

# TRANSNATIONAL PROGRAMMES AND PROJECTS



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# WELCOME TO IMC KREMS



## FOREWORD

“We are a leading University of Applied Sciences in Austria offering government-accredited bachelor and master programmes.

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

Studying at IMC KREMS is a life-changing experience thanks to the professional support of our lecturers, a learning environment that promotes mutual respect, and our first-class facilities.

We are an entrepreneurial 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.

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 is the basis of our students' success and gives them a head start on their chosen career path.”

The IMC KREMS  
Managing Team



Mag.  
Ulrike Prommer  
CEO



Prof.(FH) Dr.  
Karl C. Ennsfellner  
CEO



Dr. h.c. Mag.  
Heinz Boyer  
Chairman of the  
Supervisory Board



# OUR PROFILE



## THIS MAKES US SPECIAL

### ■ **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.

### ■ **Practical focus**

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

### ■ **Internships**

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

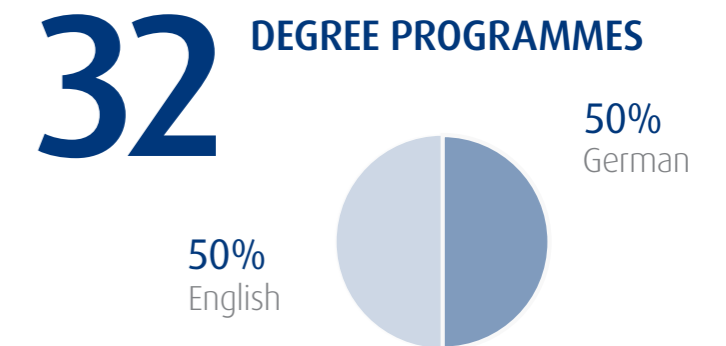
### ■ **State-of-the-art infrastructure**

Excellent facilities make for an outstanding learning environment.

### ■ **International focus**

Guest lecturers from around the world add a strong international focus to our courses. IMC Krems offers English-language degree programmes, the opportunity to work and study abroad and guest lecturers from all over the world.

# FACTS AND FIGURES



# HIGH QUALITY PROGRAMMES



## BUSINESS

	Programme		Language	
	Bachelor	Master	German	English
Business Administration	●			●
Business Administration	●		●	
Business Administration for the Public Health Sector	●		●	
Environmental and Sustainability Management		●	●	
Export-oriented Management	●			●
International Business and Economic Diplomacy*		●		●
International Wine Business	●			●
Management		●	●	
Management of Health Institutions		●	●	
Marketing		●		●
Tourism and Leisure Management	●			●

## DIGITALISATION & ENGINEERING

	Programme		Language	
	Bachelor	Master	German	English
Applied Chemistry	●			●
Digital Business Innovation and Transformation		●		●
Informatics	●			●

## HEALTH

	Programme		Language	
	Bachelor	Master	German	English
Advanced Nursing Practice		●	●	
Applied Health Sciences		●	●	
General Nursing	●		●	
Midwifery	●		●	
Music Therapy	●	●	●	
Occupational Therapy	●		●	
Physiotherapy	●		●	

## LIFE SCIENCES

	Programme		Language	
	Bachelor	Master	German	English
Medical and Pharmaceutical Biotechnology	●	●		●

Our programmes are offered in full-time or part-time format.

\* Upon approval of the Austrian accreditation agency AQ Austria

# 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:** Austrian (which is a European Union) 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
- **Full-service package:** airport pick-up of the participants, full board and accommodation, courses, company visits, expert talks, executive evening sessions

