



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



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Master's degree



Business Administration / DICE

Catholic University of Eichstätt-Ingolstadt • Ingolstadt

Overview

Degree	Double degree: Master of Science in Business Administration from the KU – WFI / Ingolstadt School of Management as well as a Master's degree from Université Toulouse 1 Capitole – Toulouse School of Management
In cooperation with	Université Toulouse 1 Capitole, Toulouse School of Management (TSM)
Teaching language	<ul style="list-style-type: none">English
Languages	All mandatory courses are held in English. French and German courses are offered in both universities. With additional online self-learning classes from the Franco-German University, students can improve their language skills in French and German.
Full-time / part-time	<ul style="list-style-type: none">full-time
Programme duration	4 semesters
Beginning	Winter semester
Application deadline	Application period: 1 April to 15 June for the following winter semester. Further information is available on the website .
Tuition fees per semester in EUR	None
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	Yes
Description/content	<p>Business Administration – specialisation in Digital Customer Experience & Service Design, supported by the FGU - French-German University</p> <p>After completing the double degree, students will receive two diplomas from two top universities – a Master of Science in Business Administration from the Catholic University of Eichstätt-Ingolstadt and a Master's in “International Marketing of Innovation” from Toulouse School of Management. Both programmes are closely intertwined and offer in-depth knowledge of marketing and service management, especially regarding the topics of digitalisation and innovation. As customer experience gains more importance in companies, it is necessary for managers to be competent in those fields. The Master's specialisation in “Digital Customer Experience & Service Design” is a fully</p>

integrated study programme where students spend half of their studies abroad in France. They will study alongside French students throughout the entire course of studies, at the Ingolstadt campus as well as in Toulouse. Through this deep integration, students develop profound language proficiency in German, French and English, which will go far beyond the level acquired during a usual semester abroad.

Students of the programme acquire knowledge of technology-driven marketing and service management over four semesters. They start with a semester at the University in Toulouse and then transfer to the Ingolstadt School of Management for their second and third semester. During the fourth semester, students complete a six-month internship and work on their Master's theses.

After completion of the programme, students are well equipped to take senior jobs in the following roles and fields: product manager, customer experience manager, e-marketing, community manager, E-CRM manager, and e-marketing manager. Because the programme offers a good mixture of theoretical and practical modules, it is also possible to enrol in a PhD programme and focus on research.

Your advantages of choosing a programme supported by the FGU:

- Being part of a German-French group of students who receive special support and sponsorship during their studies
- The duration of studies is divided equally between both partner universities.
- A fixed curriculum with a minimum stay of two semesters at the partner university
- The FGU grants 300 EUR per month to every student of the major during their stay abroad.
- Recognition of all academic credits earned at the respective exchange university
- Integrated, English-taught study programme at WFI and at the renowned partner university, Toulouse School of Management
- Students earn the academic degree of "Master of Science – Business Administration" at WFI as well as the "Diplôme de Master – International Marketing of Innovation" of Toulouse School of Management without an extension of the duration of the studies.
- All study programmes sponsored by the FGU are subject to strict quality control, which is assured by regular evaluations carried out by independent German and French university professors. This double Master's degree is accredited by the FGU.

Course Details

Course organisation

You will start your studies with a semester at the University in Toulouse and then transfer to the Ingolstadt School of Management on the Ingolstadt campus of the KU Eichstätt-Ingolstadt for your second and third semesters. During the fourth semester, you will be working on your Master's thesis, and this can be done in cooperation with a business if you wish to do so. Additionally, you will deepen your experience of the business world in an internship in France or another French-speaking region. This offers you the flexibility to intern in a company in regions such as Romandy, Canada or Africa and thereby broaden your horizons.

