



FH KUFSTEIN TIROL

University of Applied Sciences Kufstein Tirol

English Language Masters Degree Programs

International Business Studies (IBS)
Sports, Culture, and Event Management (SCEM)

Studying in Kufstein



- » 2,200 Students
- » 200 Incoming students per year
- » 8,000 Alumni
- » 500 Lecturers

- » Students from 50 nations
- » 24 Academic degree programs
- » Modern facilities

Studying in Kufstein



Studying in Kufstein



Studying in Kufstein



Kufstein – Tyrol – Austria

» Kufstein

- 20,000 Inhabitants
- Second largest city in Tyrol
- 3 airports within 1 hour
- Ski resorts within 20 minutes

» Distance to

- Innsbruck: 70km / 44 miles
- Munich: 90 km / 56 miles
- Salzburg: 110 km / 68 miles
- Zurich: 360 km / 224 miles
- Vienna: 400 km / 250 miles



Leisure Time



Highlights of our Degree Programs



Personal Support



High Practical Orientation



Interdisciplinary Education

Konfliktmanagement
Verhandlungsführung
Persönlichkeitsentwicklung
Teamwork
Projektmanagement
Präsentationstraining
Fremdsprachen
Kommunikation
Teambuilding



Internationality

International Network

more than 215 Partner Universities

THE AMERICAS

ARGENTINA

Universidad Blas Pascal Córdoba
Universidad Católica de Córdoba
Universidad de Congreso
Universidad Siglo 21

BRAZIL

Fundacao Armando Alvares Penteado-FAAP
University of State of Sao Paulo (UNESP)

CANADA

Cambrion College
Concordia University
Douglas College, New Westminster
Laurentian University
Université de Québec à Trois-Rivières
Université Laval

CHILE

Pontificia Universidad Católica de Valparaíso
Universidad Autónoma de Chile
Universidad del Desarrollo
Universidad Mayor

COLOMBIA

Politécnico Graciano Robledo
Universidad EAN
Universidad la Sabana

COSTA RICA

Universita Hispano Americana
Costa Rica

ECUADOR

Universidad Internacional Del Ecuador

MEXICO

Instituto Politécnico Nacional de México
Universidad Autónoma de Guadalajara
Universidad de Guadalajara
Universidad de Monterrey
Universidad Iberoamericana Puebla
Universidad La Salle Laguna
Universidad Popular Autónoma Del Estado De Puebla

PARAGUAY

Universidad San Ignacio de Loyola

PERU

Pontificia Universidad Católica del Perú
Universidad San Ignacio de Loyola

U.S.A.

Bellarmine University
Stetson University
University of Alaska Fairbanks
University of Central Oklahoma
York College of Pennsylvania
Washington State University

EUROPE

ARMENIA

European University of Armenia

BELGIUM

Thomas More University of Applied Sciences
VIVES University College

BULGARIA

New Bulgarian University
Technical University of Sofia

CROATIA

American College of Management & Technology
University of Rijeka

CYPRUS

University of Cyprus

CZECH REPUBLIC

Mendel University of Agriculture & Forestry
Metropolitan University Prague
University of Hradec Králové

DENMARK

University College of Northern Denmark
University of Southern Denmark

ESTONIA

Estonian Business School

FINLAND

Haaga-Helia University of Business and Applied Sciences
Kajani University of Applied Sciences
Laurea University of Applied Sciences
Seinäjoki Polytechnic
South-Eastern Finland University of Applied Sciences (Tampere)
Turku University of Applied Sciences

FRANCE

Amos Sport Business School
EDC Paris Business School
ECE - Ecole de Commerce Européenne Bordeaux
Ecole Supérieure de Commerce Internationale
ESPI Ecole Supérieure des Professions Immobilières
I.U.P. Université Claude Bernard Lyon I
INSEEC PARIS
PSB Paris School of Business
Sup de Co Montpellier
SUP DE PUB School of Communication Group
INSEEC
University of Picardie, Jules Verne
Université Paris X Nanterre
Université Polytechnique Haut-De-France
Université de Technologie de Belfort-Montbéliard

GERMANY

Europäische Fachhochschule Rhein/Erf
Hochschule Anhalt
Hochschule Aschaffenburg
Hochschule für angewandte Wissenschaften Hamburg
Hochschule Heilbronn
Hochschule Kempten
Fachhochschule Münster
Fachhochschule Nürtingen
Fachhochschule Rosenheim
Fachhochschule Schmalkalden
Ostfalia Hochschule für angewandte Wissenschaften
Victoria University of Applied Sciences

