

Business



University of
Applied Sciences

MASTER

International Business and Economic Diplomacy

Against the backdrop of current economic and political developments, you will recognise the significance of international business relations and capitalise on them in order to achieve success on international markets.

www.imc.ac.at



International Business and Economic Diplomacy

Our two-year master degree programme is centred on developing broad-based, forward-looking expertise related to international management and economic diplomacy. This programme gives you managerial skills that will enable you to confidently hold your own in a competitive and constantly changing environment. The programme also comprises wide-ranging practical elements, with a focus on ongoing enhancement of soft skills and research techniques, all of which improve your employability.

At a glance



Part-time

We offer two study-time models: You can attend courses either on Thursdays and Fridays, or on Fridays and Saturdays.



English

The language of instruction is English. This prepares you for a career in a multi-cultural environment.



Four semesters

The degree programme lasts two years, with a total workload of 120 ECTS. Graduates receive the academic degree of Master of Arts in Business (MA).



Admission

An undergraduate degree programme in a relevant business discipline or an equivalent degree with a workload of at least 180 ECTS at a recognised institute of higher education in Austria or abroad. Proof of English language proficiency (Common European Framework of Reference for Languages level C1).



Study fee

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

Highlights

International and interdisciplinary, with a strong strategic and practical focus: welcome to the International Business and Economic Diplomacy master degree programme.

The core subjects

The core subject international business focuses on internal company operations that are relevant for internationalisation processes. The emphasis in the core subject economic diplomacy is on external factors that provide the framework for international economic relations, and which in turn have a significant influence on business success abroad.

Employability and research skills

The topics of international business and economic diplomacy are brought together in the core subject of Employability and Research Skills. The Skill Lab is a place where you can enhance both your hard and soft skills. For example, the Business Analytics course shows you how to understand and analyse business data from an application-led perspective, and how such data can be used to support corporate decision-making processes.

The electives

Trade Management Strategies or International Economic Relations. In your chosen elective, you go one step further and take on the role of an expert, focusing on strategic aspects of international trade in a business context, or on international collaboration from an institutional perspective. You can tailor your degree in line with your personal interests – the electives in semesters 2 and 3 give you all the flexibility you need.

Tip

Do you want to strike the right balance between studying and your work commitments? Or would you prefer to have the weekends off? We offer two study-time models for this part-time master degree programme: you can attend courses either on Thursdays and Fridays, or on Fridays and Saturdays. The programme also includes courses and excursions spread over a total of three block weeks. So the degree is perfectly compatible with professional and/or family commitments.

Curriculum

Semester I	CH	ECTS
STRATEGIC MANAGEMENT		
Advanced International Marketing	2	3
International Employment Relations	2	3
International Operations Management	2	3
FINANCIAL MANAGEMENT		
Performance Management	2	3
INSTITUTIONS AND DIPLOMACY		
Economic Diplomacy	2	3
International Business Law	2	4
International Institutions	2	3
EMPLOYABILITY SKILLS		
Business Analytics I	2	4
Negotiation Techniques	1	2
RESEARCH SKILLS AND MASTER THESIS		
Quantitative and Qualitative Research Methods	2	2

Semester II	CH	ECTS
FINANCIAL MANAGEMENT		
International Finance	2	4
International Taxation	2	3
ELECTIVE 1: TRADE MANAGEMENT STRATEGIES*		
Developing Business Opportunities in International Trade	2	3
POLITICAL AND ECONOMIC STRATEGIES		
International Macroeconomics	2	3
International Political Economy	2	4
Location Analysis	2	4
Governance and Ethics	2	3
ELECTIVE 2: INTERNATIONAL ECONOMIC RELATIONS*		
Foreign Policy Analysis	2	3
EMPLOYABILITY SKILLS		
Business Analytics II	2	4
Crisis Management	1	2

PART-TIME

Semester III	CH	ECTS
FINANCIAL MANAGEMENT		
Mergers and Acquisitions	2	3
ELECTIVE 1: TRADE MANAGEMENT STRATEGIES*		
Logistics and Supply Chain Management	2	4
International Reporting	2	4
International Business and CSR	2	4
POLITICAL AND ECONOMIC STRATEGIES		
International Tendering	2	4
ELECTIVE 2: INTERNATIONAL ECONOMIC RELATIONS*		
European Economic Integration	2	4
Interest Groups and Advocacy	2	4
Development Cooperation and Economic Growth	2	4
EMPLOYABILITY SKILLS		
Consulting	2	3
Diplomatic Protocol	1	2
RESEARCH SKILLS AND MASTER THESIS		
Research Seminar: Problems and Challenges in International Trade	2	6

