

Branch: Business Administration



SCIENCES DE LA CONSOMMATION

Code: CONSCI

Option: Consumer Sciences

Level: Master

Prerequisites:

Opportunities:

In today's interconnected world, consumer science is becoming increasingly important. Companies, governments, NGOs and research institutes around the world are looking for graduates who understand how consumers operate in their economic, social and environmental contexts, against the backdrop of ongoing digitalization. As a consumer research specialist with interdisciplinary and international experience, you will be in an excellent position to meet the demands of future employers.

Description:

Through our study program you will become an expert in the field of business law research with a unique international and interdisciplinary profile. This Master's degree offers an exciting mix of management, social and economic sciences.

What happens in this study?

Consumer science is a growing field in research and higher education worldwide. It analyses consumers in their economic, social and ecological environment. The demand for graduates in this field is very high, especially from business and government, as well as from consumer organizations. In

addition to the theoretical and methodical foundations of consumer science, students choose modules in one of the specializations "Innovation and Entrepreneurship", "Marketing, Strategy and Leadership" and "Consumers, Technology and Sustainability", as well as other options.

Quality and competences:

The MCS program combines perspectives from a variety of disciplines, which makes it particularly challenging. You will need a solid theoretical and methodological foundation. This is provided mainly by the courses in the first two semesters, preparing you for more specialized courses in the last two semesters.

The program includes a compulsory project studies module that allows you to gain practical experience in an interdisciplinary environment.

All students spend at least one short period abroad as part of their degree. This gives you an intercultural awareness that will be very useful as a manager.