



• Hagenberg • Linz • Steyr • Wels

Universidad Colegio Mayor de Nuestra Señora del Rosario
Facultad de Administración
Programmes of Management and international Business Management/
Master in Direction.
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Global Sales Management

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Agreement on a Double Degree Programme

Between

Universidad Colegio Mayor de Nuestra Señora del Rosario (hereinafter "**UR**")
Facultad de Administración
Programmes of Business Administration and International Business Administration/
Master in Direction.
Calle 12 C No. 6- 25. Bogotá D.C., Colombia.

and

FH OÖ Studienbetriebs GmbH (hereinafter "**FH OÖ- GSM**")
(University of Applied Sciences Upper Austria)
Study programme Global Sales and Marketing (Bachelor/ Master)
Wehrgrabengasse 1-3
4400 Steyr/Austria

§ 0 Preface

In order to develop further international opportunities for students from **UR** and **FH OÖ- GSM**, and in order to strengthen international relations between the two Institutions, **UR** and **FH OÖ- GSM** have decided to enter into this agreement for the establishment of a Double Degree Program.

§ 1 Basic agreement:

UR and **FH OÖ/GSM** will install a Double Degree program, which means that if students of the home institution fulfill the requirements for graduation at the home institution plus the additional requirements of the host institution, they can be graduated at both institutions.

§ 2 Start and Duration:

§ 2.1. Start: December 2012

§ 2.2. Duration of exchange: 1 Semester for **FH OÖ- GSM** students, 1 semester for **UR** students. The idea is to exchange Bachelor and Master students from the side of **UR** and **FH OÖ- GSM** in order to be flexible within the contract.

From the side of **UR**, their Bachelor students should come to Austria in spring semester, while the Master students should come in fall semester.

From the side of **FH OÖ- GSM**, their Bachelor students should come to Colombia in fall semester while the Master students should come in spring semester.

Semester details at UR

Fall Term: First week of August until First week of December

Spring Term: First week of February to second week of June

Semester details at FH OÖ- GSM

Fall Term: Second/third week of september to January

Spring Term: First week of March to last week of June

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§ 2.3. Duration of the agreement/ Tuition and other expenses:

Four years beginning with december 2012, the agreement is automatically prolonged if it is not cancelled from one of the partners 12 months before expiration of the agreement.

It is acknowledge and agreed that the Double Degree Program will function on a reciprocal basis and that students shall pay tuition to their home institution and, except as indicated hereafter, shall not pay tuition to the host institution.

UR and **FH OÖ- GSM** agreed to try to keep the exchange balanced in the long run.

Any graduation fee required will be paid by the students at their home institution and not at their host institution.

Students in the Joint Program shall pay all costs for housing, transportation, visa, food, books and all other personal expenses.

§ 2.4. Housing

FH OÖ- GSM and **UR** will provide assistance to Double Degree Program students to secure suitable housing for the period of time that they will be on campus. The cost of said housing shall be paid by the student.

§ 2.5. Health/Medical Coverage

- a. Double Degree Program students shall be required to have appropriate health and medical insurance for the duration of their stay at the host institution.
- b. Double Degree Program students must provide a name, address and phone number of an appropriate person to be contacted in the event of accident or illness.

§ 3 Number of students:

UR and **FH OÖ- GSM** agreed to exchange a maximum of four students per year from both sides (Undergraduate and Graduate programs together) with a possibility to extend this if both parties agree upon that.

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Double Degree at Bachelor`s level

§ 4 Basic comparison of Curricula

The secondary educational systems of Colombia and Austria are different. Colombian High Schools provide their students with a final degree at the age of 17, while the Austrian High Schools do that at the age of 18 or 19 depending on the type of High School.

Therefore the duration of Bachelor`s programmes is also different.

