

Master's Degree Programme

GLOBAL STRATEGIC DECISION MAKING

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



How to successfully compete on the market and how to face the challenges of the future business world are questions that arise for every global corporation. Making the right decisions and having long-term strategies in mind is crucial. We will provide you with an advanced understanding of business essentials as well as important strategic tools and concepts of decision theory.

Core topics in this study programme:

Strategic Decision Making on a Global Level.

You will gain a solid understanding of strategic thinking, rationality, and cognitive biases. You will learn about decision and game theory and the most important principles of decision-making in practice. Additionally, you will gain insights into the field of mergers & acquisitions and strategic alliances.

Business Intelligence and Business Analytics.

You will get to know the fundamentals of business intelligence and business analytics and their fields of applications. Furthermore, you will gain basic knowledge of current technologies in this area and will become familiar with the principles of data warehouse processes.

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 Strategic Decision Making".

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: **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/gdm

Did you know, ...

... that you can spend a semester abroad at one of our numerous partner universities? Our institute is part of a growing global network of partner universities in Asia, Latin America, Europe, and Africa.



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 non-profit 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 Strategic Decision Making" you will be qualified to pursue many different positions within those industries, especially in controlling, business analytics and sophisticated assistance positions.

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	-	10
Global Strategic Decision Making			
Global Campus - Electives 2: Global Strategic Decision Making	ILV	-	10
Project Management and Project Work	PT	1	5
		3	30

"With this study programme, we provide our students with the tools and knowledge required to pursue a career in the field of 'Global Strategic Decision Making'. The programme's main strengths are its interdisciplinary curriculum with state-of-the-art contents as well as the semester abroad at one of our partner universities. A hands-on class experience and company projects add to the programme's key competences."

MMMag. DDr. 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 Strategic Decision Making			
Global Strategic Decision Making	ILV	3	5
Business Intelligence and Business Analytics	ILV	2	2,5
Mergers, Acquisitions and Strategic Alliances	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 and Master's Exam	MA	0,5	20
		8	30

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