



University of
Applied Sciences
Krems | Austria

IMC Krems

INTERNATIONAL | INNOVATIVE

www.imc.ac.at



Welcome to IMC KREMS

The IMC University of Applied Sciences KREMS is an entrepreneurial institution of higher education offering government-accredited bachelor and master programmes. We are one of the leading universities of applied sciences in Austria.

All our degree programmes have a strong practical focus and are tailored to the needs of business, helping students to prepare for their careers.

Our state-of-the-art degree programmes are designed and taught by a team of lecturers who ensure that courses satisfy the needs of the labour market. This approach, along with our customised programmes and practical training, underpins our students' success and gives them a head start in their careers.

Ulrike Prommer
CEO and
Head of University
Management

Martin Waiguny
Academic Head and
University Management
Teaching & Learning

Udo Brändle
CEO and
University Management
Research

The heart of Europe

SITUATED RIGHT IN THE HEART OF EUROPE, AUSTRIA IS THE PERFECT LOCATION FROM WHICH TO TRAVEL AROUND EUROPE.

KREMS IS AUSTRIA'S MOST CHARMING UNIVERSITY TOWN AND BELONGS TO THE GREATER VIENNA REGION. OFTEN REFERRED TO AS THE 'BALCONY OF VIENNA', KREMS IS ALSO A UNESCO WORLD HERITAGE CITY.



Organisation

Mission Statement

Vision

International. Innovative. IMC Krems.

Mission

We are an Austrian university of applied sciences with an international orientation. In our core tasks, education and research, we develop and implement innovative and sustainable solutions that create regional, national and global benefits.

Values

Learn. Create. Inspire.