The **FH OÖ- GSM** Bachelor programme consists of 180 ECTS/ 6 Semesters or about 102 **UR** Credits (including the internships) while the **UR** Bachelor Programs, "Administracion de Empresas" and "Administración de Negocios Internacionales" comprise 170 **UR** Credits / 10 semesters (equalling about 280 ECTS). An analysis of the contents led us to the conclusion that both programmes are very similiar except for the difference in duration caused by the difference of the High School systems.

§ 5 Details of the agreement:

§ 5.1. Bachelor Thesis

The course "Scientific Methods", the "Preparatory" course, the course "Techniques of Marketing Research Methods", "Inferential Statistics" and the Thesis at **UR** are defined to have 2+1+2+3+3 **UR** credits (equalling 20 ECTS), for **FH OÖ- GSM** it is defined to be 20 ECTS in two parts, called Bakks 1 and Bakks 2

Both sides agreed that the Thesis process is so similar that it is not necessary to mutually assess the Thesis of the other partner, the approval by the home institution is accepted by both sides.

Both **UR** and **FH OÖ- GSM** will mutually acknowledge the other side`s Thesis

§ 5.2. Intenship/Placement and industry projects:

UR asks for one semester/one year for the two internships, **FH OÖ- GSM** only for 11 weeks. In addition to that, **FH OÖ- GSM** asks for 2 additional industry projects (VPRV 1+2), so that both sides agreed to fully acknowledge internship and industry project activities on a mutual basis.

Both **UR** and **FH OÖ- GSM** will mutually acknowledge the other side`s internship and industry project activities.

§ 5.3. Mechatronics:

FH OÖ- GSM offers a total of 15,5 credits in Mechatronics and 4,5 in quantitative Methods while the UR programs offer Fundamentos de Matemáticas (4) + Cálculo diferencial e integral (4) + Probabilidad (4) + Algebra matricial (3) + Matemáticas Financieras (3)

Therefore FH OÖ- GSM can fully acknowledge these courses.

§ 6. Content of the exchange semester:

UR students have to attend the following courses at FH OÖ- GSM:

Course title	Content:	ECTS
ICM 2	Intercultural Management	5
ZFS1U	Second foreign language (choice between French, Cech, Russian (and Chinese if available). Student has to have already basic knowledge of the language!	3
DFS1U	Third foreign language (German or other language than English or Spanish offered by GSMB. Student has to have already basic knowledge of the language (exception: German basic course will be offered).	3
BBM1I	Intro to B2B Marketing	2
VTF 2T	Behavioural Training Presentation or similiar	1
VTF 3T	Behavioural Training Moderation or similiar	1
SAM 4 I	Sales channels 2+3	2
SAL 2T+ 3 T	Sales in B2B + cold call	2+1
BBM3I	Instruments of B2B Marketing	2
Sub- Total	Compulsory courses	22
Rest	The students have to attend 8 more ECTS out of the international program of the FH Steyr	8
TOTAL ECTS		30

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**FH OÖ- GSM Bachelor students have to do the following courses at UR:
(Only students with B1 level in Spanish can go for the Double Degree)**

Course title	Content	ECTS= CA credits
Done at home or in tele distance:		
# SAM1	Sales Org.	2
# SAM2I	Sales Channels 1	1
# SAL1T	Sales	2
# ICM3I	Backpack analysis(distance)	2
# SAM3I	Project Management(distance)	1
# VTF2T	Presentation skills	1
# VTF3T	Moderation	1
		TOTAL 10 ECTS
Subjects to be done at UR to fulfill FH OÖ- GSM curriculum and UR requirements:		
# Business English	Business English	2credits =3 ECTS
# DFS1U	Third language (French or Italian or Portugese or Chinese are offered)	3=5 ECTS
# Qua 2 V+U= No 73210007	Estatistica inferencial	3= 5 ECTS
# FIN2V+U= NO 84210020	EXCEL avanzado	3=5 ECTS
NO 15210002	Busines strategy 2 (in English)	2= 3 ECTS
No 60110014	Taller de Cultura Rosarista (no credits but compulsory for Double Degree)	0 ECTS
No 15210053	International Business Management (English)	3 = 5 ECTS

	(English)	
Total ECTS at UR		TOTAL 16 credits= 26 ECTS

Double Degree at Master's level

Info: All "Maestria en Direccion" is taught in Spanish

§ 4 Basic comparison of Curricula

Both the Master's program Maestria en Direccion (part time) and the Global Sales and Marketing intend to educate students to have a global perspective on business.

