

fhwn.ac.at/mgble
Master of Arts in Business (MA) | full-time
4 semesters, 120 ECTS
City Campus, Wiener Neustadt



**FACHHOCHSCHULE
WIENER NEUSTADT**
University of Applied Sciences – Austria

Formerly known as
**Business
Consultancy
International**

Global Business Leadership¹⁾ MA

Preparing you for leadership positions in the dynamic world of global business

The programme allows you to specialise in one of two areas — **Strategic Finance & Investment** or **Strategic Marketing & Business Analytics** — combining expert knowledge with analytical and leadership skills to drive effective strategies and lead organisations through transformation in a dynamic global business environment.

HIGHLIGHTS

- **State-of-the-art business developments:** digital transformation, artificial intelligence, green business models, and sustainable innovation.
- **Strategic Leadership:** Develop analytical, data-driven, and leadership skills to shape effective business strategies.
- **Global Perspective:** Build your cross-cultural competence by benefitting from an international faculty and student body, with opportunities to study abroad and join international field trips.

STUDY CONTENT & STRUCTURE

The programme begins with core foundation modules that build your knowledge and skills in areas such as Economics, Professional Development, Strategy and Competitiveness, Business Intelligence & Data Analytics as well as Sustainability and Green Business Models. Simulations and practical projects complement the learning process, allowing you to apply theoretical concepts to real-world business challenges. Building on this foundation, you will pursue your chosen specialisation — either **Strategic Finance & Investment** or **Strategic Marketing & Business Analytics** — to develop advanced expertise and leadership in your selected field.

KEY FACTS

- **Language of instruction:** English
- **Start date:** Last week of August
- **Combination of in-person and online classes**
- **€ 363.36 for EU/EEA/Swiss citizens** per semester (for third-country nationals € 850 per semester + one-time deposit of € 250)
+ € 25.20 student union fee per semester
- **Contact:** martina.warnung@fhwn.ac.at

Fees subject to change – see website for details. 1) Subject to approval by AQ Austria. Formerly known as Business Consultancy International.



PROGRAMME DETAILS:

Scan the QR code to explore all details about the programme.
Find videos, projects, podcasts, and much more!

Check us out @fhwn



CURRICULUM

1st semester ECTS 30

Personal and Professional Effectiveness	3
Applied Economics	4
+ chosen specialisation	23

2nd semester ECTS 30

Business Intelligence and Data Analytics	3
Strategic Business Simulation and Decision Practice	3
Master's Thesis Seminar	3
+ chosen specialisation	21

3rd semester ECTS 30

Strategy & Competitiveness	3
Master's Thesis Research Proposal	6
+ chosen specialisation	21

4th semester ECTS 30

Capstone (optional study trip)	3
Leadership, Agility and Transformation	4
Green Business Models and Sustainability	3
Master's Thesis Defensio	2
Master's Thesis	14
+ chosen specialisation	4

Curriculum subject to change. A detailed description of the study programme, subjects and content can be found at: fhwn.ac.at/mgble

CERTIFICATIONS:



PARTNERSHIPS:



SPECIALISATIONS

Strategic Finance & Investment

Provides you with the analytical and strategic skills to design investment portfolios, evaluate corporate value, manage risk, and oversee the corporate treasury function.

1st semester ECTS 23

Equity Analysis	4
Cash and Liquidity Management	6
Money and Foreign Exchange Markets	4
Advanced Data Analysis and Spreadsheet Modelling	3
Quantitative Methods	6

2nd semester ECTS 21

Fixed Income Analysis	4
Financial Derivatives	4
Applied Corporate Finance	4
International Financial Reporting Standards	3
Financial Econometrics	6

3rd semester ECTS 21

Special Accounting and Tax Issues for Treasury	3
Risk Management	6
Financial Planning and Modelling	3
Regulation of Financial Markets and Institutions	5
Investment and Portfolio Management	4

4th semester ECTS 4

Alternative Investments	4
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Strategic Marketing & Business Analytics

Integrates strategic marketing with advanced analytics and technology to enable data-driven decision-making and innovative marketing solutions.

1st semester ECTS 23

International Marketing Management	4
Media Planning & Communication	5
Business Analysis	4
Quantitative Marketing Research	5
Quantitative Analysis I	5

2nd semester ECTS 21

Data Analysis in Application	6
Advanced Marketing Metrics	5
Qualitative Marketing Research	5
Quantitative Analysis II	5

3rd semester ECTS 21

Tech Trends in Growth Marketing	5
Company Project on Tech Trends	5
Legal Aspects of Marketing	3
Customer Relationship Management	3
Consumer Insights	5

4th semester ECTS 4

Marketing Decision Analysis & AI	4
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COURSES IN FOCUS

Sample courses from each specialisation:

Financial Econometrics

Applies econometric methods to analyse market movements, model volatility and evaluate financial data, linking quantitative analysis with strategic decisions.

Risk Management

Focuses on identifying, measuring and assessing financial and corporate risks, equipping future leaders to manage uncertainty in global business contexts.

Tech Trends in Growth Marketing

Explores emerging technologies and digital tools that drive growth, using data-driven strategies, automation and AI to enhance customer engagement and competitiveness.

Advanced Marketing Metrics

Explores how marketing performance is measured and linked to financial impact using data dashboards, KPIs and analytical tools across platforms.

APPLICATION & ADMISSION

- 1. Application fhwn.ac.at/bewerbung**
Eligibility criteria: Undergraduate degree in business or a business-related field, Proficiency in English (C1 level)
- 2. You will be invited to an online or on-campus interview and you may be required to take an English test if necessary.**
- 3. We will inform you about the admission decision within two weeks of the assessment.**

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