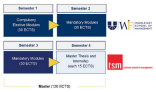
PDF-Datei der Seite: https://www.kuleuven/faculty-of-business-administration-wi/study-programs/ba-international-marketing-mscstructure-content

Content & Structure of the double master's degree in Business Administration – International Marketing

The **double master's degree in cooperation with Universite Toulouse –** Toulouse School of Management – is designed for students who want to pursue a career in international marketing. To work in an international environment you do not only have to be fluent in English these days but also require proficiency in the terminology of your own working environment. Due to the internationality of the Master's course, all courses are taught in English. The TSM enables students to gain excellent economic qualifications and offers outstanding cooperations with global players. Students, who complete the WFI course successfully, are awarded with the academic degree of "Master of Science" at the WFI as well as with the French Diplôme de l'Université Toulouse I.

As participant in an FGU program, students complete their first and second semester at the WFI in Ingolstadt and the third and fourth semester at the Universite Toulouse. After completing their studies, students will be highly qualified in the field of international marketing. In their first and second semester students earn 60 ECTS at the WFI, including compulsory and elective modules. Students earn 30 ECTS at the Universite Toulouse. In the third and fourth semester, students are given the possibility to deepen their knowledge in business administration by taking further related courses and by completing an international internship (rewarded with 15 ECTS). Before graduation, students work out a master thesis to extent of 15 ECTS.

Study schedule of the double master's degree Business Administration – International Marketing



Internship

An internship with Airbus in Toulouse? Or in a different country, on a different continent? An internship as integrated part of their study program prepares students in the best possible way for an international career in research or business.

Master Thesis

You write your master thesis at the partner university in France. A cooperation with a partner company or research institution is possible.

And after graduating? Intercultural application training of the FGU

You are going to graduate soon or you have graduated recently? The FGU offers you an intercultural application training in order to support your job application process in both countries.

Aim of the seminar

- Supporting the preparation of application documents and job interviews
- Preparation of strategies for industry- and job-specific different job
- Possibility to get in contact with company representatives and to discuss company's needs
- Exchange of experiences among participants
- Networking among FGU students and graduates of different field of studies

You will find more information about the intercultural application training at: www.dhi-ulb.org

Downloads

- Study schedule for students at WFI
- Study schedule for students at TSM

Module Catalogues

- Course Catalogue winter term 2015/16
- Course Catalogue summer term 2016
- Course Catalogue winter term 2016/17
- Module Catalogue summer term 2016
- Module Catalogue winter term 2016/17
- Module Catalogue summer term 2017