

## Graduates

are well qualified experts, able to manage complex projects in the area of food business, with an in-depth understanding of serving specific consumer needs in a more sustainable way while being responsive to societal needs. Gaining additional multidisciplinary competence and the ability to work in international and intercultural teams enable the graduates to work on possible solutions - both strategically and interdisciplinary. Graduates are able to conduct academic research in the area of food business and related fields.



## Applicants

are holding a Bachelor degree (180 ECTS credits or equivalent), in Nutritional or Food Science, Agricultural Sciences, Food Technology, or related fields. Applications are welcome from national and international students; continuous evaluation, on an individual basis - no quota.

More information and application details at: [study-ifbc.de](mailto:study-ifbc.de)

## Employment opportunities

include responsible and leading positions in national and multinational companies and institutions of the food industry and consumer protection, especially at the interfaces of different cultures. Main areas of work of our current graduates are product development, quality management, stakeholder management, certification, marketing, sales, research and education. Graduates can also pursue to further postgraduate studies (PhD).

## Contact details

University of Kassel  
Faculty of Organic Agricultural Sciences  
Steinstr. 19 | 37213 Witzenhausen | Germany  
+49 (0)5542 98 1214 | [ifbc@uni-kassel.de](mailto:ifbc@uni-kassel.de)  
  
Fulda University of Applied Sciences  
Faculty of Nutritional, Food and Consumer Sciences  
Leipziger Str. 123 | 36037 Fulda | Germany  
+49 (0)661 9640 356 | [ifbc@hs-fulda.de](mailto:ifbc@hs-fulda.de)

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**Fulda University  
of Applied Sciences**  
Nutritional, Food and  
Consumer Sciences  
**Kassel University  
of Applied Sciences**  
Organic Agricultural  
Sciences

## Why study IFBC

The food issues in society, involving manufacturers and food processors, retailers, consumers, and health professionals, are complex and continuously evolving. This programme prepares graduates for leadership roles in national and international companies in the food sector and other organisations. Students gain skills and expertise necessary to manage complex processes in food industry, trade, and agricultural sector as well as to develop and market food products and related services according to the needs of different consumer groups, taking into account the principles of sustainability.



Credits: Uli Mayer

## Themes

- Product development and innovation
- Quality management
- Marketing and product management
- Management of innovative processes in the food value chain
- Responsible and sustainable food business
- Intercultural aspects
- Effects on consumer and organisational behaviour



Credits: Sonja Radek, chntrng.net

## Fact File

- Degree: Master of Science (M.Sc.)
- Type of programme: On-campus
- Standard duration: 4 semesters
- Start of programme: Annually in October
- Language: English
- Application deadline: Different to nationalities
- Credits: 120 ECTS
- Specifics: Joint degree of two partner universities, integrated one-year project
- No tuition fee, the compulsory semester contribution includes a semester ticket for free regional public transport



## Why study at Kassel and Fulda

If you are looking for close interaction between practical and theoretical education, this programme is the right one for you. Our dynamic postgraduate community, accredited courses, and a supportive learning and research environment make us an excellent choice for your postgraduate studies.

## Course Structure

The programme is characterised by a multidisciplinary approach at the interface between agriculture, food business and consumer sciences, within an international and cross-cultural context.

Bridging modules are offered to compensate different background knowledge of the students.

## One Joint Master programme – Two universities

The postgraduate programme 'MSc International Food Business and Consumer Studies' is jointly offered by two German universities - combining the expertise and facilities of both academic institutions: Lectures are at both campuses (Mo & Fri Fulda, Tue-Thu Witzgenhausen); both study places are based in the centre of Germany and very well accessible by public transport or car.