> <li>• Financial Management</li> <li>• Global Supply Chain Management</li> <li>• International Business Management</li> <li>• International Human Resource Management</li> <li>• International Marketing Management</li> <li>• Management Information Systems</li> <li>• Managerial Economics</li> <li>• Organizational Theory and Management</li> <li>• World Economy</li> </ul>	30	15	General Management Competence	30



(2) The following courses of the "Global Human Resource Management English MBA Program" (GHRM) 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:

<b>Course of NSYSU</b>	<b>ECTS</b>	<b>Credits</b>	<b>Recognition for the following subject / module of the Joint Master's Program "Global Business" - Canada/Taiwan at JKU</b>	<b>ECTS</b>
• Independent studies in Human Resource Management	<b>6</b>	3	Language Skills English	<b>6</b>
• Research Methodology I OR • Research Methodology II	<b>6</b>	3	Methods in Management Research	<b>6</b>
Five courses out of the following list: • Accounting • Financial Management • Global Supply Chain Management • Human Resource Competency Development • Human Resources Management • International Human Resource Management • International Marketing Management • Management Information Systems • Organizational Behavior • Organizational Theory and Management • Productions and Operations Management • Strategic Management • Work and Culture • Work Psychology	<b>30</b>	15	General Management Competence	<b>30</b>

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:

<b>Course of NSYSU</b>	<b>ECTS</b>	<b>Credits</b>	<b>Recognition for the following subject / module of the Joint Master’s Program “Global Business” - Canada/Taiwan at JKU</b>	<b>ECTS</b>
• Ethics, Leadership and Decision	<b>6</b>	3	Language Skills English	<b>6</b>
• Managerial Statistics	<b>6</b>	3	Methods in Management Research	<b>6</b>
Five courses out of the following list:	<b>30</b>	15	General Management Competence	<b>30</b>
• Business Policy and Strategy	(6)	(3)		
• Human Resources Management	(6)	(3)		
• Management of Information Systems	(6)	(3)		
• Managerial Accounting	(6)	(3)		
• Productions and Operation Management	(6)	(3)		
• Financial Management and Research	(6)	(3)		
• Marketing Management and Research	(6)	(3)		
• Organizational Theory and Management	(6)	(3)		