GREAT BRITAIN

Liverpool John Moores University
Sheffield Hallam University
Southampton Solent University
University of Aberdeen
University of Lincoln International Business School

GREECE

University of the Peloponnese

HUNGARY

Budapest Business School
International Business School Budapest
University of Pecs

IRELAND

Dublin Institut of Technology, School of Computing
Institut of Technology Blanchardstown
Institut of Technology Carlow
Ulster Institute of Technology
Maynooth University

ITALY

Università degli Studi di Bergamo
Università degli Studi di Padova
Università degli Studi di Trento
Università di Pisa

LATVIA

RISEBA- Riga International College
University of Latvia

LITHUANIA

Kaunas University of Technology, School of Business
Vilnius Gediminas Technical University
Vilnius University
Vilnius University of Applied Sciences

NETHERLANDS

Avans University of Applied Sciences
De Hague Hogeschool
Hanze University Groningen
Hogeschool Zeeeland
Hogeschool Zuyd
NHTV - Breda University of Professional Education
Rotterdam University of Applied Sciences
Seixon Hogeschool

NORWAY

Kristiania University College
Oslo Metropolitan University

POLAND

National Louis University
The Karol Adamiecki University of Economics in Katowice
University of Gdansk

PORTUGAL

Polytechnic Institute of Bragança
Universidade Fernando Pessoa

ROMANIA

Gh. Asachi - Technical University of Iasi
Petru Maior University

SLOVAKIA

Slovak Agricultural University in Nitra
Slovenská technická univerzita v Bratislava
University of Zilina

SLOVENIA

University of Maribor

SPAIN

Universidad Abat Oliba CEU Barcelona
Universidad Carlos III de Madrid
Universidad Católica de Valencia
Universidad de Almería
Universidad de Granada
Universidad de Jaen
Universidad de Valencia
Universidad de Valladolid
Universidad de Zaragoza
Universidad Pública de Navarra
Universidad San Jorge

SWEDEN

Högskolan Kristianstad
Södertörns högskola (University College)

SWITZERLAND

RHS St. Gallen
Haute Ecole de Gestion de Genève
University of Applied Sciences of the Grisons (Fachhochschule Graubünden)
ZHAW Zürcher Hochschule für Angewandte Wissenschaften LSPM

AFRICA

GHANA

University of Ghana

MOROCCO

Alakhawyn University
Université Cadi Ayyad Marrakech
Université Internationale de Rabat

NAMIBIA

Polytechnic of Namibia

SOUTH AFRICA

University of the Free State
University of Pretoria

TUNESIA

Université Libre de Tunis

ASIA

AZERBAIDJAN

Azerbaijan Technological University

CHINA

Dongbei University of Finance & Economics
Shanghai University
Shanghai University of Finance & Economics

GEORGIA

Business & Technology University (BTU)
University of Georgia

HONG KONG

Lingnan University

INDIA

Benarthal University
Indian Institute of Management Calcutta
Institute of Management Technology Ghaziabad
Institute of Management Technology Nagpur

INDONESIA

University of Surabaya (UBAYA)

JAPAN

Meiji University
Kansai Gaidai University
Osaka Gakuin University

LIBANON

Beirut Arab University

JORDAN

German Jordanian University

MALAYSIA

Taylor's University
Universiti Kuala Lumpur
Universiti Malaysia Pahang
Universiti Sains Malaysia

REP. OF KOREA

EWHA Womans University
Inha University
Keimyung University
Korea University
Kyung Hee University
Sungkyunkwan University
Yonsei University

RUSSIA

St. Petersburg Polytechnic University
Plekhanov Russian University of Economics

TAIWAN

Kainan University
Ming Chuan University
National Chi Nan University
National Taichung University of Education
National Taipei University of Business
National Taipei University of Technology
National Taiwan University of Science & Technology
National Tsing Hua University
Providence University

THAILAND

Bangkok University
Kasetsart University
Mahidol University International College
Ramkhamhaeng University,
Institut of International Studies

TURKEY

GAZI University
Istanbul Technical University
Kadir Has University

UNITED ARAB EMIRATES

Institute of Management Technology Dubai
International Academic City

VIETNAM

University of Economics Ho Chi Minh City

OCEANIA

AUSTRALIA

Australian Catholic University Limited
La Trobe University
The University of Queensland
University of the Sunshine Coast
Victoria University

NEW ZEALAND

Auckland University of Technology
UNITEC New Zealand
University of Canterbury
WINTEC Waikato Institut of Technology

Accommodation

» International Student Residence (ISR)

- 15 minute walking distance
- 4 buildings
- Facilities & services:
 - » Fully furnished studios with kitchen and bathroom/WC
 - » WIFI
 - » Roof Terrace
 - » Lockable bicycle storage

» Rooms in shared flats

- Facebook
- Online





MASTER: INTERNATIONAL BUSINESS STUDIES

Prof. (FH) Dr. Peter Dietrich
Director of Studies

Master: International Business Studies

- » Long tradition: Start 1997
- » Completely revised curricula, starting this autumn 2021
- » Our Mission: Designing the best study program in Business & Management for a top preparation for the challenges of the future!



