

Course of Study

Intercultural Business and Technology Management (Master)

General Information

With the dynamic economic situation and the ever-changing job market in mind, the importance of internationalization is quite noticeable. Most companies are globally active. In order to be competitive, there is – when considering personnel and graduates – a large demand for further qualification separated from specialised (engineering or business) know-how :

- Technological competencies
- Economic competencies
- Interdisciplinary competencies
- Social and managerial skills
- Key qualifications
- Foreign language and intercultural expertise
- International experience

The consecutive course of study *Intercultural Business and Technology Management* deals with exactly these key topics to impart a broad management expertise.

Programme Objective

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

At the end of the programme, 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 an ever-changing global market. The student will be able to realize coherencies in these areas and apply this knowledge and comprehension in organizational settings.

Course of Study

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

- Industrial Engineering
- International Technology Management
- Business Administration
- Mechanical Engineering

Additionally, it is fitting for graduates of engineering, business or economic programmes of other universities.

The essential knowledge of the above-mentioned fields of competencies are conveyed so that this programme is a unique offer for students who want specific skills in international relations, as well gain an insight into the values and norms of today's business organizations and related behaviours.

The first and second semester have an attendance requirement, whereas the third semester is focused on the research and writing of the master thesis.

The start of studies is possible in every semester.
(Please see the OTH homepage for further information.)

Module groups and modules:

- Technological competencies
 - International development and innovation management
 - IT in multinational enterprises
 - International production
 - Life cycle engineering
- Economic competencies
 - Strategic and operative organizational development
 - International business and company law
 - Corporate and change management
 - International service management
- Interdisciplinary competencies
 - International business project management
 - Integrated material management
 - Risk management und corporate governance
- Intercultural competencies
 - International corporate and intercultural communication
 - Cultural concerns and the international manager
- Master thesis

The programme culminates with the awarding of the

Master of Arts (M.A.).

Contact Person/Programme Head

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