

Double Degree Programme



University of Applied Sciences Deggendorf, Germany

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Universidade de Fortaleza, Brazil

**Master in Business Management
(Universidade de Fortaleza)
[Brazil]**

And

**Master in Strategic and International Management
(University of Applied Sciences Deggendorf)
[Germany]**

December - 2009

1. Master Double Degree Programme in Business Management (Universidade de Fortaleza, Brazil) and in Strategic and International Management (University of Applied Sciences Deggendorf, Germany)

The University of Applied Sciences Deggendorf (DEG) and its Brazilian partner, Universidade de Fortaleza (UNIFOR), deepened their close cooperation resulting in the creation of a double degree programme.

Students participating will be awarded both degrees [Master of Arts (MA) in Strategic and International Management (DEG) and Mestrado em Administração de Empresas (UNIFOR)] after successfully completing the requirements stated in this agreement.

This programme puts the concept of internationalization into practice. The students will spend a minimum of one semester at the partner institution acquiring international experience and benefiting from a supplementing curriculum with focus on Business Management and Strategic and International Management. All courses are held in English in both institutions. Foreign language skills are extending to German (mandatory) and Portuguese (mandatory).

2. Programme Structure for Deggendorf Students

2.1. Requirements

In order to be admitted to the programme, DEG students are required to meet the following prerequisites:

- Successful completion of semester 1 and 2 at DEG, which comprises the courses listed in the chart below;
- Portuguese language skills (to be acquired in Germany);
- Outstanding study performance (General Performance Average of 2,3 = good);
- Acquiring a total of at least 30 ECTS at DEG;
- Fluent English skills (in the long run it is envisioned to base this English proficiency test on international accepted criteria, like Cambridge or TOEFL certificates. In between, English proficiency will be tested by DEG itself, including: listening and reading comprehension, written and oral exam);
- Knowledge of qualitative and quantitative methods according to the requirements of UNIFOR's Master Programme. This can be acquired via virtual and/or e-learning courses during semesters 1 and 2. Total Sum of ECTS is 12 in these courses.

A maximum number of five Deggendorf students are admitted to the double degree programme per year. The maximum number will be adjusted based on the results and learning process over time.

Master "Strategisches und Internationales Management" (SIM): Pflichtfächer mit Angabe der SWS (Semesterwochenstunden, Unterrichtseinheiten pro Woche in der Vorlesungszeit), ECTS-Leistungspunkte			1. Sem. (SWS) SS	2. Sem. (SWS) WS	3. Sem. (SWS) WS	ECT S
Modul -Nr.	Modul	Lehrveranstaltung				
GM-01	Finanzen Controlling Steuern Prüfung	Zusammenarbeit mit Finanzdienstleistern		4		5
		Steuern und Wirtschaftsprüfung		4		5
		Steuerungsinstrumente (Corporate Management Instruments)		4		5
		Nationale und internationale Rechnungslegung (International Accounting)	4			5
Modul -Nr.	Modul	Lehrveranstaltung	1. Sem. (SWS) SS	2. Sem. (SWS) WS	3. Sem. (SWS) WS	ECT S
GM-02	Führung Mitarbeiter- entwicklung	Internationales Führungsmanagement (International Leadership)		4		5
		Interkulturelle Kompetenz (Intercultural Behaviour)	4			5
		Strategisches Personalmanagement und Wirtschaftsethik (Strategic Human Resources Management and Business Ethics)	4			5
		Veränderungsmanagement (Changemanagement)			4	5
Modul -Nr.	Modul	Lehrveranstaltung	1. Sem. (SWS) SS	2. Sem. (SWS) WS	3. Sem. (SWS) WS	ECT S
GM-03	Internationales Management	Strategische Programme - Globalisierungs- und Markteintrittsstrategien - Entwicklung marktorientierter Funktionalstrategien		4		5
		Strategische Planung (Strategic Planning)		4		5
		IT-Strategien/International Project Management (IT Strategies/International Project Management)	4			5
		Strategische Länderbewertung (Strategical Evaluation of Countries)	4			5
GM - 04	Vertiefendes Projektseminar (Advanced Projectseminar)			4		6
GM-04	Wissenschaftsmethodik und Forschungsmethoden (Science Theory and Research Methods)			2		4
	Masterarbeit (praxisorientiert)				✓	19
GM-05	Master-Kolloquium				✓	1
	Abschluss: Master of Arts (kurz M.A.)					90

All acquired ECTS will be completely transferred to the Master Programme in Business Management of UNIFOR.

