

Master's Degree Programme BUSINESS IN EMERGING MARKETS



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:
MMM Mag. Dr. Dr. Wolfgang Granig
- 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 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 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 |

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

| 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