Students learn the basics of digital marketing and service management in required modules during the first, second and third semesters in Toulouse and Ingolstadt. Digital transformation is a central topic involved in all these modules. The broad range of topics allows students to acquire a broad range of skills that are relevant for their later careers. Some mandatory courses are:

- International Strategic Marketing, Market Analysis and Planning
- Digital Marketing & Consumer Behaviour in the Digital World
- CRM & Sustainable Marketing
- Innovation and Creativity in Individuals, Teams and Organisations
- Return on Service Design & Customer Experience

In the second and third semester at WFI, students choose elective modules worth 30 ECTS credits. They can choose from a diverse pool of modules from the faculty's other specialisations in Entrepreneurship, Business Analytics and Operations, Finance or Corporate Management. Students can thus flexibly supplement their studies according to their interests.

Course types include, for example, lectures and exercises, practical projects, or research-oriented seminars. Group work is a huge part of the courses at both TSM and WFI and leads to a close

interaction with other students. Courses like a market game simulation or a challenged-based course on innovation offer new types of learning experiences, which deepen the understanding of the topics through a hands-on approach.

» [PDF Download](#)

A Diploma supplement will be issued	Yes
International elements	<ul style="list-style-type: none"> • International guest lecturers • Integrated study abroad unit(s) • Language training provided • Training in intercultural skills • Projects with partners in Germany and abroad • International comparisons and thematic reference to the international context • Content-related regional focus
Integrated study abroad unit(s)	<p>This programme is a double degree Master's programme in which students acquire both a German and a French Master's degree.</p> <p>First semester: courses at Toulouse Management School, France</p> <p>Fourth semester: mandatory internship in a francophone country</p>
Integrated internships	<p>A six-month internship is an integral part of the double-degree Master's programme: In the fourth semester, students do an internship in France or in a francophone country, e.g. French-speaking areas in Canada, Africa, Switzerland.</p> <p>For their internship abroad, but also for their stay in Toulouse, students can apply for Erasmus funding (among others).</p>
Special promotion / funding of the programme	<ul style="list-style-type: none"> • Franco-German University (FGU)
Course-specific, integrated German language courses	No
Course-specific, integrated English language courses	No

Costs / Funding

Tuition fees per semester in EUR	None
Semester contribution	71 EUR per semester
Costs of living	<p>Approximately 750 to 800 EUR per month (including accommodation)</p> <p>Please note that KU has two campuses in two different cities. The cost of living might be lower in Eichstätt and higher in Ingolstadt, depending on the accommodation (e.g. in a student residence or from a private landlord).</p>

Funding opportunities within the university

Yes

Description of the above-mentioned funding opportunities within the university

Mobility Allowance on behalf of FGU

- Graduates who are participating in a study programme of FGU (such as this MSc programme) will be supported with 300 EUR per month during their stay abroad.
- Students also receive the scholarship during their internship which is a mandatory part of the curriculum.
- Application for funds takes place via the enrolment form of FGU.
- The amount of support is transferred by the FGU to the respective university which transfers the money to the student's account.

The FGU mobility allowance can be combined with Erasmus+, other scholarships or BAföG grants for studies abroad.

FGU's Company Scholarship Programme

FGU works together with leading companies of different sectors. Each partner annually offers one or more scholarships to FGU students. More information is available [here](#).

Requirements / Registration

Academic admission requirements

Prerequisites

First qualifying degree in the field of business studies, business administration, economics or a very similar field obtained at a university in Germany or abroad.

Applicants who have obtained their first university degree (Bachelor's degree or comparable) outside the Europe Union must now prove that they have passed the **Graduate Management Admission Test (GMAT)** with a **score of 620** or better. The score report must be submitted at the time of application.

In addition to the existing Academic Evaluation Offices in China and Vietnam, the Academic Evaluation Office India (ff. APS) has been established. All prospective students with educational certificates acquired in India must already submit a so-called APS certificate at the time of application!

Applicants to this specification should be aware that the programme includes a mandatory stay of study at the Toulouse School of Management (France). This is not an MBA, but a Master of Science programme.