During the first and second semester students will take language courses in Portuguese to acquire a good level of knowledge. These courses may be covered by guest lecturers from UNIFOR at DEG, by Brazilian students at DEG, by lecturers of DEG, or by virtual courses.

2.2. Transfer to Brazil

After fulfilling all requirements the student is entitled to transfer to UNIFOR.

The student entering 2010 will continue his/her studies in the second semester (August 1 – mid December) and spend one academic semester at UNIFOR (until mid December).

The student entering 2011 and later will continue his/her studies in the first semester (March 1 – end of June) and spend one academic semester at UNIFOR (until end of June).

The period of stay can be prolonged on demand.

At the beginning of the time at UNIFOR the student will take part in the orientation week offered by UNIFOR.

UNIFOR will help the students finding suitable accommodation.

The students will be enrolled both as regular students of UNIFOR and DEG. No tuition fees have to be paid, but students will be subject to the same charges (e.g. health insurance, accommodation, food, etc) as any regular student.

The lecture programme is organized in day-time and evening studies (Monday to Friday).

2.3 Studies in Brazil:

The student from DEG must complete altogether 20 CR at UNIFOR in order to receive the Double Degree.

Studies for the DEG Double Degree-students at UNIFOR are:

COMPULSORY STUDIES (20 CR)

- Two master level courses (6 CR each);
- One Portuguese language course (1 CR);
- One Brazilian culture course (2 CR);
- Master Thesis (Research Project), including oral defence (11 CR).

General remarks on the courses taken at UNIFOR:

- No courses that already have been completed at DEG during the first two semesters can be included;
- The academic directors of UNIFOR and DEG consult on the courses to be taken;
- Different courses may be taken as well in accordance with the Academic Directors of DEG and UNIFOR;
- Up to two e-learning courses may be taken as well in accordance with the Academic Directors of DEG and UNIFOR;
- In the unlikely event that the two Master courses cannot be offered in English, the students must take a senior Bachelor course offered in English.

2.4. Return to Germany and Concluding Studies

After successfully having achieved 31 ECTS the student will return to Deggendorf to conclude his remaining studies.

Fulfilling the above mentioned requirements the DEG students have successfully completed the course “Change Management” (5 ECTS), “Vertiefendes Projektseminar” (6 ECTS) and the Master Thesis including academic defence (20 ECTS).

All courses of the remaining studies will be transferred to the Management Programme of UNIFOR.

3. Programme Structure for UNIFOR Students

3.1. Requirements

In order to be admitted to the programme the UNIFOR student is required to meet the following prerequisites:

- Successful completion of 23 UNIFOR credits, including 18 mandatory (15 + 3) credits (see chart below) and the presentation and approval of the Master Research Project;
- Fluent English skills (in the long run it is envisioned to base this English proficiency test on international accepted criteria, like Cambridge or TOEFL certificates. In between the English proficiency will be tested by UNIFOR itself including listening and reading comprehension, written and oral exam);
- A minimum Global Performance Average of 8.0 = Good (from a range of 1 to 10).

A maximum number of five UNIFOR students are admitted to the double degree programme per year. The maximum number will be adjusted based on the results and learning process over time.

All acquired UNIFOR credits will be completely transferred to the Strategic and International Management Programme of DEG.

Courses Outline: Mestrado em Administração de Empresas - UNIFOR

[Total of 26 CR]

Courses	CR
Mandatory	15
1 Epistemologia e Metodologia Científica	3
2 Métodos Qualitativos Aplicados	3
3 Métodos Quantitativos Aplicados à Administração I	3
4 Métodos Quantitativos Aplicados à Administração II	3
5 Teorias das Organizações	3
Mandatory by Field (Select One)	3
6 Estratégia Empresarial	3
7 Negócios Internacionais	3
8 Gestão Ambiental	3
Elective	8
1 Seminários	1
2 Estratégia Mercadológica	3
3 Empreendedorismo	3
4 Responsabilidade Social Corporativa	3
5 Competição e Vantagem Competitiva	3
6 Finanças Empresariais	3
7 Consumo e Sustentabilidade	3
8 Estratégias de Desenvolvimento Sustentável	3
9 Organizational Behavior	3
10 International Business Strategy	3
11 Environmental Management	3
12 Technology and Innovation Strategy	3
13 Internationalization Strategy	3
14 Business Ethics	3
15 Market Competition and Competitive Advantage	3

Master Thesis, including academic defence is required to obtain the Master Diploma.