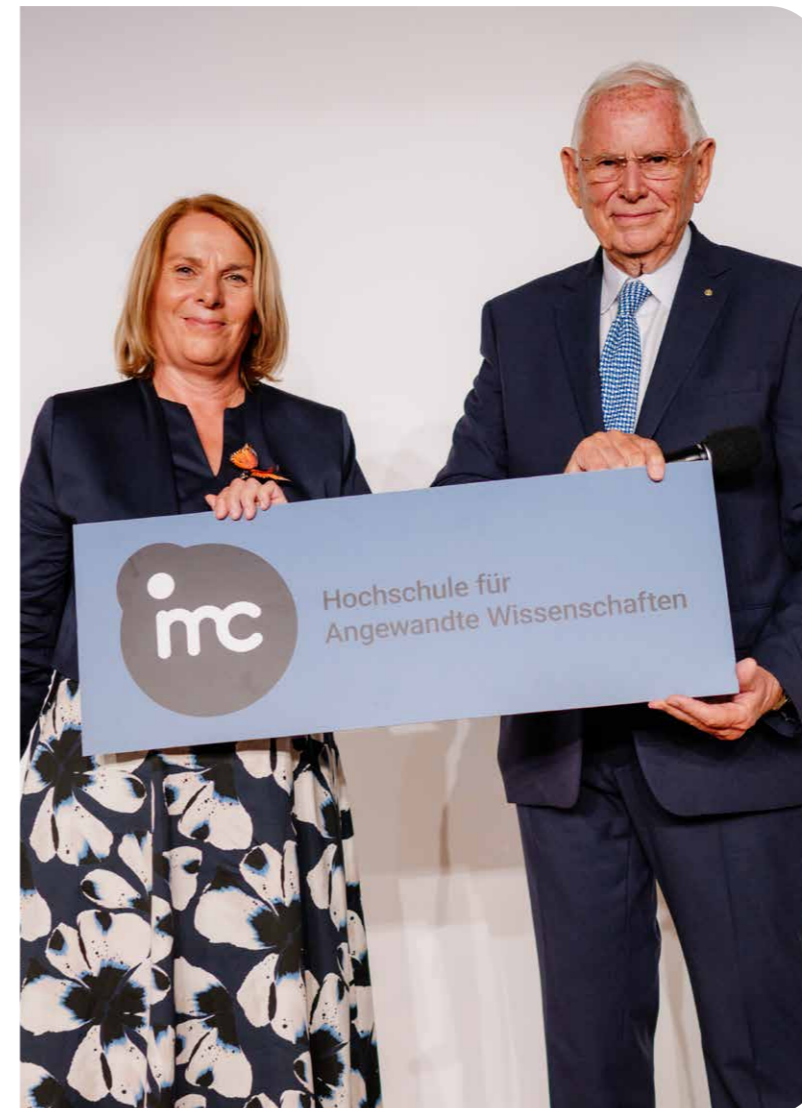
Statement by Dr. Heinz Boyer

Chairman of the Supervisory Board and Founder of IMC Krems

At IMC Krems, we hold a deep respect for our students, and we are dedicated to providing them with not only the best professors and cutting-edge infrastructure but also a supportive and unique feel-good atmosphere for both academic and personal growth.

Internationalisation has been at the heart of IMC Krems since our founding more than 30 years ago. We attract a diverse body of students and faculty from around the globe and extend our educational reach through our transnational programmes and projects.

We are committed to continuously moving forward, driving innovation and excellence in everything we do, while always prioritising the well-being and success of our students.





Our profile – this makes us special

WE ARE AN AUSTRIAN UNIVERSITY WITH AN INTERNATIONAL FOCUS. WE OFFER DEGREE PROGRAMMES WITH A STRONG PRACTICAL ELEMENT THAT ARE TAILORED TO THE NEEDS OF THE INDUSTRY. OUR PROGRAMMES MEET INTERNATIONAL HIGHER EDUCATION STANDARDS.

Employability

An IMC Krems degree opens the door to long-term professional success.

Career prospects

IMC Krems students enjoy unique career opportunities in Austria and abroad.

Compulsory internships

Are a great opportunity to gain experience and make important business contacts.

Practical focus

Because of the practical focus, students can quickly become part of business operations – implementing their knowledge in real-life projects and benefiting from lecturers' expertise.

State-of-the-art infrastructure

Excellent facilities make for an outstanding learning environment.