Challenges of the future

World and business is and will be:

- » Highly connected and interactive
- » Rapidly changing and transforming
- » More and more unstable and unpredictable
- » **VUCA-World**

Great news:

- » Companies urgently need managers who are willing to shape those ongoing transformations strategically!



Master: International Business Studies

General Management (54%)

1st Sem

2nd Sem

3rd Sem

4th Sem



Choose: Specialization (46%)

International
Marketing
Management



International
Corporate
Finance



Master: International Business Studies

General Management (54%)

Transformation & Change



- Digital Transformation
 - Organizations & Environment I
 - Management & Application II
- Transformational Management: Change & Organizational Development
- Science for Future & Sustainability

Management & Strategy



- Management & Strategy:
 - Fundamentals I
 - Application II
 - Exploration III
- Organizational Psychology & Behavioral Economics

Social Skills



- Teambuilding & Teamwork
- Cross Cultural Management
- Study Trip
- MA-Camp

1st Sem

2nd Sem

3rd Sem

4th Sem

Master: International Business Studies

Specialization (46%)

International Marketing Management



- Applied Marketing Mix
- Strategic Marketing
- Global Brandmanagement
- Market & Customer Analysis
- Digital Marketing Communication
- Contemporary Issues in Marketing
- Marketing Lab

Choose

International Corporate Finance



- Corporate Finance
- Advanced Corporate Finance
- Applied Financial Management
- International Accounting I, II
- Contemporary Issues in Finance
- Finance Lab

