

Master of Science

- **Accounting & Financial Analysis**
- **Finance & Economics**
- **Marketing & Strategic Management**

Profile of the Study Programs

The **GIU Faculty of Management and Economic Sciences** offers a vivid environment for research and teaching. An excellent national and international faculty is committed to a curriculum with a broad spectrum of courses in Management and Economics. Aligning with the Faculty of Management Technology of the German University in Cairo, it aims at establishing a center of excellence supporting the scientific, technical and economic cooperation between Germany and the international industry and business community.

The study programs **Master of Science** in selected Management specializations contribute to the university's mission of providing an anchor for cooperation with German partners and partner universities abroad through research-oriented professorships and contemporary study programs, thus opening new possibilities for knowledge transfer, student exchange, making significant contributions to international cooperation between science and industry. The overall study program objectives are to:

- Provide students with specialized education in selected fields of Management that qualify them for successful careers in academia or industry.
- Equip students with advanced research and analytical skills that enable them to handle current issues in Management in a scientific and ethical manner.
- Lay the foundations and qualify the student to proceed with PhD studies.
- Develop students' operational, scientific, and personal skills that allow them to communicate and lead successfully in a multicultural and rapidly changing environment.

The **qualification goals** of the postgraduate study programs in Management are:

- Identify, evaluate and synthesize the relevant scientific management theories, frameworks and models.
- Interpret the disciplinary knowledge related to the state-of-the-art capabilities and use of technologies and best practices in organizations.

- Demonstrate awareness of contemporary and professional issues and latest development in the various fields of management, both in theory and practice.
- Apply analytical capabilities and problem-solving skills in order to address current issues in the selected fields of Management based on a scientific approach.
- Interpret a set of various research approaches and methods applicable for business research in general and for the selected field of Management in particular.
- Engage critically and reflectively in ethical and social responsibility business practices.
- Demonstrate ability to conduct advanced academic research and pursue further studies nationally and internationally.

In addition, the particular **qualification goals** of the various Master study programs are:

- **Accounting & Financial Analysis:** advanced knowledge and skills in both fields of Accounting and Finance with the ability to integrate both fields and apply specialized state-of-the-art knowledge to address research and practice-related issues in accounting.
- **Finance & Economics:** advanced knowledge and skills in both fields of Finance and Economics with the ability to integrate both fields and apply specialized state-of-the-art knowledge to address research and practice-related issues in financial management based on econometric models.
- **Marketing & Strategic Management:** advanced knowledge and skills in both fields of Marketing and Strategic Management with the ability to integrate both fields and apply specialized state-of-the-art knowledge to address research and practice-related issues related to understanding regional and international markets, sustainably promoting products and services, and competing in an increasingly digitalized global environment.

The **teaching method** emphasizes learning, interaction, teamwork and personal guidance in small groups (max. 25 participants). Therefore, all modules with lectures include also tutorials and/or practical applications, assignments and projects. The teaching language is English throughout the entire curriculum.

Graduates of the Management study program obtain solid education in the field of management that qualifies them for a wide range of successful careers in the dynamic business environment in many fields such as economics, marketing & sales, accounting & finance, operations & production, and human resources management. Graduates are expected to be innovative entrepreneurs and can reach leading positions, especially in multi-national companies because they develop the skills, both technical and personal, that allow them to communicate successfully in the multicultural, rapidly changing global environment. Program graduates have excellent opportunities to pursue doctoral studies and research at leading national or international universities.

Program Structure

The Master of Science study programs include the following components (with number of ECTS):

4	Master Thesis & Defense [30]	
3	Integration & Electives [35]	
2	Research Methods [15]	Major B [20] (or Electives)
1	Major A [20]	

Research Methods: to strengthen the research competencies students must advance their skills to a higher level of research methodology and quantitative analysis; furthermore, specific research competencies are to be developed in the selected area of specialization that will also be the domain for the Master thesis.

Specialization: core courses from specializations (“Major”) related to the selected Master program:

Master program	Major A	Major B
<i>Accounting & Financial Analysis</i>	Accounting/Control	Finance
<i>Finance & Economics</i>	Finance	Economics
<i>Marketing & Strategic Management</i>	Marketing	Strategic Management

Integration: in-depth modules to integrate the selected Majors and to obtain the most advanced and recent knowledge and skills; at least one modules per program is mandatory (see study regulations).

Electives: modules to expand the general or major-specific knowledge. Credit transfer from semester exchange or extra-curricular achievements during the Bachelor program is possible (based on student case analysis). Students who had entered the program with some of the major courses (or equivalent) already taken during their Bachelor program, are expected to elect modules from other majors or from the list of electives (as far as they meet the prerequisites).

Master Thesis & Defense: research based on state-of-the-art methods.

Curriculum

L = Lecture, E = Exercise (Tutorials) (all in contact hours)

Research Methods

Code	Nr.	Course	L	E	ECTS
MGMT	M102	Advanced Quantitative Analysis	2	0	5
MGMT	M103	Advanced Research Methodology	0	2	5
	M320	Advanced seminar in field of thesis (see below)	0	2	5

Courses of Selected Major

Accounting & Management Control

Code	Nr.	Course	L	E	ECTS
CTRL	M011	Financial & Management Control Systems	2	2	5
CTRL	M012	Financial Reporting & Analysis	2	2	5
CTRL	M013	Intermediate Accounting I	2	2	5
CTRL	M014	Intermediate Accounting II	2	2	5

Economics

Code	Nr.	Course	L	E	ECTS
ECON	M011	Microtheory	2	2	5
ECON	M012	Macrotheory	2	2	5
ECON	M013	International Trade	2	2	5
ECON	M014	Introduction to Econometrics	2	2	5

Finance

Code	Nr.	Course	L	E	ECTS
FINC	M011	Advanced Corporate Finance	2	2	5
FINC	M012	Portfolio Management & Investment Analysis	2	2	5
FINC	M013	Banking Management & Credit Analysis	2	2	5
FINC	M014	Derivatives	2	2	5

Marketing

Code	Nr.	Course	L	E	ECTS
MRKT	M011	Marketing Research	2	2	5
MRKT	M012	Integrated Marketing Communication	2	2	5
MRKT	M013	International Marketing	2	2	5
MRKT	M014	Marketing Channels & Distributions	2	2	5

Strategic Management

Code	Nr.	Course	L	E	ECTS
STRA	M011	Business Strategy	2	2	5
STRA	M012	Change Management (Organization Change)	2	2	5
STRA	M013	Strategic Analysis	2	2	5
STRA	M014	Strategic Decision Making	2	2	5

Integration courses

Code	Nr.	Course	L	E	ECTS
CTRL	M301	Contemporary Issues in Accounting and Finance	2	2	5
FINC	M301	Contemporary Issues in Finance and Economics	2	2	5
MRKT	M301	Contemporary Issues in Marketing and Strategic Management	2	2	5

Thesis

Code	Nr.	Course	Duration	ECTS
MGMT	M400	Master Thesis	6 months	30

Electives

To be selected from updated list per semester / all courses 5 ECTS