

Who	- Business Management students.
What	- Double degree in Global Sales and Marketing
Where	- University of Applied Sciences Upper Austria (Steyr)
When	- Semester 4 (Spring) and 5 (Fall) - Deadlines are the same as for the study exchange applications.
How	<ul style="list-style-type: none"> - Students should apply normally based on the exchange application deadlines at Laurea. - Students should be in their second year of study. - Upon the selection, students will be guided to specific courses to be completed during the double degree studies in Steyr. <ul style="list-style-type: none"> • Students will spend 2 semesters in Steyr. • Students will study a total of 60 ECTS which will be validated as part of the full degree in Steyr. • After returning to Laurea, students will continue normally with Laurea studies. • During their graduation at Laurea, students will also receive the bachelor certificate from UAS Upper Austria Steyr. This means: students will receive: <ol style="list-style-type: none"> 1. Bachelor of Business Management (Laurea) 2. Bachelor of Global Sales and Marketing (Austria) <p><i>Studying the double degree will not affect your length of study at Laurea.</i></p>
Practical information	<ul style="list-style-type: none"> - Students will receive a grant of 300 Euros per month throughout their studies. - Studies are free of charge. - Students will be responsible of their own living expenses (accommodation, meals, transportation, leisure). - Upper Austria UAS Steyr will assist the students in finding accommodation and guidance during their studies. - Estimated cost of living per month: 700 – 900 Euros. - International students will need a visa to study in Austria.
Course information	<p>30 ECTS in semester 4</p> <ul style="list-style-type: none"> - 5 ECTS: Cross-cultural Management 2 - 3 ECTS: Third foreign language - 2 ECTS: Mechatronics 3 - 1 ECTS: Technical background of different fields of business 1 - components - 1.5 ECTS: Mechatronics project 1 - 2 ECTS: Sales channels – Key account mgmt., recruitment, sales partner mgmt. - 2 ECTS: Sales in B2B - 1 ECTS: Cold Call techniques - 2 ECTS: Instruments of B2B Marketing - 1 ECTS: Communications and trade fair marketing - 2 ECTS: Introduction to business law - 2 ECTS: Introduction to B2B Marketing - 2 ECTS: Empirical social research

	<ul style="list-style-type: none"> - 3.5 ECTS: Free choice courses <p>30 ECTS in semester 5</p> <ul style="list-style-type: none"> - 5 ECTS: Cross-Cultural Management 1 - 3 ECTS: Third languages - 4 ECTS: Strategy - 2 ECTS: Competitive ness of nations/Country risk - 2 ECTS: Mechatronics project 2 - 1 ECTS: Technical background of different fields of business 2 – machines - Major mechatronics: - 1.5 ECTS: Sensors and actuators or - 1.5 ECTS: Microcontrollers - 3 ECTS: Applied Mechatronics Case - 1.5 ECTS: Expatriate Management - 3 ECTS: Finance 3 - 1 ECTS: Sales channels 4 – Foundation and controlling of sales subsidiaries <ul style="list-style-type: none"> - 3 ECTS: Free choice courses <p>Overview of the program https://www.fh-ooe.at/en/steyr-campus/studiengaenge/bachelor/global-sales-and-marketing/</p>
<p>Contact information</p>	<p>Please contact the International office at Laurea for further information Email: conrad.lyaruu@laurea.fi</p>