

## **Qualification Targets of the master programme International Business and Management, M.A.**

### **1) Scientific qualification**

The Master programme “International Business and Management” provides key knowledge of business studies in the area of international management. The study programme enables graduates to deal scientifically with business and economic issues in the context of internationalisation of the economy. Students are instructed to adopt scientific work and to deal independently with new questions and problems in a scientific manner. This is an integral part of almost all modules.

The “Key Competences” modules as well as the areas of specialisation selected individually by the students depending on their interests, and parts of the “General Competences” qualify students to reflect on the theoretical knowledge gained and apply it appropriately to solve practical problems.

The acquired theoretical-analytical and methodological competences are as follows:

- methodical-analytical skills to develop strategic goals and transfer them into operative objectives
- methodical skills to identify problems, analyse their cause and find systematic solutions and formulate decision guidelines for different questions
- methodical-intellectual competences to plan, organise and delegate tasks in a target-oriented, efficient and anticipatory manner under consideration of existing possibilities and a pre-determined budget
- abstract-analytical skills to comprehend complex problems and present them understandably, as well as to maintain an overview and focus on the essential criteria under high time pressure
- learning aptitude and flexibility as abilities to acquire new knowledge by independent means, develop the knowledge in a creative and innovative manner and apply it appropriately, as well as the ability to adapt to changing fundamental conditions and situations.

### **2) Qualification to start a professional employment**

The Master degree of the study programme “International Business and Management” qualifies the students to take over complex leadership tasks in the continuously changing environment of the international economic system to which organisations also have to adapt. The ability to act independently, to analyse problems in abstract and systematic terms and to identify solutions methodically, and make independent judgments under consideration of various aspects, combined with broad business management knowledge enables graduates to assume high-ranking management, planning, and development tasks in an international business environment. Graduates are consequently very well equipped to fulfil companies' expectations regarding internationally qualified management employees.

In addition to the business and management training, the study programme strongly promotes students' communication skills and social competencies as well as their abilities in the areas of systematic abstract analysis, interlinked thinking and application-oriented leadership and action.

The intercultural aspect is of major importance, as it becomes increasingly relevant in a more and more globalised society on the one hand, and in the European integration process on the other hand. Intercultural topics are an integral part of individual modules and are reinforced by the international composition of the study group which makes them part of the students' daily interaction. In this way, students develop key qualifications that are indispensable for the complex task structure of managers in internationally operating businesses and organisations:

- Information capability as the ability to select and prepare information for taking decisions and comprehensively provide information to employees.
- The ability to take decisions and assertiveness as an ability to reach timely decisions and take over responsibility.
- The skill to cooperate and constructively work in a team, as well as the ability to integrate in teams.
- Leadership skills, to lead employees, promote their development and take over responsibility for them.
- Conflict ability, to identify conflict potential at an early stage and identify possibilities for solutions.
- Negotiation skills, to develop arguments and strategies and to push through set objectives and achieve them.

### **3) Qualification for social engagement**

The students of the “International Business and Management” study programme, in several modules, deal explicitly with questions of societal development, the role of the entrepreneur and businesses in society, ethical questions in individual conflict situations and questions relating to leading people. Furthermore, the international aspect is considered in these questions so that the handling of challenges resulting from intercultural problematics is trained in particular.

### **4) Development of the personality**

The faculty aims to admit 25 students per year. This number enables work in small study groups and creates sufficient space for the aspect of personality development. It is an essential part of the self-conception of the teaching staff to train learning skills as well as social and personal competences in all modules of the study programme. The students become actively involved in class, for instance by participating in discussions, giving presentations, working on case studies or interacting in role plays. This actively promotes

reflective thinking and acting and trains intellectual-analytical competencies, which are important prerequisites for managers.

Intercultural competence is imperative for an occupation in internationally operating businesses and organisations. This is experienced and trained in diverse study groups. In international working groups and study groups students face the challenges of intercultural processes on a daily basis and are able to develop solution approaches for conflict situations.