

Business



University of  
Applied Sciences

BACHELOR

# Business Administration

What happens when you combine economics, business administration and management skills in a single bachelor degree? You get IMC Krems' Business Administration bachelor programme. Focus on:

- International project management
- Corporate communication
- Digital transformation

[www.imc.ac.at](http://www.imc.ac.at)

# Special features

## Next step: a career with inter- national prospects

Business administration, economics and developing leadership qualities – these are the cornerstones of our Business Administration bachelor programme. A strong international focus is another of our priorities: we equip you with the tools you need to work effectively in international environments. The programme is built around three core subjects: international project management, corporate communications and digital transformation. During your degree, you develop in-depth expertise in all three subjects – a comprehensive package that helps you to stand out from the crowd on the job market.

## International experience

Geographical and professional mobility and an open mind in terms of cultural diversity are among the most important attributes in the world of work today. IMC Krems shares these values: you study with fellow students from all over the world, enabling you to develop your cross-cultural skills from day one. In the third semester, you have the opportunity to study at one of our 170+ partner universities – a valuable experience that will stay with you for a long time. The internship semester is another core element of our bachelor programme, when you spend 22 weeks on a placement at an organisation abroad to gain work experience.

## Scope to follow your own path

We know that holding relevant certifications can boost your chances on the job market. That's why we offer students support to help them prepare effectively for certification. Popular credentials include the IPMA's internationally recognised project management certification as well as quality management certification from Quality Austria. Another optional highlight that many students on the Business Administration programme have already taken advantage of is the IMC Founders Lab, which gives you the opportunity to develop your own business ideas and take the first steps towards starting a business or going freelance.

## At a glance



### Full-time

The lectures usually take place on three days per week which is practical and employment-friendly. Blocked courses by international lecturers are possible.



### English

The programme language is English. This prepares you for taking over a responsible job in a multi-cultural environment.



### Six semesters

You complete your programme after three years and 180 ECTS with the academic degree Bachelor of Arts in Business (BA).



