



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



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# Master's degree

UNIKASSEL  
VERSITÄT

## MSc International Food Business and Consumer Studies (IFBC)

University of Kassel • Witzenhausen

### Overview

Degree	Master of Science
In cooperation with	Fulda University of Applied Sciences
Teaching language	<ul style="list-style-type: none"><li>English</li></ul>
Languages	Courses are held in English.
Full-time / part-time	<ul style="list-style-type: none"><li>full-time</li></ul>
Programme duration	4 semesters
Beginning	Winter semester
Additional information on beginning, duration and mode of study	<p>The programme starts annually in the winter semester. All courses are taught in English. Students from abroad are offered help and support with administrative matters, accommodation, etc. Tutors and mentors are available for additional support to ease the transition to the studies in Germany.</p> <p>Before lectures start, there will be introduction sessions for new international students, which provide valuable information about the study programme and the organisation within a joint degree programme of two universities.</p>
Application deadline	Applicants with a first academic degree that was acquired outside of Germany: 1 March Applicants with degrees earned in Germany: 1 September
Tuition fees per semester in EUR	None
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	Yes
Description/content	The Master's programme in International Food Business and Consumer Studies is characterised by a multidisciplinary approach at the interface between agriculture, food business and consumer science within an international context. Our students gain skills and competencies to manage complex processes along the food chain, to develop and market food products and related services

according to the needs of different consumer groups. During the first semester, students are assigned one bridging module to compensate for different levels of students' background knowledge and skills.

#### Compulsory modules

**International legislation on consumer protection and food** introduces key institutions and related administrative bodies in the EU, food products labelling, legislation for production, distribution or sale of novel or functional food, risk management and risk communication, the barriers to the free flow of goods, and the national food control systems in Europe.

The module on **International Organic Food Markets and Marketing** covers the analysis of international markets for organic products, organic regulations, and basics of food marketing for exporters.

The module on **research methods** provides basic knowledge in research methods as well as competencies to understand and work with qualitative and quantitative research methods including knowledge of data survey and analysis and data evaluation.

**An applied research project** provides the opportunity to develop advanced competencies in managing research and development projects. In cooperation with external partners, students work on interdisciplinary problems.

The module on **Trends in Food Sciences and Sustainable Consumption** covers recent scientific results on food constituents and processing, their physiological effects within various nutritional patterns, and their influence on the quality of raw material and final food products. It enables the students to understand the social and psychological impact on consumer behaviour, recent developments in consumption and the deduction of future trends with emphasis on sustainability.

**Food Product Development** explores stages of product development, quality function deployment, processing and product formulations, food chemistry, manufacturing, food regulations, food additives, product testing, shelf life studies and factors affecting shelf life.

The module on **Quality Management in the Food Business** enables students to describe and understand the main challenges in developing and implementing an effective quality management system, to determine the verification of food security according to international standards and the traceability within the food chain, and to implement an effective risk management system.

From a catalogue of business and food-related modules such as **Assessing Food Quality, Innovative Product Development, and Marketing Research**, three elective modules have to be chosen.

The **Master's thesis** is an individual research study. Students work on topics related to international food economics and consumer science, often in cooperation with external partners in this field.

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## Course Details

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### Course organisation

The programme duration is four semesters, starting in October. Teaching is organised on a module-credit basis and is delivered over three semesters. The fourth semester is dedicated to the completion of the Master's thesis. Students must complete 14 modules in order to successfully finish the programme. A module overview and more detailed information on all subjects are available on the website.

Learning methods include lectures, workshops, seminars and project work. The "Applied Research Project" module includes intensive group work and teamwork activities.

Each course module is assessed individually, generally on the quality of written or visual presentation work and on oral presentations. Assessment methods may include reports, seminar papers, formal written examinations, project work, visual and oral presentations, workshops, simulations and practical exercises. The majority of the assessments are based on individual assignments but group work is also assessed.

The unique features of the programme – "short paths", traditions in project-oriented teaching and work and individual contacts between teachers and students - create optimal conditions for an excellent learning approach in the programme.

This is a joint degree programme between two German universities: University of Kassel (Organic Agricultural Sciences) and Fulda University of Applied Sciences (Nutritional, Food and Consumer Sciences). The main course location is Witzenhausen campus. Classes are taught regularly one or two days per week at campus Fulda.