Proof of prior knowledge in

- English, German and French language skills (details see below)
- Proof of further foreign language skills (if applicable)
- Proof of study or work abroad experience other than those gained in your home country (if applicable)
- Proof of programme-related work experience or internships (if applicable)
- Proof of voluntary work (if applicable)

A strong one-page statement of purpose essay (written either in German or in English) on why you are applying to this specific programme, including the fit with your long-term goals. Specific questions to guide the essay are asked during the application process.

Number of places

Number of places: ten (including international students)

Documents

- Bachelor's degree, which must be formally equivalent to a German Bachelor's. If you are not sure whether your previous course of studies qualifies for your chosen degree programme at our university, you may have a first check at the "anabin data bank" (www.anabin.de).
- Full CV
- GMAT score report, showing 620 points or better (for applicants, who obtained their first university degree outside the European Union)
- Original or certified true copy of your school leaving certificate as well as original or certified true copy of German, English, or French translations of the named certificates
- School leaving certificate with average grade
To convert the grade of your school into a German grade, we would need the official grading system of your school. Please prepare a copy of the official grading system for uploading.
- If applicable: university entrance examination certificate from your home country
- Applicants who have completed previous periods of study in China, Vietnam, India, or Mongolia: APS certificate
- Original or certified true copy of your university leaving certificate (Bachelor's degree or equivalent) as well as original or certified true copy of German, English, or French translations of the named certificates
- Full transcripts of your Bachelor's studies
Your transcript should show the average grade of your university degree. To convert this grade into a German grade, we would need the official grading system of your university. Please prepare a copy of the official grading system for uploading.

[Here](#) you can download our **brochure** with the most frequently asked questions regarding your studies at KU and in Germany, the requirements, the preparation, financial issues and more.

Language requirements

- English (level B2; e.g. by TOEFL score of 78 or better, Goethe exam B2, Bachelor's or Master's degree in English – confirmation of university required)
- German (An A2 level must be achieved by the end of the second semester of the programme at the latest; registration is conditional until then. Level B2 is envisioned.)
- French A2 (An A2 level must be achieved by the end of the second semester of the programme at the latest; registration is conditional until then. Level B2 is envisioned.)

Application deadline

Application period: 1 April to 15 June for the following winter semester.

Further information is available [on the website](#).

Submit application to

<https://bewerbung.ku.de>

Services

Possibility of finding part-time employment

It is possible to find a job as a student assistant ("Hiwi") by contacting professors and university departments directly. Information on current job vacancies can also be found on the website of each chair.

There are also different offers for temporary part-time jobs outside the university, for example, in restaurants or in shopping malls. Eichstätt and Ingolstadt are the cities with the lowest unemployment rates in Germany.

Accommodation

The International Office at the KU offers a housing service. It helps international students find accommodation, and it facilitates the contact between students and the future landlord or landlady. This service is free of charge. However, a housing service deposit is charged, and this will be refunded at the end of your rental contract. [Please find more information on housing at the KU here.](#)

Support for international students and doctoral candidates

- Welcome event
- Buddy programme
- Tutors
- Accompanying programme
- Specialist counselling
- Cultural and linguistic preparation
- Visa matters

Contact

Catholic University of Eichstätt-Ingolstadt

WFI - Ingolstadt School of Management

David Guevara

Auf der Schanz 49
85049 Ingolstadt

✉ welcome@ku.de

🌐 Course website: <https://www.ku.de/en/study-offer/bwl-digital-customer-experience-service-design-master>

📘 <https://www.facebook.com/WFIIngolstadt/>

🌐 <https://www.linkedin.com/school/wfi-ingolstadt>

📷 https://www.instagram.com/wfi_ingolstadt/

📺 <https://www.youtube.com/c/unieichstaett>

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Editor

DAAD - Deutscher Akademischer Austauschdienst e.V.
German Academic Exchange Service
Section K23 – Information on Studying in Germany
Kennedyallee 50
D-53175 Bonn
www.daad.de

GATE-Germany

Consortium for International Higher Education Marketing
www.gate-germany.de

Disclaimer

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