International focus

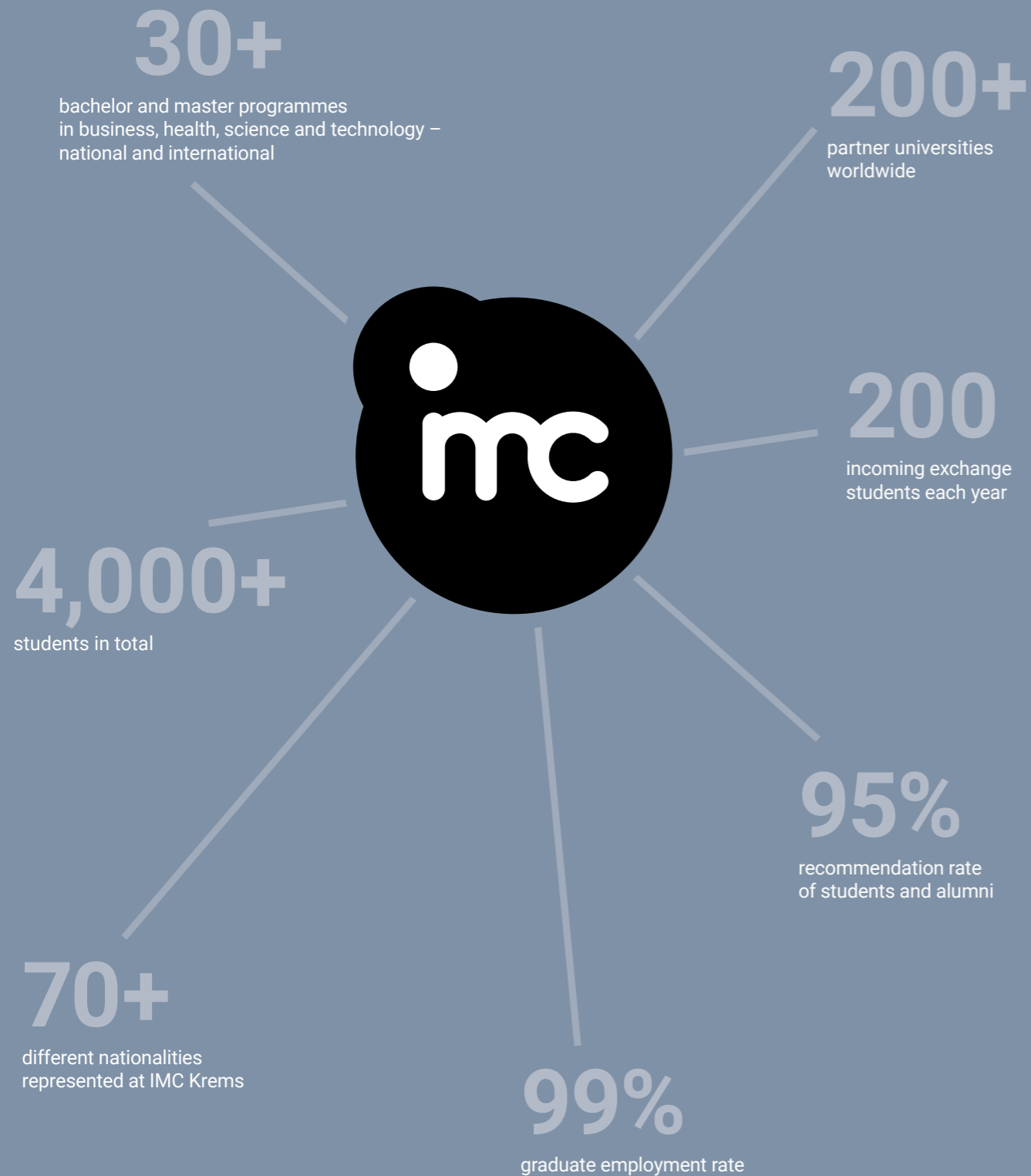
Guest lecturers from around the world and our international faculty add a strong international focus to our courses. IMC Krems offers the opportunity to work and study abroad and benefit from the insights of experts from various countries.

Research

IMC Krems focuses on forward-looking research projects, developing innovative solutions that benefit both the economy and society, thereby contributing to the attainment of the Sustainable Development Goals.



IMC Krems – facts and figures



Why choose IMC Krems?

PIONEERING, OPEN-MINDED, APPRECIATIVE: THAT'S WHAT WE EMBODY AS A UNIVERSITY OF APPLIED SCIENCES.



International. Entirely.

- International students
- Guest lecturers from all over the world
- Unique international environment
- Internationalisation at home

The personal touch.

- Comprehensive support
- Buddy system
- Inclusive environment
- Class community

An exceptional blend: stylish architecture meets historic treasures, great facilities and the latest technology.

- Unique atmosphere
- Top-quality facilities
- State-of-the-art technology
- International flair

Accredited
Programmes

International bachelor and master programmes

International focus

- > 50% of programmes in English
- < 200 partner universities worldwide
- 120 outgoing and 200+ incoming students per academic year
- Over 1,400 professional internships per year (60% abroad)
- Transnational programmes with partner universities in Azerbaijan, China, Egypt, Uzbekistan and Saudi Arabia

Academic know-how

- Programme content
- Curriculum design
- Course descriptions
- Academic guidelines and manuals
- Academic capacity building

Academic and managerial quality assurance

- Programme fully accredited in Austria
- Regular quality audits
- Quality coaching
- Thesis approval
- Chairing final examinations (BA/MA)

Lecturing services

- Joint selection of local faculty
- Experienced IMC flying faculty members
- Leading industry experts as guest lecturers

