



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



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# Master's degree

HOCHSCHULE FULDA



## International Food Business and Consumer Studies

Fulda University of Applied Sciences • Fulda



## Overview

Degree	Master of Science
In cooperation with	University of Kassel, Campus Witzenhausen
Teaching language	<ul style="list-style-type: none"><li>English</li></ul>
Languages	The course is entirely taught in English. Participants write their Master's theses in English as well.
Mode of study	Less than 50% online
Programme duration	4 semesters
Beginning	Winter semester
Application deadline	<ul style="list-style-type: none"><li>Applicants with a first academic degree acquired outside of Germany: 1 March in order to allow time for registration, financing, and visa formalities</li><li>Applicants with degrees acquired in Germany: 1 September</li></ul> <p>Please check the <a href="#">website</a> regularly for any changes.</p>
Tuition fees per semester in EUR	None
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	Yes
Description/content	The politics of food in society, which involves manufacturers, retailers, consumers, and health professionals, are complex and continually evolving. Students gain the skills and experience necessary to manage complex processes in the food industry, trade, and the agricultural sector as well as to develop and market food products and related services according to the needs of different consumer groups.

If you are looking for close interaction between students and staff, our programme is the right one for you. Our dynamic postgraduate community, professionally accredited courses, and a supportive learning and [research](#) environment make us an excellent choice for your postgraduate studies.

Compulsory modules are:

**International Legislation on Consumer Protection and Food** introduces the key institutions and related administrative bodies in the EU, the labelling of food products, the 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.

**International Organic Food Markets and Marketing** provides a framework for developing a marketing strategy and marketing concept on international markets. Students gain an understanding of international organic regulations.

**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.

**Project Work** provides the opportunity to develop advanced skills in managing research and development projects. In cooperation with external partners, students work on interdisciplinary problems relevant to international food economics and consumer studies.

**Food Quality Management** addresses the product flow in the food supply chain, business processes in the food industry, conception of risk and product safety, traceability, and implementation.

**Recent Developments in Food and Nutritional Sciences** 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.

**Consumer Science and Sustainable Consumption** facilitates an understanding of the social and psychological impact on consumer behaviour, the recent developments in consumption, and the deduction of future trends with an emphasis on sustainability.

From a catalogue of business and food modules such as Food Quality and Organic Food Processing, Information Systems for the Food Industry, Innovation Management in the Food Industry, Strategic Management, Responsible and Sustainable Food Business in Global Context, or Post-harvest Technology and Food Quality, three elective modules will be chosen.

The Master's thesis is an individual research study. It enables students to generate and publish scientific data independently. Students usually work in cooperation with external partners.

## Course Details

### Course organisation

The course is delivered over four semesters (full-time), starting in October. Teaching is organised on a module-credit basis and is offered over three semesters. The fourth semester is dedicated to the completion of a Master's thesis. Fourteen modules must be completed to finish the programme successfully. A module overview and more detailed information on all subjects are available on the website ([www.study-ifbc.de](http://www.study-ifbc.de)).

Learning methods comprise lectures, workshops, seminars, practical and project work. The Project Work module entails intensive group work as well as teamwork activities.

Each course module is assessed individually; assessment methods may include reports, seminar papers, written examinations, project work, visual and oral presentations, workshops, simulations, and practical exercises.

The unique features of the programme – traditions in project-oriented teaching and work as well as individual contacts between teachers and students – create optimal conditions for excellent learning outcomes in the programme.

The Master's programme is a **joint degree** offered by two German universities: **Fulda University of Applied Sciences** (Nutritional, Food and Consumer Sciences) and **Kassel University in Witzenhausen** (Organic Agricultural Sciences). The main course location is Witzenhausen. Classes are taught weekly in Fulda.