3.2. Transfer to Germany

After fulfilling all requirements the student is entitled to transfer to the University of Applied Sciences Deggendorf.

Participants will continue his/her studies in the Spring Term (March 15 – July 30) and spend one academic semester at Deggendorf (until the end of July). The period of stay can be prolonged on demand.

The students will be enrolled both as regular students of UNIFOR and DEG.

No tuition fees (and no Studentenwerksbeiträge) have to be paid, but students will be subject to the same charges (e.g. health insurance, accommodation, food, etc), as any regular student.

DEG will help the students finding suitable accommodation.

The lecture program is organized in day-time studies (Monday to Friday) and weekend seminars.

3.4. Studies in Germany

Students from UNIFOR must complete altogether 30 ECTS at DEG in order to receive the Double Degree.

COMPULSORY STUDIES:

German Language Course / 2 ECTS

International Team Building / 2 ECTS

ELECTIVE STUDIES:

A minimum of 15 ECTS has to be achieved from the following courses:

International Accounting / 5 ECTS

Intercultural Behaviour / 5 ECTS

Strategic Human Resources Management & Business Ethics / 5 ECTS

IT Strategies/International Project Management / 5 ECTS

Strategic Evaluation of Countries / 5 ECTS

Additionally students have to work on their Master Thesis. A workload equivalent to 11 ECTS has to be done.

General remarks on the courses taken /ECTS achieved at DEG:

- No courses that already have been completed at UNIFOR during the first two semesters can be included;
- The Academic Directors of UNIFOR and DEG consult on the courses to be taken;
- Different courses may be taken as well in accordance with the Academic Directors of DEG and UNIFOR;
- Up to two e-learning courses may be taken as well in accordance with the Academic Directors of DEG and UNIFOR.

3.5. Return to Brazil and Concluding Studies

Fulfilling the above mentioned requirements the UNIFOR students have successfully completed their study period in Deggendorf (30 ECTS).

After successfully having achieved 30 ECTS participants will return to Brazil for concluding his remaining studies in the fourth semester at UNIFOR.

All courses of the remaining studies will be completely transferred to the International Management Programme of DEG.

4. Additional Information

4.1. Guidelines Concerning the Master Thesis

The choice of topic and written paper needs to be in accordance with the thesis guidelines of both universities (On the Brazilian side these requirements are imposed by the governmental body CAPES).

The most important aspects include:

- The Master Thesis has to include both in depth empirical research (qualitative and/or quantitative) and detailed methodological analysis;
- Approximately three months before handing in of the Master Thesis the student has to present and justify his intermediate results to one of the supervisors and two more professors;
- After having handed in his Master Thesis the student has to orally defend his work to the governing supervisor, the second supervisor and two more professors in English;
- After having successfully defended the thesis the students have 60 days to submit the final version of the maser thesis and all required documents to UNIFOR.

One thesis supervisor of UNIFOR and DEG will be appointed for each thesis upon mutual agreement of both institutions.

According to the specific topic and/or the specific student one thesis supervisor will be determined as the governing one. Generally the supervisor from the home University will be the governing one.

After submission of the Master Thesis it will be evaluated by both supervisors.

4.2. Grade Chart of Brazilian and German Systems

Grades - Brazil	Grades - Germany
10	1,0
9.5	1.3
9.0	1,7
8.5	2.0
8.0	2,7
7.5	3.3
7.0	4.0
Below 7	5.0 (Failed)

4.3. Decisions on the Double Degree Programme

All decisions on this Double Degree Programme (e.g. selection of applying students, finalizing all grades, changes in the programme, exemptions) will be done by the Academic Directors of both programmes, at the time of the signature of this document: Prof. Dr. Marcos Sena (UNIFOR) and Prof. Dr. Johann Nagengast (DEG).

5. Award of the Two Master Degrees

The two Master Degrees [Master of Arts (MA) in Strategic and International Management (DEG) and Mestrado em Administração de Empresas (UNIFOR)] will be awarded at the time the student graduates from his home institution.

The students successfully completing this Double Degree Programme will be awarded a Diploma Supplement describing the double degree in detail.

Fortaleza, December 04, 2009.

Prof. Dr. Marcos Sena
(UNIFOR)



Prof. Dr. Johann Nagengast
(DEG)



Fachhochschule
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