## ■ TRAIN-THE-TRAINER PROGRAMMES

The 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



# INTERNATIONAL BACHELOR AND MASTER PROGRAMMES



## RANGE OF SERVICES OFFERED

### 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



# INTERNATIONAL BACHELOR AND MASTER PROGRAMMES

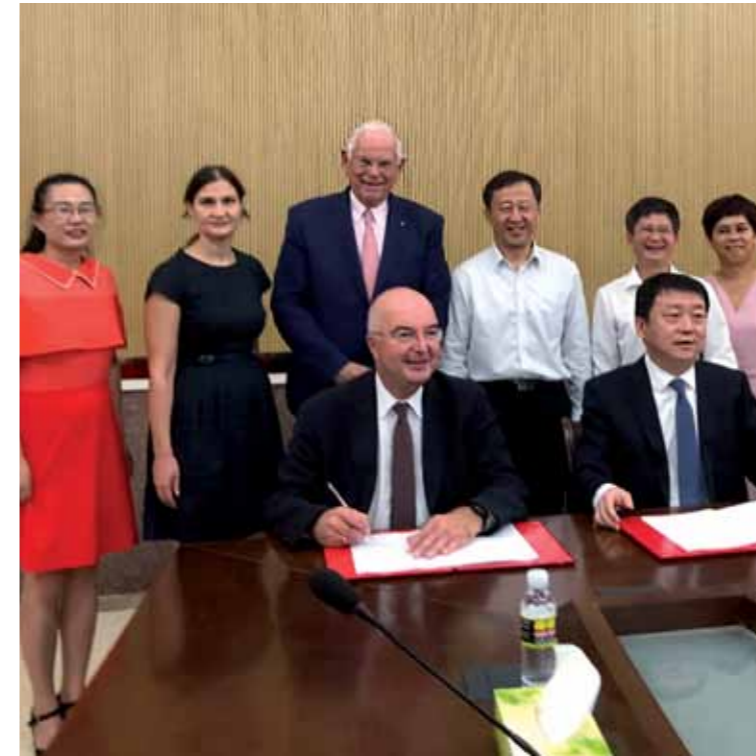


## VIETNAM

Academic cooperation since 2006

### Partner institutions and programmes

- **Hanoi University, Hanoi**  
Bachelor Programme Tourism and Leisure Management
- **Saigon University, Ho Chi Minh City**  
Bachelor Programme Business Administration and E-Business Management
- **Thuongmai University, Hanoi**  
Master Programme Management



## CHINA

Academic cooperation since 2006

### Partner institution and programme

- **Tropical Ocean University, Sanya**  
Bachelor Programme Tourism and Leisure Management



## AZERBAIJAN

Academic cooperation since 2007

### Partner institution and programme

- **ATMU - Azərbaycan Turizm və Menecment Universiteti, Baku**  
Bachelor Programme Tourism and Leisure Management



## LATVIA

Academic cooperation since 2015

### Partner institution and programme

- **Ventspils University of Applied Sciences, Ventspils**  
Master Programme International Business and Export Management

# INTERNATIONAL BACHELOR AND MASTER PROGRAMMES



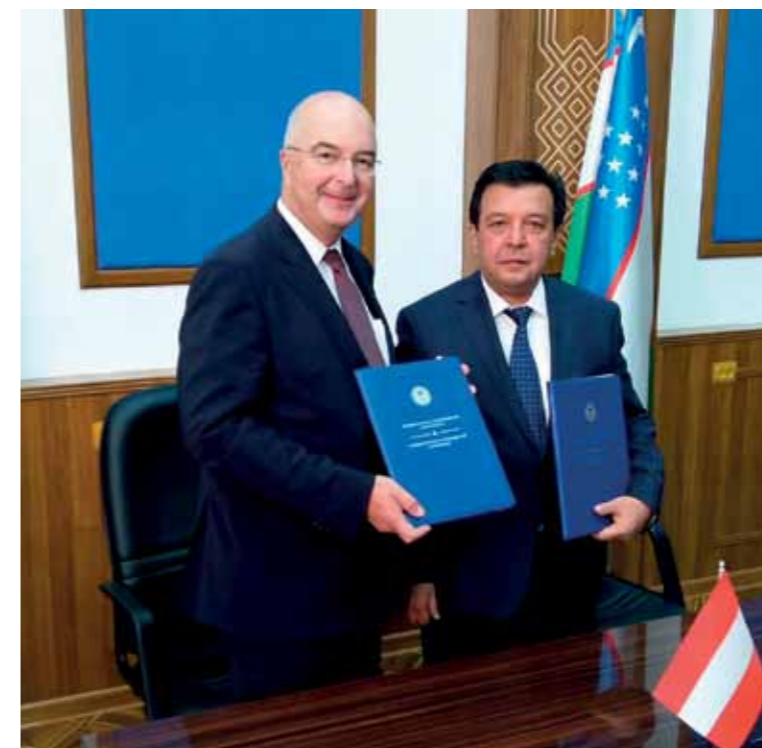
## UKRAINE

Academic cooperation since 2008

### Partner institution and programme

#### ■ Krok University, Kiev

- Bachelor Programme Export-oriented Management
- Master Programme Export Management and International Business



## UZBEKISTAN

Academic cooperation since 2019

### Partner institution and programme

#### ■ Tashkent State University of Economics, Tashkent

- Bachelor Programme Tourism and Leisure Management
- Bachelor Programme Export-oriented Management
- Master Programme Export Management and International Business

# CUSTOMISED PROGRAMMES



## BRAZIL

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**Public Management for Competitive and Innovative Cities**

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**Duration:** Four weeks

**Client:** Government of the Federal District, Brazil

**Participants:** Government representatives and civil servants from Brasilia

**Key contents:** Entrepreneurship, sustainable development and urbanisation, smart cities, the city as a tourist destination, social competences