Project management

- IMC project manager as key account
- Administrative support
- Regulatory framework for operations



Azerbaijan

Academic cooperation since 2007

Partner institution and programme:

ATMU – Azerbaijan Tourism and Management University, Baku

Bachelor Programme Tourism and Leisure Management

China

Academic cooperation since 2006

Partner institution and programme:

Tropical Ocean University, Sanya

Bachelor Programme Tourism and Leisure Management and International Business Management

Egypt

Academic cooperation since 2024

Partner institution and programme:

October 6 University, Giza

Bachelor Programme Tourism & Leisure Management

Uzbekistan

Academic cooperation since 2018

Partner institution and programme:

Tashkent State University of Economics (TSUE), Tashkent

Bachelor Programme Tourism and Leisure Management and International Business Management

Vietnam

Academic cooperation since 2006

Partner institutions and programmes:

Hanoi University, Hanoi

Bachelor Programme Tourism and Leisure Management

Thuongmai University, Hanoi

Bachelor Programme Business Administration and 5 + 3 Semester Programme in International Business Management



Transnational education

Bachelor & master programmes

IMC Kreds offers to design and implement accredited degree programmes in cooperation with international partner universities at their home location.

- Language of instruction: English
- IMC Kreds faculty teaches students in their home country
- Study option at IMC Kreds in Austria
- Applied research or training
- Academic degree: European degree – Bachelor of Arts in Business (BA) or Master of Arts in Business (MA)

Customised certificate programmes

These short-term programmes are fully tailored to the clients' needs.

- Duration: flexible
- Location: campus of IMC Kreds or of a partner university

Train-the-trainer programmes

Customised train-the-trainer programmes provide international insights for experienced faculty members.

- Duration: flexible
- Location: campus of IMC Kreds or of a partner university

Full service package

Airport pick-up of the participants, full board and accommodation, courses, company visits, expert talks, executive evening sessions



Transnational project development and management

IMC Kreds provides expert consulting on the following topics:

- Development of innovative education
- Feasibility studies
- One-stop-shop: full-range services from project design to implementation
- Comprehensive management support throughout the project



Showcase projects



Austria

Semmering, Lower Austria

Overview

Conversion of the historic Grand Hotel Panhans into a multi-purpose tourism venue including

- Private apartments
- Five-star hotel
- Three-star seminar hotel
- International College for Tourism and Management

Project goal

- Revitalisation of the region as a popular, year-round tourism destination

Jordan

Aqaba

Overview

Feasibility study and business plan for a centre of excellence

- Tourism education at vocational and academic level
- Seminar hotel

Project goals

- Contribution to the area's economic development
- Establishment and development of tourism infrastructure
- Increase in supply of qualified employees for Jordanian enterprises



Oman

Buraimi

Overview

Development of a university in Buraimi

Project goals

- Design and implementation of academic programmes
- Implementation of organisation and management structures
- Management know-how
- Accounting and controlling

Consortium leader

IMC University of Applied Sciences Krems

Consortium partners

University of Vienna, TU Wien,
University of Applied Sciences FH Campus Wien,
University of Bradford (UK)

Muscat

Overview

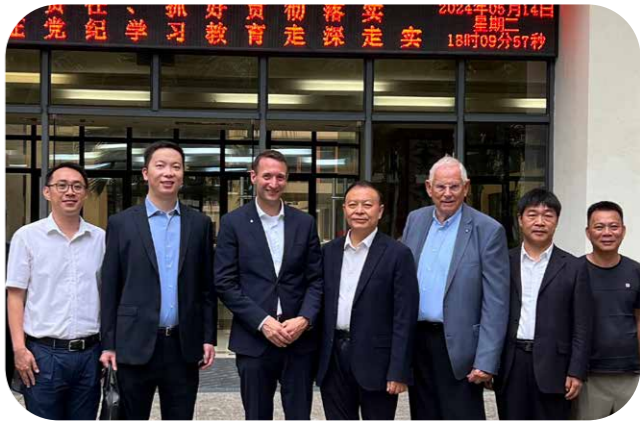
Development of the Oman Tourism College in Muscat

Project goals

- Design and implementation of diploma programmes in tourism and hospitality management



Selected international contacts



Department of Business

The Department of Business concentrates on a variety of specialist economic subjects, with a strong emphasis on applications.