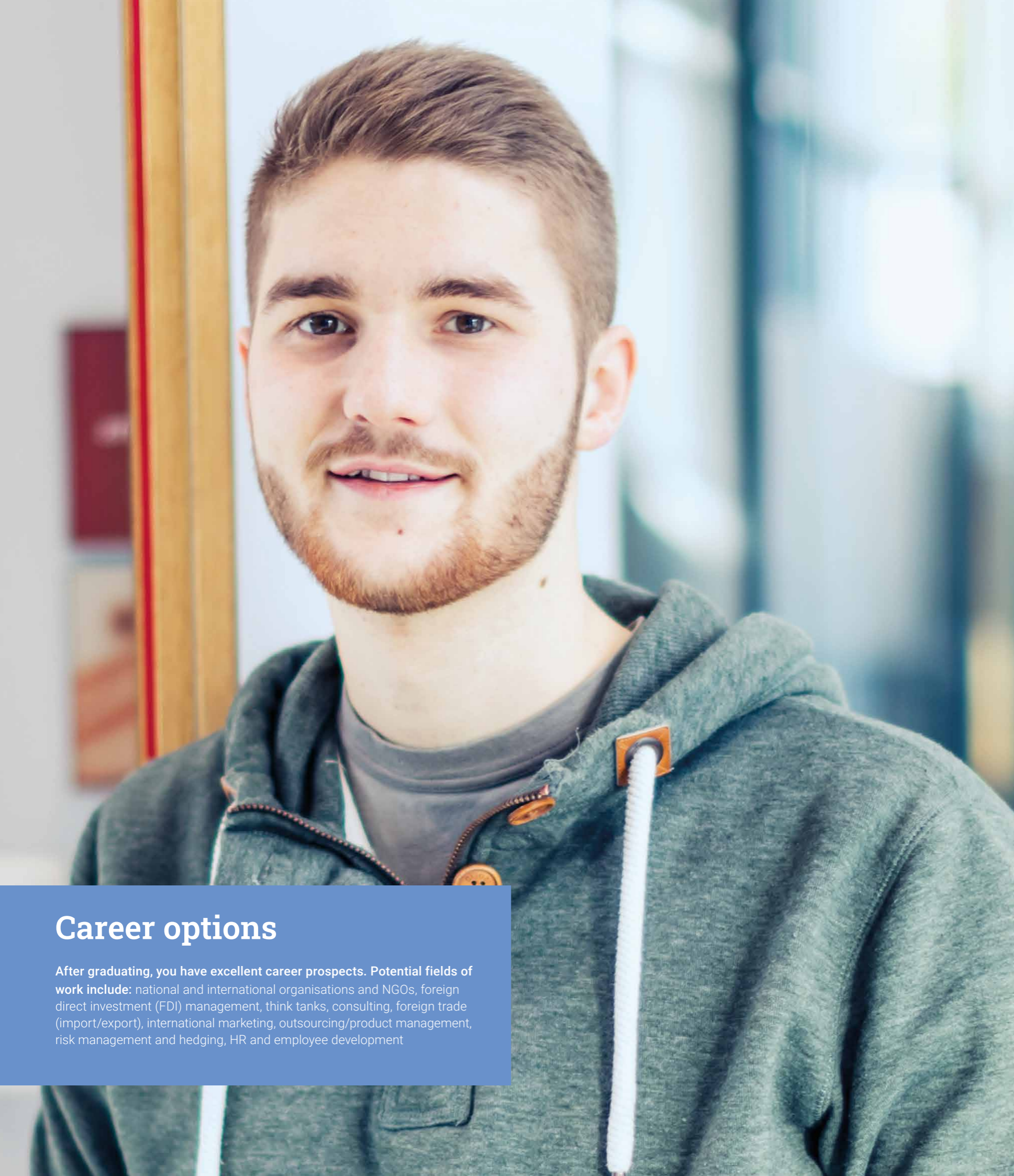
Semester IV	CH	ECTS
EMPLOYABILITY SKILLS		
International Business Project	2	4
RESEARCH SKILLS AND MASTER THESIS		
Master Thesis	0	22
Master Exam	0	4

CH: Contact Hours

* Students choose one elective.

Subject to possible alterations.





Career options

After graduating, you have excellent career prospects. Potential fields of work include: national and international organisations and NGOs, foreign direct investment (FDI) management, think tanks, consulting, foreign trade (import/export), international marketing, outsourcing/product management, risk management and hedging, HR and employee development

A very personal story

LUKAS RENZ COMPLETED HIS BACHELOR DEGREE IN TOURISM AND LEISURE MANAGEMENT HERE AT IMC KREMS. IN 2015 – JUST BEFORE HE STARTED THE COURSE – HE FOUNDED A START-UP CALLED BÄRNSTEIN, WHICH HE SUCCESSFULLY BUILT UP ALONGSIDE HIS STUDIES. LUKAS WAS IN NO DOUBT THAT IMC KREMS WOULD BE THE RIGHT CHOICE FOR HIS MASTER DEGREE, TOO.

The big picture

I chose the International Business master degree programme because I work as an entrepreneur in the consumer goods industry, which means I'm confronted with many different aspects of business on a daily basis. Export-related topics are obviously crucially important. For me, the biggest benefit is the strong international focus and the international mindset: as a student on this programme you're in permanent contact with a diverse group of people from lots of different countries, and that's helping me to develop as a person.

Theory meets practice

We don't just study the theory; we also benefit from our lecturers' wealth of real-life experience. This is absolutely amazing! The way that financial and strategic management is so closely linked to practice-based examples is particularly useful for me. It brings the theory to life

and makes it easy to understand. "When I was sitting at the same table as Steve Ballmer [the former CEO of Microsoft] and offered him my advice ..." – These sorts of statements bring home to me that I'm studying at the right university.

Studying and working

I think this English-language programme is definitely the ideal option for enhancing my entrepreneurial skills. However, you should bear in mind that I'm generally an advocate of part-time degree programmes. You can use the time when you're not studying to develop professionally. Of course, it only works if you're strictly disciplined and organise your time very carefully – you can't be lax about this. But the sacrifices you make during your studies are absolutely worth it. If you want to get in touch, I'll be glad to help.

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IMC. It's all in me.

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Accreditations



Memberships