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## ECUADOR

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**Train-the-Trainer Seminar on Selected Hygiene and Midwifery Topics**

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**Duration:** Five weeks

**Client:** Odelga Med

**Participants:** Midwives, nurses and doctors from Ecuador

**Key contents:** Epidemiology of infections, bacteriology and virology, organisation and technology to prevent and fight infections, topics concerning pregnancy and birth, management of emergencies

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# PROJECT DEVELOPMENT AND MANAGEMENT

IMC KREMS 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



Fact-finding mission

1



Project design and offer

2



Feasibility study/  
business plan

3



Implementation

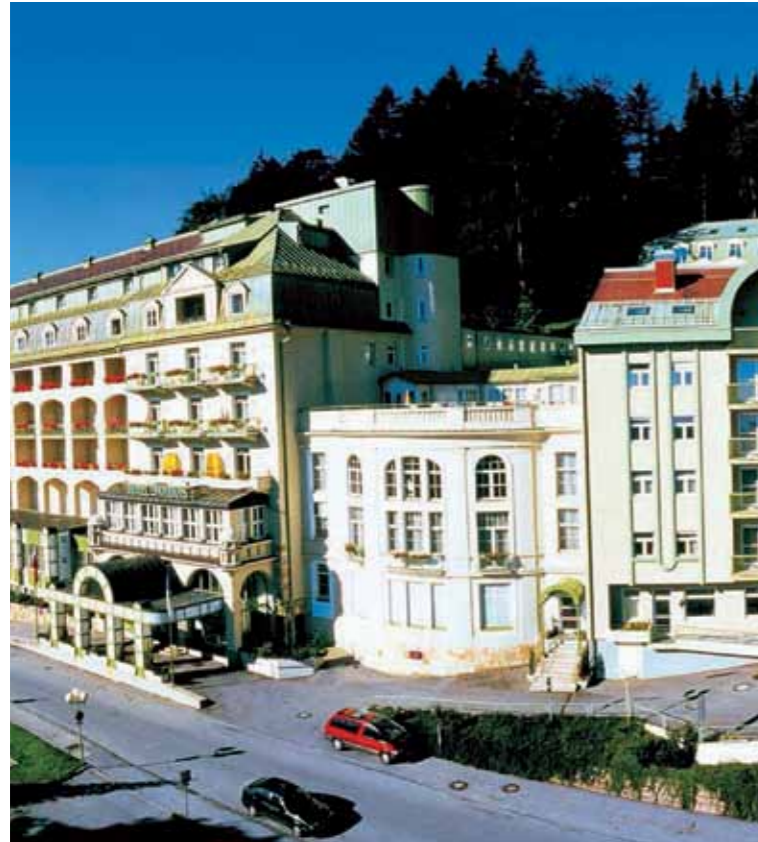
4



Training and/or  
management

5

# 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



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



## 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 of supply of qualified employees for Jordanian enterprises



## OMAN

### Muscat

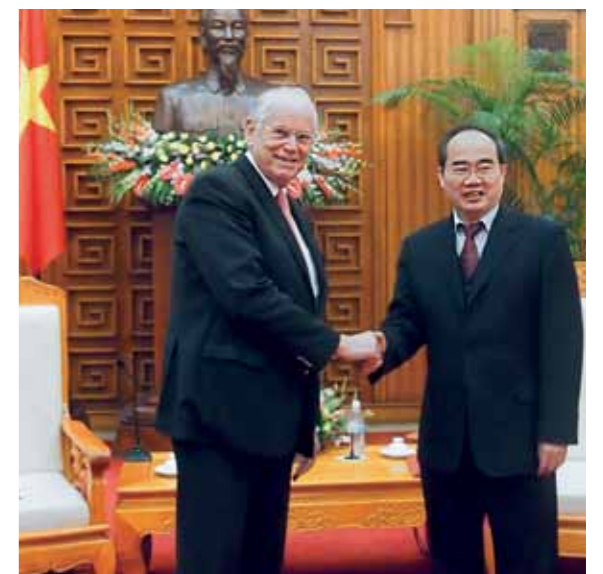
#### Overview

#### Development of the Oman Tourism College in Muscat

#### Project goals

- Design and implementation of diploma programmes in tourism and hospitality management
- Establishment of seminar hotel facilities
- Local capacity building ("Omanisation")

# SELECTED INTERNATIONAL CONTACTS



## IMC University of Applied Sciences Krems

Piaristengasse 1  
3500 Krems, Austria, Europe

E: [office@fh-krems.ac.at](mailto:office@fh-krems.ac.at)

I: [www.fh-krems.ac.at](http://www.fh-krems.ac.at)

### Accreditations/Quality Labels/Memberships