» [PDF Download](#)

<b>A Diploma supplement will be issued</b>	Yes
<b>International elements</b>	<ul style="list-style-type: none"> <li>• International guest lecturers</li> <li>• Integrated study abroad unit(s)</li> <li>• Language training provided</li> <li>• Training in intercultural skills</li> <li>• Study trips</li> <li>• Projects with partners in Germany and abroad</li> <li>• International comparisons and thematic reference to the international context</li> </ul>
<b>Integrated study abroad unit(s)</b>	German students are required to earn at least 12 ECTS abroad. Students holding a first degree from a university outside Germany are not expected to spend one semester abroad.
<b>Integrated internships</b>	There is no compulsory internship. Programme advisers may assist students in finding appropriate internships.
<b>Course-specific, integrated German language courses</b>	No
<b>Course-specific, integrated English language courses</b>	No

## Online learning

<b>Pace of course</b>	Instructor-led (Specific due dates for lectures/assignments/exams)
<b>Phase(s) of attendance in Germany (applies to the entire programme)</b>	Yes, compulsory
<b>Types of online learning elements</b>	<ul style="list-style-type: none"> <li>• Access to databases with study material</li> <li>• Chats (with lecturers and other students)</li> <li>• Online sessions</li> <li>• Online study material provided by institution</li> <li>• Online tutorials</li> </ul>

## Costs / Funding

<b>Tuition fees per semester in EUR</b>	None
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<b>Semester contribution</b>	A semester contribution of around 300 EUR is charged to cover the cost of student services, the student government, an administrative fee as well as the "semester ticket" (a student bus and rail pass for local and regional public transport).
<b>Costs of living</b>	Approx. 850–950 EUR per month incl. food, rent and health insurance (approx. 120 EUR per month), depending on one's living standard
<b>Funding opportunities within the university</b>	Yes
<b>Description of the above-mentioned funding opportunities within the university</b>	International students may apply for the <a href="#">Deutschlandstipendium</a> scholarship.

## Requirements / Registration

<b>Academic admission requirements</b>	<p>The programme attracts students with a wide range of backgrounds, disciplines, and nationalities. Applicants are welcome from academic disciplines in the fields of nutrition, food and consumer sciences, food technology, agricultural science, and/or related fields.</p> <p><a href="#">Admission</a> is normally open to applicants 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.</p>
<b>Language requirements</b>	Applicants whose first language is not English should be able to demonstrate a satisfactory level of spoken and written English and provide proof of their language skills in English (C1 according the CEF or equivalent certificate). Further information can be found at <a href="https://www.hs-fulda.de/ifbc/">https://www.hs-fulda.de/ifbc/</a> .
<b>Technical equipment and programmes</b>	<ul style="list-style-type: none"> <li>• Internet access, headset</li> <li>• Platforms: Moodle</li> <li>• learning management systems: BigBlueButton, Zoom</li> </ul>
<b>Application deadline</b>	<ul style="list-style-type: none"> <li>• Applicants with a first academic degree acquired outside of Germany: 1 March in order to allow time for registration, financing, and visa formalities</li> <li>• Applicants with degrees acquired in Germany: 1 September</li> </ul> <p>Please check the <a href="#">website</a> regularly for any changes.</p>
<b>Submit application to</b>	<a href="https://www.uni-assist.de/en/">https://www.uni-assist.de/en/</a>

## Services

<b>Possibility of finding part-time employment</b>	From tutoring jobs and student assistantships at Fulda University to typical student jobs in restaurants, shops, and many other industries in the city of Fulda and its surrounding area, there is a wide range of job opportunities available.
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### Accommodation

The International Office offers an accommodation service for international students coming directly from abroad. Costs for accommodation amount to approx. 350–400 EUR/month for a single room in a shared flat or 400–500 EUR/month for a single apartment. There are excellent, newly built student residences within walking distance of the university.

For more information on housing, see: <https://www.hs-fulda.de/en/international/international-office/study-in-fulda/first-steps/housing>

### Career advisory service

Career service is provided for international students at both universities; a placement officer on a departmental level offers the students a professional advisory service.