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<b>A Diploma supplement will be issued</b>	Yes
<b>International elements</b>	<ul style="list-style-type: none"> <li>• Training in intercultural skills</li> <li>• Projects with partners in Germany and abroad</li> <li>• International comparisons and thematic reference to the international context</li> <li>• International guest lecturers</li> </ul>
<b>Description of other international elements</b>	<p>Study trips</p> <p>A study semester abroad (e.g. ERASMUS+) can be integrated.</p>
<b>Diverse intercultural background of students</b>	The programme attracts students from a wide range of backgrounds, disciplines and nationalities. Therefore, different academic and intercultural perspectives will be shared during the course of study.
<b>Integrated internships</b>	No compulsory internship is included, but support and contacts to companies and institutions are available.
<b>Course-specific, integrated German language courses</b>	Yes
<b>Course-specific, integrated English language courses</b>	No

## Costs / Funding

<b>Tuition fees per semester in EUR</b>	None
<b>Semester contribution</b>	Mandatory registration fees allow students to use public transport free of charge and to eat at the university's refectories and cafeterias at reduced prices. The registration fee increases regularly – for the 2024/2025 winter semester, it will be approximately 350 EUR.
<b>Costs of living</b>	In order to cover personal expenses while studying in Kassel, it is recommended that students budget around 750 to 900 EUR per month for accommodation, food, health insurance, books, and miscellaneous expenses.
<b>Funding opportunities within the university</b>	No

## Requirements / Registration

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**Academic admission requirements**

Applicants are welcome from academic disciplines in the fields of agricultural science, nutrition, food and consumer sciences and food technology. Admission is normally open to those with a good undergraduate honours degree (or equivalent overseas degree from a recognised institution) with a "B" (upper division) grade average assessment on the final certificate or an average final grade of at least 2.5 on the German scale. Additionally, one letter of reference and a one-page convincing letter of motivation in English are required to prove your motivation and eligibility. For further information, see: [http://www.uni-kassel.de/go/m\\_ifbc/](http://www.uni-kassel.de/go/m_ifbc/).

**Language requirements**

Applicants whose first language is not English should be able to demonstrate a satisfactory level of spoken and written English and provide a proof of their language skills in English, level B2 according to CEFR or equivalent (e.g. TOEFL – Internet-based, IELTS or an equivalent certificate). Further information: [http://www.uni-kassel.de/go/m\\_ifbc/](http://www.uni-kassel.de/go/m_ifbc/)

**Application deadline**

Applicants with a first academic degree that was acquired outside of Germany: 1 March  
Applicants with degrees earned in Germany: 1 September

**Submit application to**

Applicants with a first academic degree from outside of Germany apply through uni-assist. All information can be found at [http://www.uni-kassel.de/go/m\\_ifbc/](http://www.uni-kassel.de/go/m_ifbc/).

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## Services

**Possibility of finding part-time employment**

Students can apply for various part-time jobs or work as student assistants on campus. Please have a look at [www.uni-kassel.de](http://www.uni-kassel.de). Some departments also provide positions as tutors or working students.

**Accommodation**

International students enrolled at the University of Kassel can choose between staying at a student residence hall ("Wohnheim") or private accommodation. There are about 1,000 rooms available in the student residencies around the campus. Please have a look at <https://www.studierendenwerk-kassel.de/en/wohnen/>. Rent for a room varies between 200 and 350 EUR per month depending on the location and facilities. Students can choose single apartments with en-suite facilities or a shared flat with fellow students. Private furnished or unfurnished accommodation in Kassel is also available and can be found in the local paper, on flyers on campus, or on the Internet (e.g. social media).

**Career advisory service**

The career service of University of Kassel offers individual support to facilitate your successful transition from academic to the professional world. Especially for international students aiming for a career entry in Germany, the Career Service provides workshops and seminars, portfolio check and individual advisory.

<https://www.uni-kassel.de/uni/en/studium/kontakt-und-beratung/servicestellen/career-service/home>

**Support for international students and doctoral candidates**

- Welcome event
- Tutors
- Specialist counselling
- Visa matters
- Support with registration procedures

**General services and support**

The Welcome Centre at the International Office provides support and information to new students.

for international students  
and doctoral candidates

Additionally, we offer a tutoring and mentoring system on the faculty level. Before lectures begin, there is a welcome week as well as introduction sessions for new international students, which provide valuable information about Kassel University and the study programme.

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## Contact

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🌐 Course website: [http://www.uni-kassel.de/go/m\\_ifbc/](http://www.uni-kassel.de/go/m_ifbc/)

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📺 [https://www.youtube.com/@uni\\_kassel](https://www.youtube.com/@uni_kassel)

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# International Programmes in Germany - Database

[www.daad.de/international-programmes](http://www.daad.de/international-programmes)

[www.daad.de/sommerkurse](http://www.daad.de/sommerkurse)

## Editor

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German Academic Exchange Service

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[www.daad.de](http://www.daad.de)

## GATE-Germany

Consortium for International Higher Education Marketing

[www.gate-germany.de](http://www.gate-germany.de)

## Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

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