

Business



University of
Applied Sciences

BACHELOR

International Business Management

International business in a nutshell:

Do you enjoy communication? Do you like to travel?
Are you open to other cultures? Are you interested
in international business relations? Then this degree
programme is the perfect choice for you.

www.imc.ac.at

Special features

Ideally equipped for tomorrow's job market

The International Business Management bachelor degree programme has been designed to help you develop the knowledge, skills and mindset to engage in international businesses. You will examine ways in which you can develop and manage businesses with a view to building a successful future. You learn how to effectively manage national and international projects and partnerships. While the courses focus on international business activities, it goes without saying that the skills you develop can also be applied in the domestic market. We give our students the tools they need to handle complex situations so that they can skilfully address all kinds of challenges using the problem-solving approaches and strategies at their disposal.

International focus from day one

International and intercultural learning is also very important to us. Your learning and experience will already start on day one. You will work in teams with fellow students from all over the world on international topics in class. For projects we team up with companies and universities to make it interesting and relevant.

Furthermore, you have the opportunity to spend the third semester abroad at one of our 170+ partner universities without having to put your studies on hold. The fourth semester also has an international element: an internship at a company of your choice abroad.

Core elements of the programme

We provide you with a broad range of business administration skills and know-how, with a focus on international activities. This is the ideal preparation for capitalising on the opportunities and addressing the challenges of increasingly dynamic markets by implementing established and new business models, and adopting contemporary approaches.

We want to help our students develop relevant and up to date skills and knowledge, and believe in learning by experience. That is why e.g. the internship in semester four is fully integrated in the programme, and accompanied by a course on real world artificial intelligence applications.

At a glance



English

The language of instruction is English. This helps you develop the proficiency required to communicate and negotiate in multi-cultural environments.



Full-time

Courses take place from Monday to Friday between 8.00 a.m. and 8.00 p.m. Fridays are usually conducted digital and asynchronous, giving students more time to work/travel/enjoy.



Six semesters

The degree programme lasts three years, with a total workload of 180 ECTS. Graduates receive the academic degree of Bachelor of Arts in Business (BA).



20+ weeks internship

You will quickly put into practice the expertise you have picked up during your courses. You can work in any country and any company you like. The internship is an obligatory part of the programme.



Study fee

EU/EEA citizens pay a study fee of EUR 363.36 per semester, plus the student union fee.

Curriculum

Semester I	CH	ECTS
SUSTAINABLE MANAGEMENT AND ENTREPRENEURSHIP		
Principles of Management	2	3
Sustainability and Ethics in Leadership	1	1
Entrepreneurship	1	2
INTERNATIONAL BUSINESS I		
International Marketing and Sales	2	3
Doing Business Abroad: Exporting and Importing	2	3
ACCOUNTING AND FINANCE I		
Accounting I	2	4
INTERCULTURAL COMPETENCE AND SELF-REFLECTION		
Training Intercultural Competence and Self-Reflection	2	2
Rhetoric and Presentation	1	1
SCIENTIFIC METHODS AND TOOLS I		
Foundations of Empirical Social Research	1	1
Qualitative Research Methods	2	2
BUSINESS MATHEMATICS		
Business Mathematics – Theory	1	2
Business Mathematics – Exercises	1	2
FRENCH I (LEVEL A1) **		
French I (Level A1) **	3	4
FRENCH I (LEVEL B1) **		
French I (Level B1) **	3	4
SPANISH I (LEVEL A1) **		
Spanish I (Level A1) **	3	4
SPANISH I (LEVEL B1) **		
Spanish I (Level B1) **	3	4
ITALIAN I (LEVEL A1) **		
Italian I (Level A1) **	3	4
GERMAN I (LEVEL B1) **		
German I (Level B1) **	3	4
CHINESE I (LEVEL A1) **		
Chinese I (Level A1) **	3	4
GERMAN I (LEVEL A1) **		
German I (Level A1) **	3	4

Semester II	CH	ECTS
HR AND PEOPLE MANAGEMENT		
Human Resource Management and Career Development	2	3
Group Dynamics	1	1
INTERNATIONAL BUSINESS II		
Procurement, Production and Logistics	2	3
Doing Business Abroad: FDI	2	3
ACCOUNTING AND FINANCE II		
Accounting II	2	3
ECONOMICS I		
Microeconomics	2	3