### Support for international students and doctoral candidates

- Welcome event
- Specialist counselling
- Cultural and linguistic preparation
- Pick-up service
- Buddy programme
- Tutors
- Visa matters



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**Lu Gao**  
Master of Science

The joint Master's programme International Food Business and Consumer Studies has taught me to see the whole food value chain, from farm to fork, with a practical approach. I gained a comprehensive understanding of the food system with a good combination of business and food-oriented subjects. Both universities support students in research and provide career service. This programme has educated me about intercultural communications since our study group is composed of 28 different nationalities.

### Our Partners



### Welcome to the Master IFBC

The "International Food Business and Consumer Studies" Master's programme – a joint degree of Fulda University of Applied Sciences and Kassel University – combining the expertise of both academic institutions

» more:  
<https://youtu.be/TjbA0JTDc2M>

— Fulda University of Applied Sciences —





Campus Fulda University

© Fulda University

Fulda University of Applied Sciences is a practice-oriented university with an international profile and a strong focus on applied research. Fulda University is the first university of applied sciences in Germany with the independent right to confer doctoral degrees. Founded in 1974, the university currently encompasses eight departments with over 60 [study programmes](#) and approx. 8,700 students, including over 1,750 international students from more than 90 countries. The university offers a broad spectrum of academic and professional education. Numerous [research](#) and development projects are undertaken in cooperation with private business and industry. Fulda University cooperates with more than 100 universities around the world. The number of international programmes is growing continuously. These programmes are partly or entirely taught in English. At the Bachelor's level, we currently offer four international Bachelor's programmes: "Science & Engineering", "Food Technology", "Global Health", and "International Business & Management". At the Master's level, we offer six programmes: "International Management"; "Intercultural Communication and European Studies"; "International Food Business and Consumer Studies"; "Global Software Development"; "Data Science"; and "Human Rights Studies in Politics, Law, and Society".

Further programmes designed for international students include the following:

1. [Pre-College Fulda](#), a preparatory year for applicants with and without a higher education entrance qualification for Germany
2. [Pre-Study Fulda](#), a preparatory semester for international applicants that includes German language training
3. [Career service](#) for international students and graduates
4. Preparatory intensive German courses
5. German courses (accompanying studies)
6. Support services, e.g. for housing and visa as well as a buddy programme and orientation week
7. International Summer University ([ISU](#)), International Winter University ([IWU](#)), International Course in Business ([ICB](#)), and International Course in Social Work ([ICSW](#))



## 📍 University location

A historic city founded in 744, Fulda today has a population of 70,000 with approx. 100,000 people living in the region. Fulda's Baroque quarter is one of the most beautiful in Germany and attracts visitors from all over the world. The picturesque Old Town has many cafés, bars, and pubs, with numerous shops and boutiques. The city's cultural life has something to offer for everyone. The high quality of life makes Fulda a great place to live and an ideal place to study. Fulda enjoys ideal public transport connections. One of Europe's principal international airports, Frankfurt International, is just one hour away by car or direct train. Other major cities in Germany, like Berlin, Munich, Cologne, or Hamburg, are within easy reach and only two to three hours away by train. Even famous European capitals like Paris and Brussels are reachable within five hours by train.

# Contact

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📘 <http://www.facebook.com/hsfulda>

📷 [https://www.instagram.com/hochschule\\_fulda/](https://www.instagram.com/hochschule_fulda/)

📺 [https://www.youtube.com/channel/UCa\\_3SyxWZviCwQrMBt1b5Ww](https://www.youtube.com/channel/UCa_3SyxWZviCwQrMBt1b5Ww)

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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

DAAD - Deutscher Akademischer Austauschdienst e.V.  
German Academic Exchange Service  
Section K23 – Information on Studying in Germany  
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D-53175 Bonn  
[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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