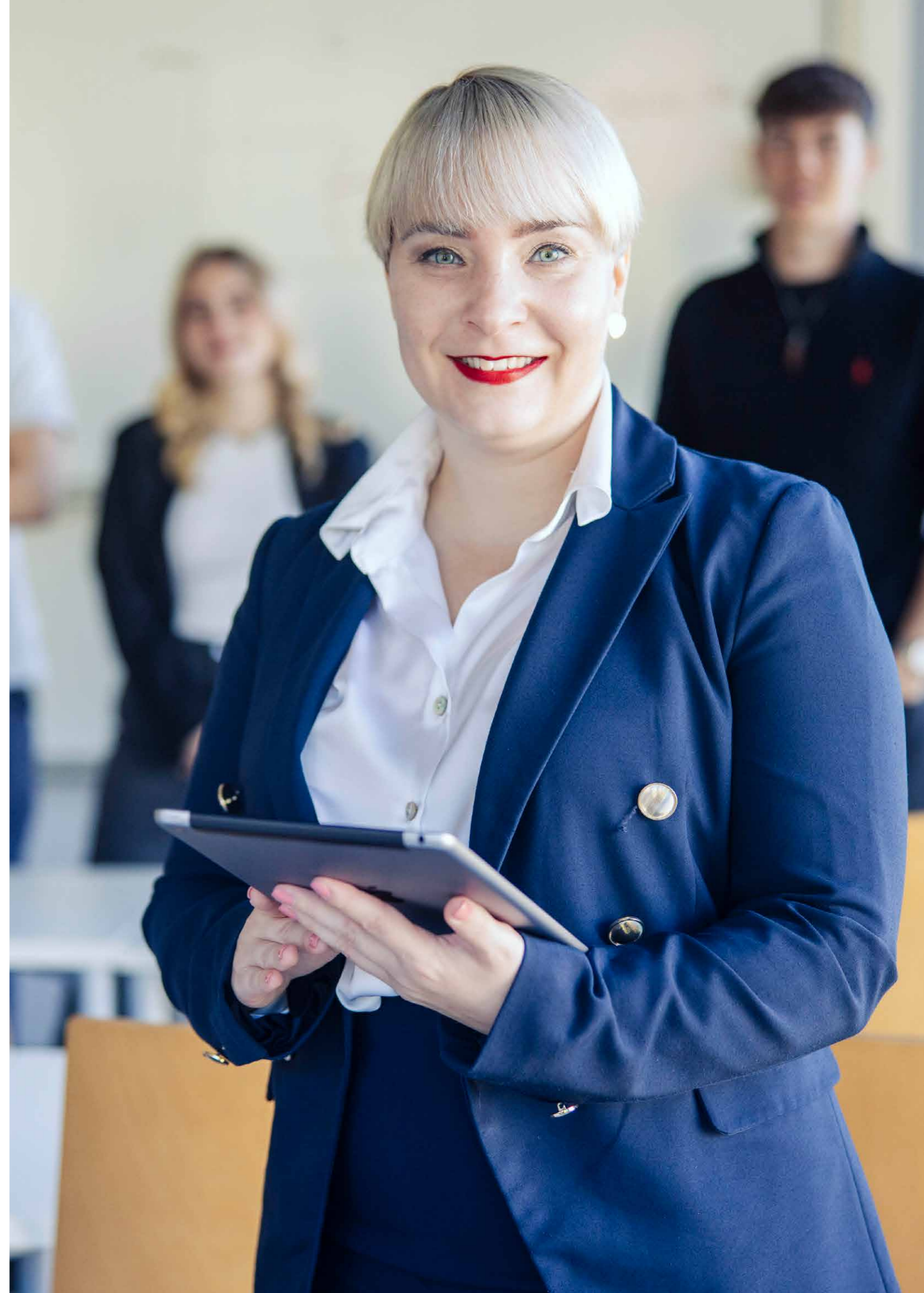
Our department consists of the following institutes:

- Institute Business and Innovation
- Institute Entrepreneurship
- Institute Health Management
- Institute Global Impact and Transformation
- Institute International Business
- Institute Marketing and Wine Business
- Institute Sustainability and Circular Economy
- Institute Tourism

Close ties with the economy: innovative solutions for businesses

In terms of both interdisciplinary teaching and research, the Department of Business focuses on contemporary management theories, the development of efficient and innovative solutions and their implementation in business practice, the analysis of value creation, and research into corporate social responsibility.

An interdisciplinary research network, and collaboration with corporate and academic partners as well as tertiary education facilities – with a strong international focus – expand the university's research portfolio and promote the development and ongoing expansion of our research-related capabilities in the various research fields and topics.





Department of Health Sciences

The Health Sciences Department at IMC Krems carries out research into therapeutic and nursing care. There is also an emphasis on testing and developing treatment measures for patients.

Our department consists of the following institutes:

- Institute Nursing Science
- Institute Therapeutic and Midwifery Sciences

Interdisciplinary collaboration generates new findings

Research in the Department of Health Sciences may look at interventions systematically developed by the department

itself or, alternatively, the focus is on systematic testing of existing interventions. Measuring the outcomes is an important part of the implementation and evaluation process. The department carries out interdisciplinary research projects, with an emphasis on possible practical applications.

The projects concentrate on topics such as health promotion, prevention and rehabilitation, as well as the entire human life cycle – from birth through to professional care in old age. Chronic conditions are another focus area.

Our research centres on the distinct perspectives and needs of all those affected – be it clients and their relatives or the various health experts involved. Another priority is finding ways to involve patients and doctors in evaluations.

The aim is to bring practice and research closer together.



Department of Science and Technology

The Department of Science and Technology provides innovative solutions to real-world problems by fostering interdisciplinary education and research.

Our department consists of the following institutes:

- Institute Applied Chemistry
- Institute Biotechnology
- Institute Digitalisation and Informatics
- Institute Krems Bioanalytics

