



Bachelor's degree full-time

# Global Sales and Marketing (GSM)

STEYR  
CAMPUS

Are you interested in the cross-cultural challenges created by the globalisation of the world economy? Are you interested in working in the export sector or would you even like to go abroad and live an international life at least for a few years? Austria's export economy has succeeded in setting international standards in many fields, notably industrial plants, machinery and technical goods. These global operations generate a great demand for suitably qualified sales and marketing personnel. The bachelor programme "Global Sales and Marketing" (GSM) is designed to provide you with all the skills to meet this demand and is held 100% in English.

## Career Profile

Your GSM degree will qualify you to work successfully in a key account team, a sales or marketing department. You can start your career for instance as a key account manager, sales- or marketing manager, in export management or product management. You will be qualified to contribute to a product launch or market entry in a foreign country.

## Focus of Studies

The fascinating concept behind this interdisciplinary degree programme is based on the following core competences:

- >> **Sales and Sales Management:** you will receive practical and application-oriented tuition in sales and sales management for industrial customers.
- >> **B2B Marketing:** we will introduce you to the wide range of interesting activities involved in B2B marketing to enable you to sell your products and services to companies
- >> **Cross-Cultural Sales and Management:** we will give you a profound introduction into the

cultural differences and similarities around the globe that are just waiting to be discovered. Incoming professors from a wide range of countries will introduce you to these fascinating subjects.

- >> **Foreign languages:** the entire programme is taught in English. Our native speakers not only provide intensive language instruction in two further foreign languages but also give you insights into their background cultures.
- >> **Social skills:** we not only train you in the skills needed to deal with top customers but also prepare you for being successful in foreign countries.
- >> **Practical skills:** the GSM motto is "the only way to learn something is to do it". Therefore we provide you with
  - > Two internships during the degree programme (abroad or at home)
  - > Practical projects with our partners in the export industry
  - > A compulsory semester abroad at one of our 100 partner universities (seven double degrees are possible)

## Essential Information

**Degree:** Bachelor of Arts in Business (BA)

**Duration:** 6 semesters (180 ECTS)

**Annual intake:** 45

**Admission requirements:** University entrance qualification (e.g. A-Levels, university pre-entry certificate, completed vocational matriculation exam)

**Application:** Online or in writing by 30 June at the latest – [www.fh-ooe.at/application](http://www.fh-ooe.at/application)

**Admission procedure:** Entrance exam, interview

**Compulsory semester abroad:** Opportunity to study at one of our 100 partner universities during the third semester.

**Foreign languages:** English (compulsory), for the second foreign language you may choose from Russian, Czech, Spanish and French. You are free to choose a third language during your semester abroad.

**Internship:** In 2 parts – ten weeks in total

**Special features:** The top 30% of our students can obtain a double degree at one of our seven partner universities during their semester abroad.





Photos: FH OÖ, Comstock, Fotolia

## Curriculum Global Sales and Marketing (GSM)

### Bachelor's degree programme full-time

List of modules	ECTS per semester					
	1	2	3	4	5	6
General business administration and management	8		1		1	5
Sales / sales management and B2B marketing		5	8	10	3/6*	4
Cross-cultural management	7	7	1	3	2	
English, second and third language	8	6	8	6	3	
Mechatronics	3	3		5	4/6*	1
Projects and internships		3		6	2	
Finance		3	4		3	
IT	4		4			
Mathematics and statistics		3	4			
Bachelor's thesis					6	20
ECTS-credits	30	30	30	30	30	30

\* You have the choice between a B2B Marketing, Sales Management or Mechatronics Major

### ECTS: European Credit Transfer and Accumulation System

The ECTS is a student-centred system based on the student workload required to achieve the objectives of a programme, usually specified in terms of the learning outcomes and competences to be acquired.

### Subsequent Master's degrees offered at Steyr Campus:

- >> Accounting, Controlling and Financial Management (CRF)
- >> Digital Business Management (DBM)
- >> Global Sales and Marketing (GSM)
- >> Operations Management (OMT)
- >> Supply Chain Management (SCM)

### Partners for double degree programmes

IBS-Plekhanov Russian Academy of Economics  
Moscow, Russia

The University of Aarhus – Institute of Business and Technology (AU-IBT)  
Herning, Denmark

Noordelijke Hogeschool Leeuwarden (NHL-MM)  
Leeuwarden, The Netherlands

Laurea University of Applied Sciences  
Espoo, Finland

University of Gdansk  
Gdansk, Poland

Skoda University  
Mlada Boleslav, Czech Republic

Caucasus University  
Tbilisi, Georgia

Kharkiv National University of Economics  
Kharkiv, Ukraine

### Contact

**Head of Studies:** Prof. (FH) Dr. Hannes Hofstadler

**Programme Administrator:** Verena Gerstmayr

FH OÖ – University of Applied Sciences Upper Austria, School of Management  
Wehrgrabengasse 1–3, 4400 Steyr/Austria

Phone: +43 (0)7252 884-3500, Fax: +43 (0)7252 884-3599

E-Mail: [gsm@fh-steyr.at](mailto:gsm@fh-steyr.at), Web: [www.fh-ooe.at/gsm](http://www.fh-ooe.at/gsm)