The duration of both programs is comparable (2 years /120 ECTS/ 50 Colombian credits)

Credit comparison: 1 Colombian credit equals about 2,5 ECTS, on the basis of our curriculum comparison.

Investigation about the program contents showed that the programs are similar especially concerning the orientation towards industry's needs, project – orientation and general content.

§ 5 Details of the agreement:

§ 5.1. Master Thesis

The Thesis in **UR** is split over all 4 semesters, with a lot of preparatory seminars (1 credit each in Semester 1-3 and 2 credits "Tutoría" in semester 4, + Scientific Methods (2 Credits), Accompanying seminar (2 credits) + Tutorial (1 credit) totalling 10 Colombian credits = 25 ECTS

FH OÖ- GSM has a 25 ECTS Thesis- therefore we mutually acknowledge the other side's Thesis

Both **UR** and **FH OÖ- GSM** will mutually acknowledge the other side's Thesis

§ 5.2. Industry projects:

UR does not offer a Company Project to their students, but instead offers the lecture "Seminario de Realidad Empresarial", therefore we mutually acknowledge the two lectures.


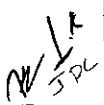
§ 6 Content of the exchange semester:

UR Master students have to attend the following courses/pass the following exams during their semester at FH OÖ- GSM (fall semester):

Course title	Content:	Credits/ECTS
OSC-M	Marketing specialisation (In case of availability, as an exception they also can be enrolled in OSC-S Sales Management specialisation)	20 ECTS
LAW	International law and labor laws	4+1
LAN	Students have to attend the GERMAN introductory course offered by Steyr international office; in case they already speak German they can attend Russian or Czech language according with availability in Steyr or attend another language course at home	3
INT	In order to fulfill the workload requirement, students have to attend any other courses offered by the int office in Steyr to fulfill the 30 ECTS workload requirement	2
Total		30 (or more)

FH OÖ- GSM students have to attend the following evening courses at UR (Only students with B1 level in Spanish can apply for the Double Degree)

COURSE TITLE	CONTENT	CREDITS/ECTS
Done in FH OÖ- GSM:	Business simulation	2

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FIN 1 Business Simulation		
Done at UR		
LAN	Language course (French or Italian or Portugese or Chinese are offered). Language courses take place during the day)	3 = 5 ECTS
FIN 1+2	Asignatura de areas funcionales para la Direccion	4= 10 ECTS
AIT+ CUL 3	Seminario de areas funcionales para la Direccion	5 = 12
ECO	Realidad Empresarial	3 =5
	Pensamiento directivo	4= 10 ECTS
Total Credits/ECTS		19/ 44 ECTS

Students' selection and requirements:

§ 1. UR students going to FH OÖ- GSM:

Students shall be pre-selected by **UR** to be candidates for the program. It is agreed that all Rosario students in the Double Degree Program shall have a level of English language sufficient for them to successfully complete courses at **FH OÖ- GSM** and **UR** shall select students with sufficient English language skills. Rosario students would need to fill the Rosario's registration form where it is specified the courses that will be taken at **FH OÖ- GSM** and their equivalent at **UR**, this form must be signed by the coordinator of the program the student belongs to.

The student candidates shall prepare a dossier to be part of their candidature and which shall include:

- Application form for admittance into **FH OÖ- GSM**;
- Grade transcripts for the years spent at **UR**;
- Motivation letter written in English;

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- Recommendation letter by one **UR** professor
- Curriculum Vitae.
- Certificate of English proficiency test (TOEFL IBT 90/ IELTS 6,5)
- Copy of valid passport

Students in the Double Degree Program will be required to abide by all academic and marking scheme requirements of regular **FH OÖ- GSM** students according to **FH OÖ- GSM** Academic Regulations. As well, they shall have all the same rights and obligations of other **FH OÖ- GSM** students. **FH OÖ- GSM** will inform properly to **UR** students about it's Academic Regulations and their students rights and obligations.