FULL-TIME

SCIENTIFIC METHODS AND TOOLS II		
Quantitative Research Methods	2	3
Principles of Business Data Analysis	2	3
BUSINESS STATISTICS		
Business Statistics – Theory	1	2
Business Statistics – Exercises	1	2
FRENCH II (LEVEL A2) **		
French II (Level A2) **	3	4
FRENCH II (LEVEL B1) **		
French II (Level B1) **	3	4
SPANISH II (LEVEL A2) **		
Spanish II (Level A2) **	3	4
SPANISH II (LEVEL B1) **		
Spanish II (Level B1) **	3	4
ITALIAN II (LEVEL A2) **		
Italian II (Level A2) **	3	4
GERMAN II (LEVEL A2) **		
German II (Level A2) **	3	4
GERMAN II (LEVEL B1) **		
German II (Level B1) **	3	4
CHINESE II (LEVEL A1/A2) **		
Chinese II (Level A1/A2) **	3	4

Semester III	CH	ECTS
ORGANISATION DESIGN AND CORPORATE MANAGEMENT		
Organisational Theory and Development	2	3
Processes, Audits and Reports in Purpose-Driven Organisations	1.5	2
INTERNATIONAL BUSINESS III		
International Project Management and Project Communication	2	3
International Marketing Research and Market Entry	2	3
ACCOUNTING AND FINANCE III		
Managerial Accounting/Controlling and Decision Making	2	3
Finance and Investment	1.5	3
Crowd Funding and Alternative Finance	2	3
ECONOMICS II		
Macroeconomics	3	3
LAW, CONTRACTS AND NEGOTIATION		
Principles of Law	2	2
Establishing Contracts and Negotiation	1.5	3
FRENCH III (LEVEL A2/A2+) **		
French III (Level A2/A2+) **	2	2
FRENCH III (LEVEL B1/B2) **		
French III (Level B1/B2) **	2	2
SPANISH III (LEVEL A2/A2+) **		
Spanish III (Level A2/A2+) **	2	2

SPANISH III (LEVEL B1/B2) **		
Spanish III (Level B1/B2) **	2	2
ITALIAN III (LEVEL A2/A2+) **		
Italian III (Level A2/A2+) **	2	2
GERMAN III (LEVEL A2/A2+) **		
German III (Level A2/A2+) **	2	2
GERMAN III (LEVEL B1/B2) **		
German III (Level B1/B2) **	2	2
CHINESE III (LEVEL A2) **		
Chinese III (Level A2) **	2	2

Semester IV	CH	ECTS
PRACTICAL TRAINING		
Practical Training (20 weeks à 32 hours per week)	0	26
Practical Training Coaching Seminar	1	2
ARTIFICIAL INTELLIGENCE APPLICATIONS IN BUSINESS		
Artificial Intelligence Applications in Business	2	2

Semester V	CH	ECTS
BUSINESS FOUNDATION AND MANAGEMENT		
Entrepreneurship and Starting a Company	2	3
Budgeting and Financial Management	2	3
Key Account and Performance Management	2	2
INTERNATIONAL BUSINESS IV		
Foreign Trade Techniques: Export Risk Management	2	3
Supply Chain Management and Simulation	3	3
Tender and Contracting	2	3
INTERNATIONAL LAW AND INTERNATIONAL RELATIONS I		
International Relations and Geopolitical Affairs	2	2
International Business Law	1.5	2
SCIENTIFIC METHODS AND TOOLS III		
Bachelor Seminar I	1	3
FRENCH IV (LEVEL A2/B1) **		
French IV (Level A2/B1) **	2	3
FRENCH IV (LEVEL B2) **		
French IV (Level B2) **	2	3
SPANISH IV (LEVEL A2/B1) **		
Spanish IV (Level A2/B1) **	2	3
SPANISH IV (LEVEL B2) **		
Spanish IV (Level B2) **	2	3
ITALIAN IV (LEVEL A2/B1) **		
Italian IV (Level A2/B1) **	2	3
GERMAN IV (LEVEL A2/B1) **		
German IV (Level A2/B1) **	2	3
GERMAN IV (LEVEL B2) **		
German IV (Level B2) **	2	3
CHINESE IV (LEVEL A2+) **		
Chinese IV (Level A2+) **	2	3
ELECTIVE: FUTURE MARKETS		
Elective: Future Markets	1	3
ELECTIVE: DIGITALISATION OF BUSINESS		
Elective: Digitalisation of Business	1	3