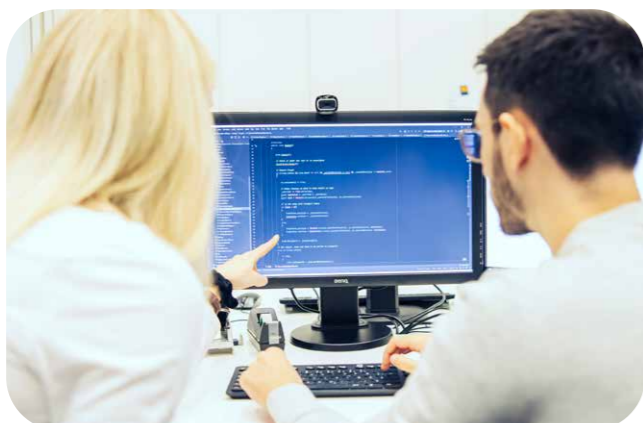
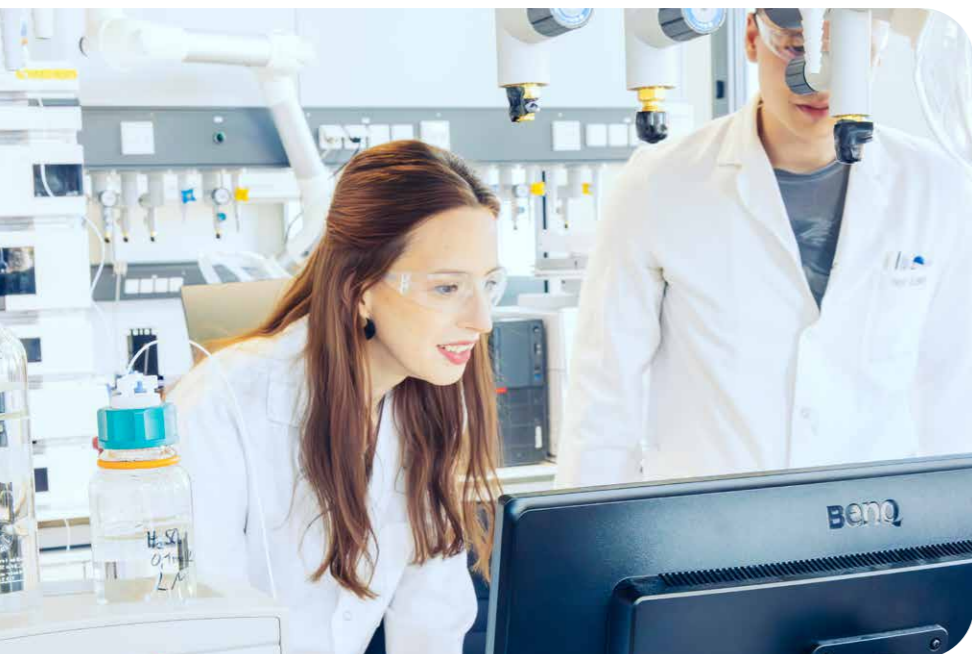
Building a sustainable future through technology and science as foundational pillars

Through seamless integration of different scientific disciplines when addressing the key challenges of our

time, the Department of Science and Technology contributes to the development of a sustainable future.

By meeting the ever-changing research and education needs of the industry, whether in biotechnology, applied chemistry or computer science, we drive new ways of managing data and intelligent systems, and focus on various aspects of applied biomedicine and chemistry research such as cancer, immune system disorders, toxicology, drug research, material sciences, artificial intelligence, etc.

The interdisciplinary team is optimally composed of committed academic, administrative, technical and support staff. We act as an international academic competence center of interdisciplinary education and research.