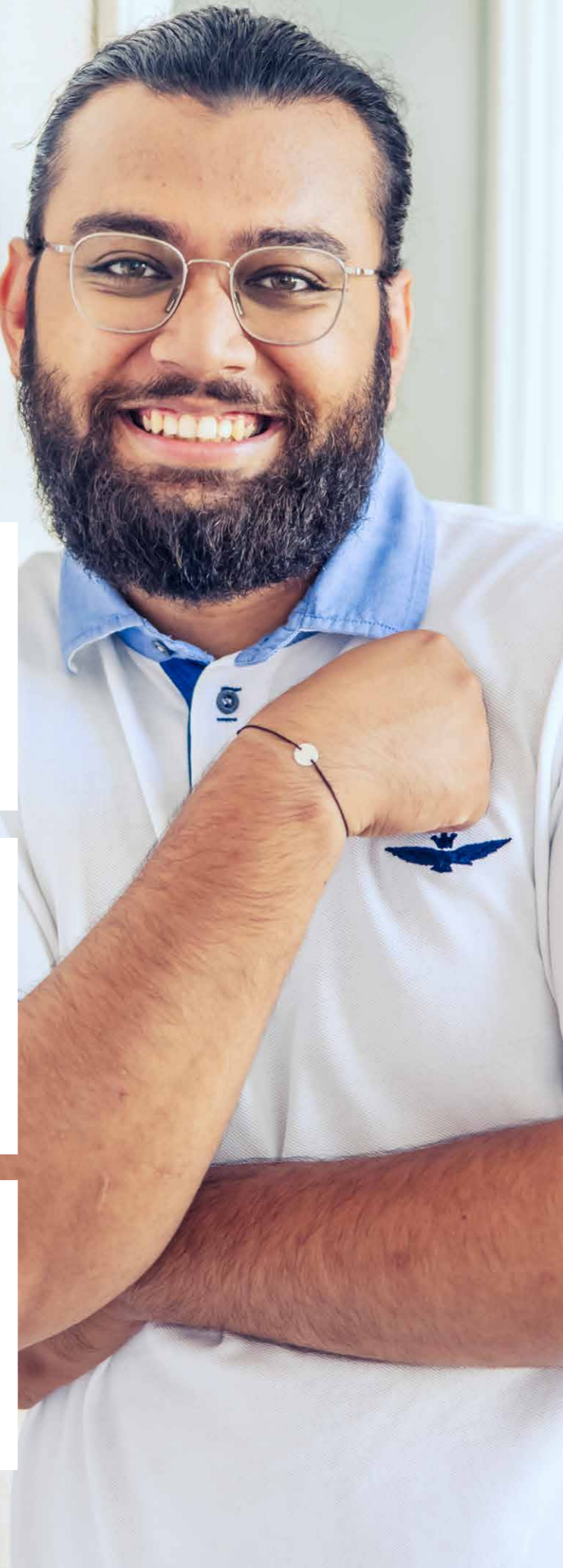
### 22-week internship

This mandatory internship is your chance to individualise your higher education and develop your specific biography.



### Study fee

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



# Curriculum

## FULL-TIME

Semester I	CH	ECTS
<b>PRINCIPLES OF MANAGEMENT</b>		
Principles of Management	2	3
Entrepreneurship	1	1
Sustainability and Ethics in Leadership	1	1
Group Dynamics	1	1
<b>BUSINESS DATA OPERATIONS</b>		
<b>BUSINESS MATHEMATICS</b>		
Business Mathematics - Theory	1	2
Business Mathematics - Exercises	1	2
Computational Thinking	1	2
<b>PRINCIPLES OF ACCOUNTING, FINANCE AND INVESTMENT</b>		
Accounting I	2	4
Finance and Investment	1	2
<b>RESEARCH SKILLS</b>		
Foundations of Empirical Social Research	1	1
Principles of Business Data Analysis	2	3
Research Methods in Business	1	2
<b>HUMAN RESOURCE MANAGEMENT</b>		
Principles of Psychology	2	3
Introduction Human Resource Management	2	3

Semester II	CH	ECTS
<b>ORGANISATION AND MANAGEMENT BEHAVIOUR</b>		
Organisation Theory and Organisation Development	1	3
Case Studies in Organisational Development	1	2
Rhetoric and Presentation	1	1
<b>MANAGERIAL ACCOUNTING</b>		
Managerial Accounting I	2	3
Accounting II	2	3
<b>DATA ANALYTICS</b>		
<b>BUSINESS STATISTICS</b>		
Business Statistics - Theory	1	2
Business Statistics - Exercises	1	2
Data Base and Data Analytics	1	2
<b>MICROECONOMICS AND INTERNATIONAL BUSINESS</b>		
Microeconomics	2	3
International Business	1	3
<b>LAW</b>		
Principles of Private and Public Law	2	2
Business Law	2	4

Semester III	CH	ECTS
<b>LAW AND PROCUREMENT</b>		
European and International Law	2	3
Procurement, Production and Logistics	2	3
<b>MANAGEMENT CONTROL</b>		
Management Control Systems	2	3
Managerial Accounting II	1	3
<b>PROJECT AND AGILITY MANAGEMENT FUNDAMENTALS</b>		
Agility Management Fundamentals	2	3
Project Management Fundamentals	2	3
<b>MACROECONOMICS AND ECONOMIC POLICY</b>		
Macroeconomics	3	3
Current Issues in Economic Policy	1	3
<b>STRATEGY AND MARKETING</b>		
Marketing	2	3
Marketing Research	1	3

