



**WTT  
YOUNG  
LEADER  
AWARD**

Consulting Project International  
Market Research **OST – International Office**



**Vanessa Furxer**  
Project leader, University of Applied  
Sciences Kufstein Tirol, Austria



**Nikolay Bondarenko**  
Financial University of the Russian  
Federation, Russia



**Hyo Jeong Chang**  
KyungHee University, South Korea



**Wei-Tung Ho**  
Providence University, Taiwan



**Polina Litovchenko**  
Financial University of the Russian  
Federation, Russia



**Laura Quintanilla**  
University of Basque Country,  
Spain

# The future of consecutive business master's programs

The OST unites the proven Universities of Applied Sciences [UAS] FHS St. Gallen, HSR Rapperswil and NTB Buchs. An international project team of the OST was commissioned to develop recommendations for a new possible master's degree program based on international trend analyses and the desires of current bachelor students.

## Proceeding

To achieve the objectives, the project followed a four-phase process. The first phase consisted of a situation analysis of the two existing master's degree programs at OST - School of Management. In the second phase, expert interviews to figure out global trends as well as an online survey amongst bachelor students of the 2nd to 4th year to find out their preferences were conducted. In the third phase, an Utility Analysis of competing UAS in Switzerland was carried out relying on the results from the survey with OST students and expert interviews. In the fourth and final phase, comprehensive proposals and recommendations were elaborated based on the findings.

## Results

After analyzing a wide variety of factors, the project team developed recommendations for a new master's degree program at OST. For an overall improvement of the process at the OST, better communication between students and the OST itself is suggested by the project team, through the creation of a unified information channel. Regarding the organizational aspect, a hybrid study form of mixing offline and online classes and a multilingual study language with English and German is recommended. A semester abroad should be made possible in the master's degree program. With this international aspect, new collaborations between universities can be established.

Concerning the content of the master's program, especially innovation and international management are of importance for potential students of the OST. Other specializations that should be considered are digitalization and strategy. Lastly, another recommendation from the project team is, that the master's degree in General Management can be retained and new specializations offered.

[ost.ch/praxisprojekte-wi](http://ost.ch/praxisprojekte-wi)

## OST – International Office SoM, St.Gallen

The International Office [IO], oversees doing many international projects such as the coordination of exchange programs for students or counseling services and supports students who like to attend international summer schools. The IO also takes care of maintaining relationships with partner universities abroad. In addition to the activities for studying abroad, IO coordinates internationalization activities locally.



### Client

OST – International Office SoM  
**Karin Pfister, Co-Director**  
International Office, SoM  
[www.ost.ch](http://www.ost.ch)

The completely international team compiled and evaluated a profound dataset to provide the OST with a competent starting point on further development in the area of consecutive master education. Not only can we now draw on a sound analysis of the programs from market participants and current trend research, but also on the results of a solid survey from our bachelor students.



### Coach

OST – Eastern Switzerland  
University of Applied Sciences  
**Dr. Ronald Ivancic**

The consulting team showed a high level of commitment and succeeded in analyzing needs and wants of current Bachelor students as well as international Master programs' trends. Based on the findings, a detailed comparison of competing programs as well as profound recommendations for the creation of a Master program were developed.