§ 2. GSM Steyr students going to UR:

Students shall be pre-selected by **FH OÖ- GSM** to be candidates for the program

- Registration Form:
- Cover letter from **FH OÖ- GSM** introduced the student as a candidate
- Curriculum Vitae
- Motivation letter
- Recommendation letter written by a faculty member of the University or Origin.
- Grades transcripts up to date.
- Certificate of Proficiency in Spanish – level B1
- Copy of valid Passport.

Students in the Double Degree Program will be required to abide by all academic and marking scheme requirements of regular students of UR according to Rosario Academic Regulations. As well, they shall have all the same rights and obligations of other students of Rosario. Also, they shall successfully pass the ECAES SABER PRO (Colombian government exam required for having a Colombian official degree). UR will inform properly to Cover letter from **FH OÖ- GSM** introducing the student as a candidate students about it's Academic Regulations and their students rights and obligations.

§ 3. Language stipulations:

- Courses at Cover letter from **FH OÖ- GSM** introducing the student as a candidate are taught in English.
- Courses at **UR** are taught in Spanish.

Programme Coordination

Each Institution has nominated a Programme Coordinator to ensure the Double Degree Program proceeds according to a reasonable schematic plan, and that the terms of this

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agreement are carried out. Each Programme Coordinator will ensure that the Partner Institution gets all necessary information to the promotion of the Programme.

The Coordinators are:

Undergraduate for **UR**: Andres Mauricio Castro.
International Business Administration Program Coordinator
Jaime Moreno.
Masters programmes Coordinator.

For **FH OÖ- GSM**: Dr. Hannes Hofstadler
Head of the Bachelor and Master Programmes
Global Sales and Marketing

This contract is intended as an additional offer to the existing ERASMUS Contract between **UR** and the Study Programmes in Steyr.

Advertising

Each partner is allowed to use the advantages out of this contract for his own advertising in the home country.


In witness thereof this Agreement has been signed by the proper officers of each institution:

On behalf of

Universidad Colegio Mayor de Nuestra Señora del Rosario
Facultad de Administración
Programmes of Administration and international Business Administration/Maestría en Dirección

FH-OOE Studienbetriebs GmbH

Upper Austria University of Applied Sciences


Hans Peter Knudsen
Rector
JPL


Regina Alchinger
Director of Studies, (CEO)

Date:

Date: 18.2.2013



Bachelor Course Revision

BIG AREAS OF SUBJECTS	CREDITS AT UR (EQUALS. ECTS)	ECTS AT FH OÖ- GSM	COMMENTS
First Language (English)	Elementary 3 Elementary 3 Preintermediate 3 Preintermediate 3 Intermediate 3 Intermediate 3 Intermediateadv. 3 Intermediateadv. 3 Total 24 credits= around 40 ECTS OR pass of TOEFL or PET	12	GSM fully acknowledges
Secondary Language (French German Italian, Portugese, at UR)	Language I (3 credits) Language II(3) Language III (2)	12	FH OÖ- GSM fully acknowledges, if Incomings come from the School of Management
Third language	0	3	UR students have to study a third language (either German if not taken as second language or another language is studied (at home)
Marketing, Sales and Management Strategy	Mark. Fundamentals (2= 3,25)	27	FH OÖ- GSM acknowledges, but UR students