ELECTIVE: EXPORT MARKET METRICS		
Elective: Export Market Metrics	1	3
ELECTIVE: SOURCING AND CUSTOMS PLANNING		
Elective: Sourcing and Customs Planning	1	3
ELECTIVE: ARTIFICIAL INTELLIGENCE APPLICATIONS AND VISUALISATION OF DATA		
Elective: Artificial Intelligence Applications and Visualisation of Data	1	3

Semester VI	CH	ECTS
INTERNATIONAL BUSINESS V		
International Financial Management	2	3
Elective Case Seminar A: Export of Commodities and Goods	3	5
Elective Case Seminar B: Export of Services	3	5
Elective Case Seminar C: FDI and Engineering Projects Abroad	3	5
ECONOMICS III		
International Economics	2	3
INTERNATIONAL LAW AND INTERNATIONAL RELATIONS II		
International Strategies for Sustainable Development	2	3
COMMUNITY MANAGEMENT AND SOCIAL LEARNING		
Community Management and Social Learning	1	3
SCIENTIFIC METHODS AND TOOLS IV		
Bachelor Seminar II and Bachelor Paper	1	8
BACHELOR EXAM		
Bachelor Exam	0	2
FRENCH V (LEVEL B1) **		
French V (Level B1) **	2	3
FRENCH V (LEVEL C1) **		
French V (Level C1) **	2	3
SPANISH V (LEVEL B1) **		
Spanish V (Level B1) **	2	3
SPANISH V (LEVEL C1) **		
Spanish V (Level C1) **	2	3
ITALIAN V (LEVEL B1) **		
Italian V (Level B1) **	2	3
GERMAN V (LEVEL B1) **		
German V (Level B1) **	2	3
GERMAN V (LEVEL C1) **		
German V (Level C1) **	2	3
CHINESE V (LEVEL A2/B1) **		
Chinese V (Level A2/B1) **	2	3