Semester IV	CH	ECTS
<b>CORPORATE COMMUNICATION I</b>		
Principles of Integrated Business Communication	2	4
Case Study in Corporate Communication and Media Lab	3	5
<b>INTERNATIONAL PROJECT MANAGEMENT I</b>		
Advanced Project Management	2	4
Project Financing and Managing International Projects	3	5
<b>BACHELOR SEMINAR I</b>		
Bachelor Seminar I	1	3
<b>CURRENT ISSUES IN BUSINESS ADMINISTRATION</b>		
Current Issues in Business Administration	1	4
<b>DIGITAL TRANSFORMATION I</b>		
Digital Transformation I	2	5

Semester V	CH	ECTS
<b>PRACTICAL TRAINING</b>		
Practical Training	0	28
Practical Training Coaching Seminar	1	2

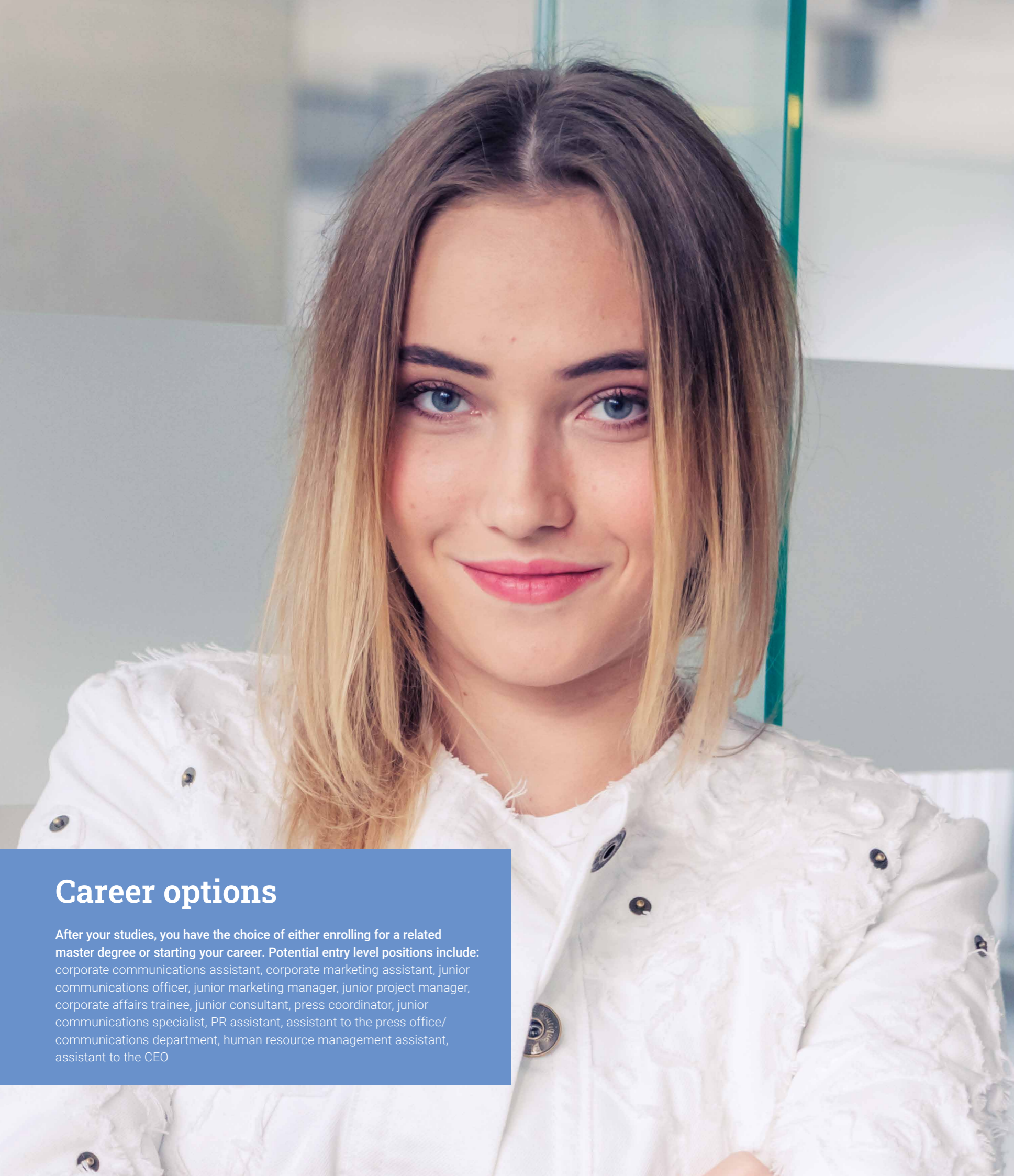
Semester VI	CH	ECTS
<b>CORPORATE COMMUNICATION II</b>		
Communication Controlling and Evaluation	1	2
Crisis Communications and Issue Management	1	2
Digital Communication and Social Media	2	5
<b>INTERNATIONAL PROJECT MANAGEMENT II</b>		
Case Study in Project Management	2	4
Reporting and the Project-oriented Organisation	2	5
<b>DIGITAL TRANSFORMATION II</b>		
Digital Transformation II	2	2
<b>BACHELOR SEMINAR II AND BACHELOR PAPER</b>		
Bachelor Seminar II and Bachelor Paper	1	8
Bachelor Exam	0	2