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	<p>Strategic decisions in Mark (2=3,25) Int. Marketing (2=3,25) Strategic thinking (3= 5) Enterprise strategy I(3=5) Enterprise strategy II(2=3,25) Scenario (2= 3,25) Strategic business game (1=1,66)</p> <p>In total 28 ECTS</p>		<p>still have to attend Sales channels 2+3</p> <p>Sales in B2B + cold call</p> <p>Instruments of B2B Marketing</p>
Business Informatics - IT	<p>Sistemas de informacion administrativos (3=5)</p>	10	<p>UR students have to attend an IT course</p>
International law	<p>Law (5=8)</p>	4	<p>FH OÖ- GSM acknowledges</p>
Economics	<p>Introduction 4=6,6 Micro 4=6,6 Macro 4= 6,6</p>	2	<p>FH OÖ- GSM fully acknowledges,</p>
Cross Management cultural	<p>Interculturalidad (2= 3,25)</p> <p>Intercultural/internationalMarketing (2= 3,25)</p> <p>Poltical/eco geografy (2=3,25)</p>	17,5	<p>FH OÖ- GSM partially acknowledges But UR students have to attend ICM 2</p>

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<p>General Management and internat Trade and behavioral training</p>	<p>Int business and organisation (3=5)</p> <p>International negotiation (2=3,25)</p> <p>Management of int Business (3=5)</p> <p>Int Trade (3=5)</p> <p>Enterprise Logistics (3=5)</p> <p>HRM (2=3,25)</p> <p>Total 26,5 ECTS</p>	<p>16</p>	<p>FH OÖ- GSM acknowledges</p>
<p>Finance</p>	<p>Financial Accounting (3=5)</p> <p>FinancialAnalysis (3=5)</p> <p>Total 10 ECTS</p>	<p>8,5</p>	<p>FH OÖ- GSM acknowledges</p>

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Master Course Revision

BIG AREAS OF SUBJECTS	CREDITS/ ECTS AT UR	ECTS AT GSM	COMMENTS
Finance	Asignatura de areas funcionales para la direccion (4= 10 ECTS)	Finance and Controlling abroad (5) Finance and Business abroad (5)	FH OÖ- GSM students have to take Asignatura De: "áreas funcionales"
Soft Skills and Language Skills	Asignatura pensamiento directivo (Managment thinking)(4= 10 ECTS) Seminario de gobierna de empresa (Top Management issues 5=12 ECTS) Total 9= 22 ECTS	Culture and Leadership (CUL1, CUL2, CUL3) – 3 modules, 5 ECTS each (15) Language Abroad (5) Total = 20 ECTS	We mutually acknowledge, but FH OÖ- GSM students have to take one module of a language course (other than mother tongue and English) at UR
Economics	-----	Economics abroad (5)	FH OÖ- GSM students have to take an economics course "Realidad empresarial" Or do it at home before or afterwards
Information Technology	Seminario de areas funcionales (4= 10 ECTS)	Applied Information Technology (AIT) (5)	FH OÖ- GSM acknowledges, but FH OÖ- GSM students have to attend "Seminario de áreas"

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BIG AREAS OF SUBJECTS	CREDITS/ ECTS AT UR	ECTS AT GSM	COMMENTS
			funcionales"
International Business, Marketing, Management	Taller de Habilidades de Liderazgo 1-4 (totals 5 credits= 12,5 ECTS) Assignatura de Estrategia (4=10 ECTS) Seminario de Estrategia (5= 12,5 ECTS) Total 35 ECTS	Strategy, Marketing and Sales (STM1, STM2, STM3) – 3 modules, 5 ECTS each (15) Obligatory Selected Course (OSC-M/S1, OSC-M/S2, OSC-M/S3, OSC-M/S4) - 4 modules, 5 ECTS each (20) Total 35	In principle we mutually acknowledge, but UR students have to take the full OSC course (preferrably OSCM or if free capacity is available the full OSCS course)
Law	-----	International Law (LAW) (5)	UR students need to attend LAW during the fall semester in FH OÖ- GSM
Critical thinking	Seminario de grado-Profundizacion (5 = 12 ECTS)	Company Projects and Field Trip (CPR) (5) Critical Analytical Thinking (CAT) (5)	We mutually acknowledge
Thesis	As discussed before	As discussed before	We mutually acknowledge

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