1st Sem

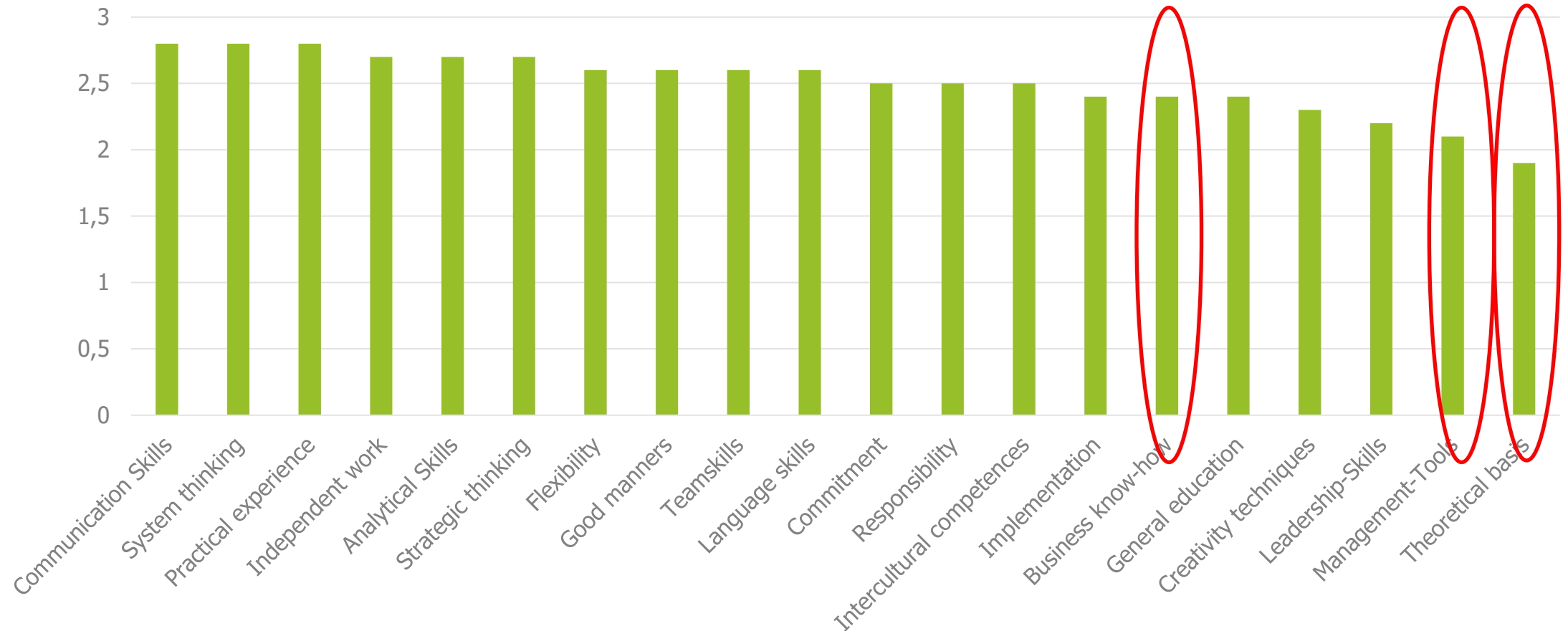
2nd Sem

3rd Sem

4th Sem

Anything else?

Survey 260 IBS alumni (summer 2019)



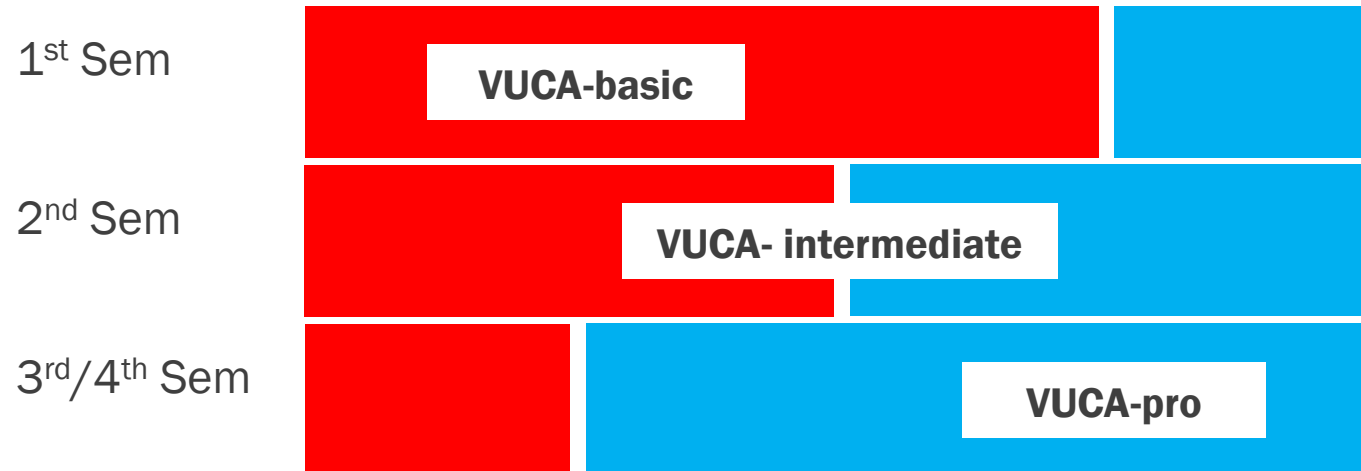
Conclusion

- » Typical professional skills ("business administration") are simply required
- » **Personality-oriented "key competencies" dominate**
 - **Communication and Cooperation**
 - **Commitment and Motivation**
 - **Flexibility and Creativity**
 - **Curiosity and Internationality**
- » Looking out of the box and constantly redefining situations is not perceived as a problem but as a positive challenge!



Our didactic concept!

**Clear structures and requirements,
high reliability of expectations**



Open settings (factual/social/temporal)

Self-organization (individual/group)

Master: International Business Studies

Job Opportunities

- Sales, marketing, and product management
- Controlling, finance, and accounting
- Employee and organization development
- Consulting, project management, and business development
- Leadership in organizations
- Consulting & Entrepreneurship / Start up
- fit for all branches, companies, NPOs and NGOs



Master: International Business Studies

Statements Alumni & Students



“ The IBS study program conveys a very comprehensive understanding of which challenges companies will encounter over time and how these challenges can be conquered as well as possible.

Markus Mottinger, BA,
Student



“ The marketing, negotiation, and entrepreneurship courses have provided me a solid foundation to help me tackle the daily tasks at work.

Yiming Yang, MA,
Graduate, Country Manager
- China, Sedo.com



“ The international orientation of the study program and of the university itself gave me an insight into how to handle cultural differences and consumer requirements, which is now helping me at work.