CH: Contact Hours

ECTS = European Credit Transfer System

Subject to possible alterations.





## Career options

After your studies, you have the choice of either enrolling for a related master degree or starting your career. Potential entry level positions include: corporate communications assistant, corporate marketing assistant, junior communications officer, junior marketing manager, junior project manager, corporate affairs trainee, junior consultant, press coordinator, junior communications specialist, PR assistant, assistant to the press office/communications department, human resource management assistant, assistant to the CEO

## A very personal story

ELIZABETH ERCHOVA WAS BORN IN MIAMI AND HAS RUSSIAN ROOTS – BOTH HER MOTHER AND FATHER ARE FROM RUSSIA. SHE GRADUATED FROM AN INTERNATIONAL SCHOOL IN VIENNA AND WORKED IN MOSCOW FOR JLL BEFORE STARTING THE BUSINESS ADMINISTRATION PROGRAMME AT IMC KREMS. SHE IS A KEEN KITE SURFER, DIVER AND SNOWBOARDER – SHE LOVES EXTREME SPORTS. ELIZABETH DESCRIBES HERSELF AS A HIGHLY MOTIVATED PERSON WITH A STRONG CHARACTER AND A WIDE RANGE OF INTERESTS.

### A wide choice of opportunities

The story of how I came to apply for this bachelor degree programme at IMC Krems is simple: I found out about it from my school in Vienna, where I did the International Baccalaureate Diploma Programme and took business as one of my subjects. I chose this programme because business administration seems to provide a wide choice of opportunities for a future career. You acquire practical business know-how, learn what drives the market-leading companies and how they really work. I wanted to choose a programme with a focus on communication, mass media and information, and commercial advertising, so this programme was the right choice for me. I knew that the university had a good reputation, as I had some friends who were already studying here and they recommended this specific programme to me.

### Everybody is open-minded and friendly

I did not expect that my class would get to know each other so quickly and that there would be so many

international students, with quite a few people from the different parts of the world. In the “director’s corner”, our programme director asks for feedback and I find this valuable. Everybody is open-minded and friendly – also those from other courses and even from other universities here in Krems. I feel comfortable here, even though I’m used to living in big cities – Krems is nice, safe and compact – everything is close. Also, this helps when you have to study. There’s a friendly international community of students and the campus infrastructure makes studying here comfortable. Everyone at this university is willing to help, you can always ask questions, which you get answers to.

## Tip

I hope your university days will be the best time of your life. Don’t worry about the problems that you might encounter; approach solving them as a challenge. Good luck!

# IMC. It's all in me.

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## Accreditations



## Memberships