Krems Bioanalytics

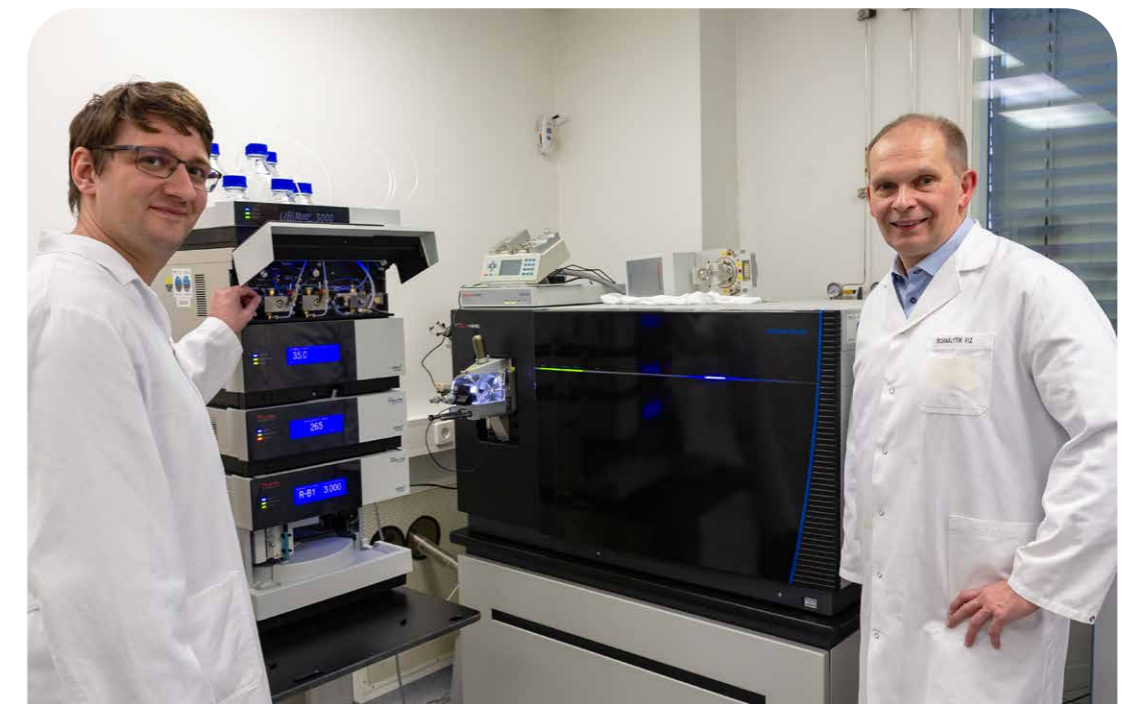
WE SPECIALISE IN INNOVATIVE BIOANALYTICAL SERVICES FOR LARGE MOLECULES. WITH OUR COMPREHENSIVE SCIENTIFIC EXPERTISE IN IMMUNOLOGY, HAEMATOLOGY AND CANCER RESEARCH, WE ARE YOUR COMPETENT PROVIDER IN ROUTINE AND ADVANCED BIOANALYTICS.

Your partner in immunology, haematology and oncology

Krems Bioanalytics is an internationally operating contract research institute providing cutting-edge bioanalytical services in the fields of immunology, haematology and oncology.. We have long-standing expertise in the development and validation of customised GxP and IVDR compliant analytical assays for large molecules and vaccines. We offer sample analytics for early and late preclinical studies (R&D or GLP) and for clinical trials (GCP).

Experience the best of both worlds

As a university-based contract research organisation (CRO), we are uniquely positioned to bridge the gap between cutting-edge research and quality-assured pharmaceutical drug development. Partnering with us accelerates drug development, ensuring quality and innovation from bench to bedside.



Sustainable development

Applied research meets future-oriented research focuses

We bundle our applied research into future-oriented research focuses, develop innovative solutions for the benefit of the economy and society and thus contribute to the achievement of the Sustainable Development Goals.

Our researchers are visible in the national and international scientific community with their research results and are recognised and sought after as experts in their respective fields.

UN Sustainable Development Goals

193 countries, one goal

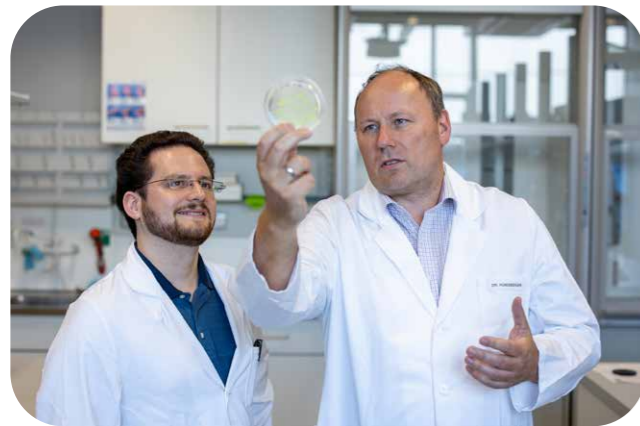
In 2015, a set of global goals was endorsed to end poverty, protect the planet and ensure prosperity for all.

As a university of applied sciences, we base our actions on these goals and act as a role model for our stakeholders.



IMC Krems

INTERNATIONAL BY HEART | MEANINGFUL BY BELIEF | CURIOUS BY NATURE



IMC. It's all in me.

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Accreditations



Memberships

