



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, Witzenhausen campus
Teaching language	<ul style="list-style-type: none">English
Languages	The course is entirely taught in English. Participants write their Master's theses in English as well.
Mode of study	Fully on-site with voluntary online elements
Programme duration	4 semesters
Beginning	Winter semester
Application deadline	<ul style="list-style-type: none">Applicants with a first academic degree acquired outside of Germany: 1 March in order to allow time for registration, financing, and visa formalitiesApplicants with degrees acquired in Germany: 1 September <p>Please check the website 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 food business is a complex and ever-changing landscape, with numerous stakeholders involved at every stage of the supply chain. Our students are equipped with the essential skills and knowledge to navigate this landscape, from producers and retailers to consumers and health professionals. They are trained to innovate and market food products and related services tailored to the diverse needs of different consumer groups with a clear focus on sustainability.

If engaging closely with both fellow students and faculties is what you seek, our programme is designed for you. Our institutions offer a vibrant community of graduate students, courses with professional accreditation, and a nurturing environment for learning and research, which collectively distinguish us as an outstanding choice for your postgraduate academic journey.

Compulsory modules are:

- The module **International Legislation on Consumer Protection and Food** introduces the key institutions and related bodies in the EU as well as the food labelling, the legislation on the production, distribution or sale of novel or functional foods, risk management and risk communication, the barriers to the free movement 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 regulations, food additives, product testing, shelf-life studies, and factors affecting shelf life.
- **Advanced Research Project** gives you the opportunity to develop advanced skills in managing research and development projects. In cooperation with external partners, you will 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.
- **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.
- **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 Assessing Food Quality, Digital Transformation in the Food Sector, Innovative Product Development, Innovation Management in the Food Sector, Quality Management and Certification for Organic Foods, Strategic Management, or Sustainable Food Systems and Management, 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 of study 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. Further details on all subjects can be found on the website.

We use a variety of learning methods, including lectures, workshops, seminars, practical and project work. The Advanced Research Project module requires intensive group work and teamwork activities.

Each course module is assessed individually, with a whole range of different methods used, including reports, seminar papers, written examinations, project work, visual and oral presentations, workshops, simulations, and practical exercises.

The Master's programme is a joint degree that has been a great success for almost 20 years, 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 the Witzenhausen Campus. Classes are taught weekly in Fulda.

A Diploma supplement will be issued	Yes
International elements	<ul style="list-style-type: none">• International guest lecturers• Language training provided• Training in intercultural skills• Projects with partners in Germany and abroad• International comparisons and thematic reference to the international context
Description of other international elements	The Master's programme has consistently attracted international students from all over the world, which ensures a high level of internationality when studying and collaborating in working and project groups.
Integrated internships	Please note that there is no compulsory internship. Programme advisers are available to assist students in finding appropriate internships.
Course-specific, integrated German language courses	No
Course-specific, integrated English language courses	No

Costs / Funding

Tuition fees per semester in EUR	None
Semester contribution	A semester contribution of around 330 EUR is charged to cover the cost of student services, the student government, and an administrative fee as well as the "Deutschland semester ticket" (a student bus and rail pass for local and regional public transport all over Germany).
Costs of living	Approx. 900 to 950 EUR per month, including food, rent and health insurance (approx. 120 EUR per month), depending on one's living standard
Funding opportunities within the university	Yes
Description of the above-mentioned funding opportunities within the university	International students may apply for the Deutschlandstipendium scholarship.

Requirements / Registration

Academic admission	The programme attracts students from a diverse range of academic disciplines, including nutrition,
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requirements

food and consumer sciences, food technology, agricultural science, and related fields.

Admission 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.

Language requirements

Applicants whose native language is not English are required to demonstrate a satisfactory level of spoken and written English and provide proof of their language skills in English (C1 according to the CEF or equivalent certificate). Further information can be found at <https://www.hs-fulda.de/ifbc/>.

Technical equipment and programmes

- Internet access, headset
- Platforms: Moodle
- learning management systems: Webex, Zoom

Application deadline

- Applicants with a first academic degree acquired outside of Germany: 1 March in order to allow time for registration, financing, and visa formalities
- Applicants with degrees acquired in Germany: 1 September

Please check the [website](#) regularly for any changes.

Submit application to

<https://www.uni-assist.de/en/>

Services

Possibility of finding part-time employment

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.

Accommodation

The International Office offers an accommodation service for international students coming directly from abroad. Costs for accommodation amount to approx. 350 to 450 EUR per month for a single room in a shared flat or 450 to 600 EUR per 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/ueber-fulda/reside-in-fulda>.

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 IFBC Master's

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 of 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 six international Bachelor's programmes: Science & Engineering, Industrial Engineering Food, Social Sciences for Intercultural Relations, 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.

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📘 <http://www.facebook.com/hsfulda>

📷 https://www.instagram.com/hochschule_fulda/

📺 https://www.youtube.com/channel/UCa_3SyxWZviCwQrMBt1b5Ww

Last update 06.10.2024 04:22:44

International Programmes in Germany - Database

www.daad.de/international-programmes
www.daad.de/sommerkurse

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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".

The publication is funded by the German Federal Ministry of Education and Research and by contributions of the participating German institutions of higher education.



Federal Ministry
of Education
and Research