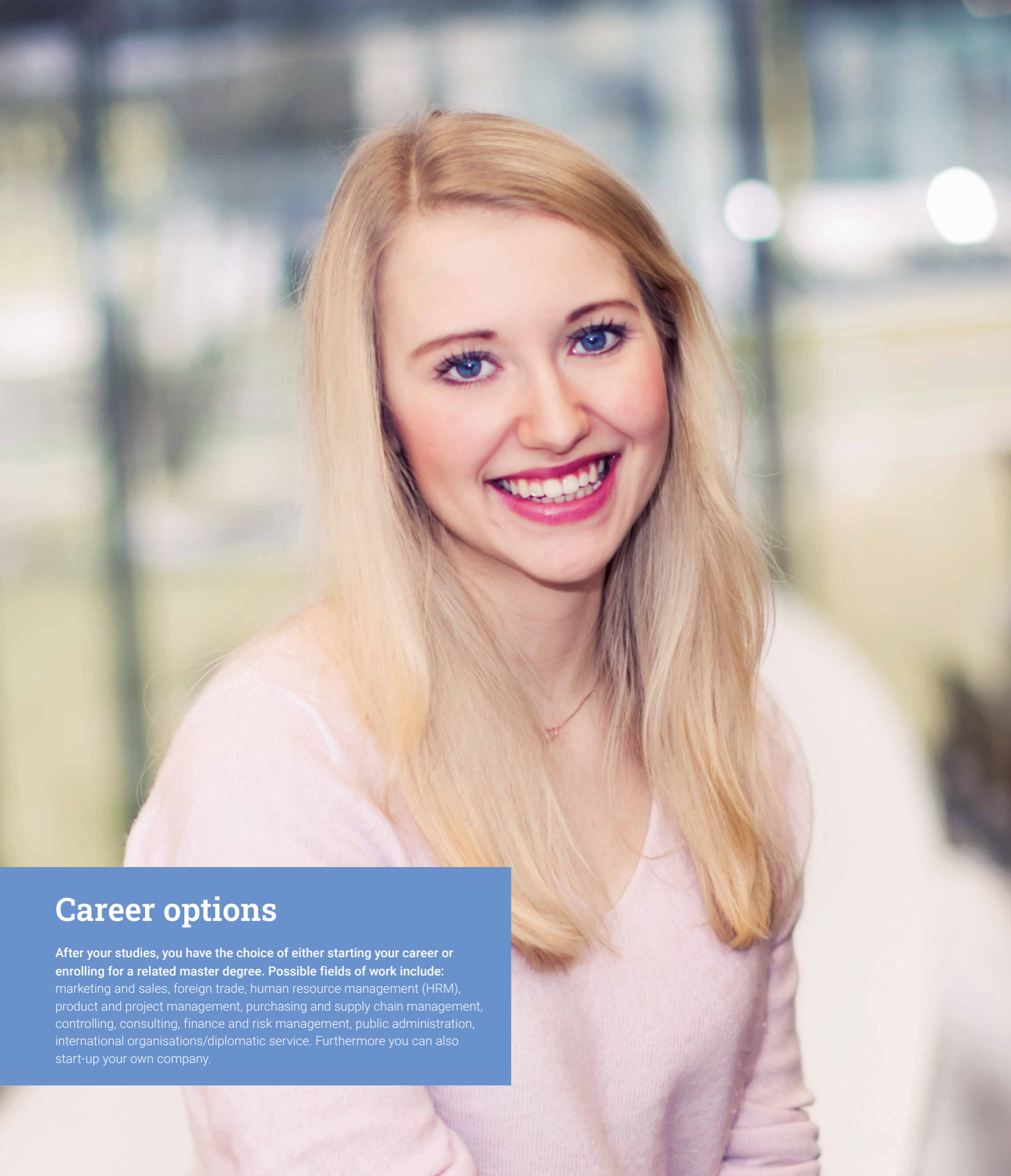
CH: Contact Hours

**Students choose one language.

Electives fifth and sixth semester: Students choose one elective.

FDI = Foreign direct investment

Subject to possible alterations.



Career options

After your studies, you have the choice of either starting your career or enrolling for a related master degree. Possible fields of work include: marketing and sales, foreign trade, human resource management (HRM), product and project management, purchasing and supply chain management, controlling, consulting, finance and risk management, public administration, international organisations/diplomatic service. Furthermore you can also start-up your own company.

A very personal story

VERENA DENG, FROM UPPER AUSTRIA, COMPLETED HER SCHOOL LEAVER'S CERTIFICATE AT THE COMMERCIAL COLLEGE IN STEYR. IMMEDIATELY AFTER LEAVING HIGH SCHOOL, SHE MOVED TO PENNSYLVANIA TO WORK AS AN AU PAIR AND EXPERIENCE LIFE ABROAD. A PASSIONATE COOK, SHE ALSO ENJOYS TRAVELLING THE WORLD. SHE DESCRIBES HERSELF AS A VERY OPEN AND DETERMINED PERSON.

Lots of colleagues from overseas

My particular highlights of studying at IMC Krems: the international focus, lots of colleagues from overseas, plenty of opportunities to learn an additional language e.g. Chinese, the exchange semester and the internship abroad. I spent mine in Hong Kong. It gave me a chance to build on the Chinese language skills I have been honing here. Rather than taking part in the exchange semester, I decided to do an internship a little farther afield instead. The costs involved are not inconsiderable – while Hong Kong might sound amazing, I had to make sure to cover the really high costs of living there.

Research methodology and software applications

In my first year we had research methodology and learned about software applications such as Excel and Word, both of which were great because we could put what we have worked so hard on to good use

when it came to writing our bachelor papers.

And for people who come from a German-speaking background: if you choose to embark on this international bachelor programme, then English will not be as big an issue as you might think. I had to be well organised as I had two part-time jobs. It is tough, but I wouldn't have it done any other way. I had to keep the money coming in since I would have made a contribution towards the costs of my studies.

Tip

The dual degrees we offer in conjunction either with the Metropolia University of Applied Sciences, Finland or the KEDGE Business School – Campus Bordeaux, France are particularly attractive options.

IMC. It's all in me.

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Accreditations



Memberships

