

Information Sheet

Course of Study

Intercultural Business and Technology Management (Master)

General Information

Having the situation of the economy and the job market in mind, a strong growing internationalisation is noticeable. Most companies act globally. In order to be effectively competitive, there is – considering personnel and graduates – a large demand for further qualifications separated from specialised (engineering or business) know-how :

- Technological competences
- Economic competences
- Interdisciplinary competences
- Social competences, competences in management,
- key qualifications
- Foreign languages and intercultural competences,
- international experience

The consecutive master programme “Intercultural Business and Technology Management” is carried out in co-operation with the University of Applied Sciences Regensburg, the University of Regensburg and the Business School of Prague.

Objective

This programme aims to equip managers with decision-making and responsibility capacity in an intercultural and technology-related environment.

In this course of study, the student will be able to understand technological developments and their impact, business and economic relations as well as the relevance of cultural factors concerning international trade and the global market. The student will be able to realise coherencies in this area and apply this knowledge and comprehension in everyday life.

Course of Study

The programme is three semesters in duration. It offers a continued qualification, especially for graduates of fields of study such as

- Industrial Engineering
 - European Business and Language Studies
- of the University of Applied Sciences Amberg-Weiden, as well as graduates of engineering or economic programmes of other universities.

The essential knowledge of the above-mentioned fields of competences, are conveyed so that this programme is a unique offer for students who want specific skills in regarding international relations, as well as a reflection of values and norms of today's business systems and related behaviour.

Module groups and modules:

- Technological competences
 - international development and innovation management
 - IT in multinational enterprises
 - international production
 - life cycle engineering
- Economic competences
 - strategic and operative development of a company
 - international business and company law
 - business management and business modifications
 - service management
- Interdisciplinary competences
 - international business project management
 - integrated materials management
 - risk management and corporate governance
- Intercultural competences
 - international and intercultural corporate communications
 - sociology of intercultural action – international action competence
 - analysis of cultural-related conflicts
 - importance of cultural differences for companies and organisations
 - cultural aspects of business English
- Master thesis

The programme ends with the awarding of the **Master of Arts (M.A.)**.

Student Advisory Service in Weiden

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