

Master's Degree Programme GLOBAL AI-POWERED BUSINESS EVOLUTION*



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

Navigating the fields of digital transformation and artificial intelligence is one of the main challenges of today's business world. Learning about AI and gaining skills in connected areas is the key to successfully making use of the digital transformation. We will prepare you to understand the demands of the modern business landscape and meet them by applying AI to product and service development, production processes, and business models.

Core topics in this study programme:

AI-powered Business on a Global Level

You will learn about the possible applications and concrete benefits of artificial intelligence in a business context, as well as their potential downsides and risks. You will be introduced to different tools and frameworks within the scope of artificial intelligence. The emphasis is always on the concrete applicability in business.

AI-concepts, GDPR and ethics

You will learn about the principles of neural networks, large language models and other basic concepts behind artificial intelligence. This theoretical background, GDPR, and practically useful ethical guidelines will help you to evaluate the possible uses and benefits of current and future tools in the field of AI.

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 AI-powered Business Evolution".

FACTS



Master of Arts in Business (MA)



Work-friendly



4 semesters / 120 ECTS



FH JOANNEUM Graz



Language of instruction: English

- 40 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/gam

* Changes subject to approval by the responsible bodies

Did you know, ...

... that you will be working on projects in cooperation with local companies during your semester abroad? The course "Project Management and Project Work" will offer insights into the local economy.



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 nonprofit 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 AI-powered Business Evolution" you will be qualified to pursue many different positions within those industries, especially in the fields of business transformation, digitalisation and digital innovation 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	0	10
Global AI-powered Business Evolution			
Global Campus - Electives 2: Global AI-powered Business Evolution	ILV	0	10
Project Management and Project Work	PT	1	5
		3	30

"This study programme offers an in-depth overview of the key facets of digital transformation and evolution in a business context. It covers the history, current trends, as well as actual technologies in artificial intelligence and emphasises practical applications of AI in business settings. Students will learn about the effective and efficient use of specific AI-based tools, particularly online and cloud solutions. Additionally, the program equips students with the ability to evaluate the potential applications and benefits of future AI tools."

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

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 AI-powered Business Evolution			
Global AI-powered Business Evolution	ILV	3	5
AI Concepts and Technologies	ILV	2	2,5
GDPR and AI-related Ethical Issues	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	MA	0,5	18
Master's Exam	FA	0	2
		8	30

ILV = Integrated course, PT = Project, SE = Seminar, UE = Tutorial, SWS = Hours per week, ECTS = European Credit Transfer and Accumulation System