Teresa Nisch, MA,
Graduate, New Product
Development Manager,
Ranir GmbH

LAURA DRAHUNIAK, BA

STUDENT



More Statements: Website

<https://www.fh-kufstein.ac.at/studieren/master/International-Business-Studies-VZ/statements>

Master: International Business Studies

In a nutshell

Duration	4 Semester
Organizational form	Full-time Mo - Fr
Internationality	<ul style="list-style-type: none">• International studytrip and excursion• Solely taught in English
Places per year	25
Degree obtained	Master of Arts in Business (MA)
Fees	EU-students: Each semester: Euro 363,36 (excl. ÖH-Fees) Third country students: www.fh-kufstein.ac.at/thirdcountrystudents



Master: International Business Studies

Highlights

- Management and leadership skills for international-oriented companies
- Specialization: **Marketing** or **Finance**
- Innovative, practice-oriented, applied learning from the start
- 100% Instruction in English
- Innovative forms of teaching and learning
- Personalized coaching in small groups
- VUCA-fitness





MASTER: INTERNATIONAL BUSINESS STUDIES

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FH KUFSTEIN TIROL

Sports, Culture & Event Management
Full-Time Master

Sports, Culture & Event Management Master (SCEM)

- » **Duration**
 - 4 Semesters
- » **Academic Degree**
 - Master of Arts in Business (MA)
- » **English:** 100 % full-time
- » **Minimum 15% online**
- » **Admissions Master Students for 2023/2024: 30**



Sports, Culture & Event Management Master full-time (SCEM)

CURRICULUM

- » Basics Sports, Culture & Event Management (SCEM)
- » Optional Modules SCEM →
- » Specialization SCEM
- » Management & Social Skills SCEM
- » Practical Transfer SCEM

Optional Modules SCEM:

OPTIONAL MODULES SPORTS, CULTURE & EVENT MANAGEMENT	1	2	3	4
Venue Management (WP)		5,0		
Festival Management (WP)		5,0		
Project Management (WP)		5,0		
Contemporary Issues in Global Sports (WP)		5,0		
Technologies of Visitor Experience (WP)			5,0	
Contemporary Issues in Sports Communication (WP)			5,0	
Managing the Event Workforce (WP)			5,0	
Cross-Cultural Management (WP)			5,0	

(WP) Optional Modules: Selection out of 4 subject areas (2nd/3rd semester: 2 out of 4)

SCEM Study Trip

2nd Semester

Scotland – Sarajevo – Krakow – Sofia – Torino – Prague



SCEM

Business Projects



Hands-on education by distinguished lecturers



Dr.

Nicholas Pye, MBA, PhD

- » Lecturer for Sports Venue Development and Management
- » Principal - Teamz International Sports Consultancy, Australia



Dr.

Susanne Gellweiler, PhD

- » Lecturer for International Event Management
- » Dresden School of Management, Germany



Elisabeth Steurer, MA

- » Lecturer for Team Building and Outdoor Training
- » State-certified Mountain & Ski Guide, Austria



Dr.

Bella Bello Bitugu

- » Lecturer Sports Management
- » Director of Sports, University of Ghana

Vocational fields alumni



Sarah Staudinger, MA

- » **Sales Manager Corporate International - Congress- & Event Management**
- » **Reed Exhibitions® (Reed Messe Wien GmbH), Vienna**

Dipl.-Verw. (FH) Laura-Isabell Hüttmann, MA

- » **Head of Event Management, Rental and Audience Services**
 - » **Salzburg Festival, Salzburg**



Marcel Ludwig, MA

- » **Event Marketing Specialist Gaming**
- » **Red Bull Germany (Red Bull Deutschland GmbH), Munich**

Application Deadlines & Interview Dates

IBS & SCEM

Application Deadline	Admissions Interview Dates
December 3, 2023	December 12, 2023
January 21, 2024	January 30, 2024
March 10, 2024	March 19, 2024
April 14, 2024	April 23, 2024
June 2, 2024	June 11, 2024

The earlier you attend the admission interview, the better your chances of getting a study place. Therefore, we always refer to the earlier admission dates.

Entrance requirement for IBS/SCEM: Completion of a Bachelor or Diploma program relevant to the degree program

- Online application
- Admission interview

The 20-minute admission interview takes place online via Microsoft Teams or in person at the FH Kufstein Tirol.
- Information on the results will be provided within 14 days of the interview.

- The tuition fee at the University of Applied Sciences Kufstein Tirol is € 363.36 per semester for all students.
- “Third-country” applicants have to pay a tuition fee deposit of € 100 with their online application. The application documents will be checked and processed as soon as we have received payment.

How to Apply

» Application for incoming students



» Application for the international master degree programs:

- International Business Studies
- Sports, Culture & Event Management





FH KUFSTEIN TIROL

University of Applied Sciences Kufstein Tirol

English Language Masters Degree Programs

International Business Studies (IBS)
Sports, Culture, and Event Management (SCEM)