

Business



University of
Applied Sciences

BACHELOR

StartUp Management*

From concepts to companies: innovate, lead, succeed

Our start-up management bachelor degree programme empowers you to effectively plan your professional goals and pursue your innovative ideas. Beyond imparting theoretical knowledge, we provide practical insights into the central concepts of start-up management – from inception to scaling.

www.imc.ac.at

*Subject to approval by AQ Austria

Special features

From the idea to a successful company

The programme is designed as a journey through the phases of a start-up. In the initial steps, you will be prepared for developing and validating ideas in the pre-seed phase. Building on this knowledge, the programme focuses on the foundation phase, where you establish the business model, develop initial products or services and attract customers. Next, you delve into the expansion phase, where the company aims for growth and expansion. In this stage, the start-up has laid a solid foundation, successfully positioned products or services in the market and built a customer base.

Start working on your ideas

This hands-on bachelor degree programme focuses on applying course content to practical projects. You won't just generate various business ideas on your own but will also collaborate with your fellow students to develop them further in a team. The course content will be presented through bootcamps, which are immersive short on-site sessions, along with online delivery methods.

Internship as a stepping stone

The practical training semester comes at the end of your studies – so, if you've already developed a brilliant idea during your bachelor degree programme that is taking off, we won't hold you back. Alternatively, you might complete your internship as an employee of a start-up, providing you with a direct entry opportunity into the workforce after your studies.

At a glance



Full-time

The lectures usually take place in bootcamp style or online. Employment-friendly: Part-time occupation is possible.



English

The programme language is English. This prepares you for operating in a multi-cultural environment.



Six semesters

You will 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

The basics

StartUp Management involves the successful establishment and leadership of an innovative company with high potential of growth, commonly known as a start-up. It encompasses the planning, organising, and directing of processes to turn innovative ideas into reality. The focus is on overcoming challenges from inception to growth and shaping the company for success.

Join our StartUp Management bachelor degree programme to embark on a journey that shapes you into a forward-thinking, adaptable leader ready to make a mark in the dynamic world of start-ups.

First-hand know-how

During the degree programme, you will be prepared to build valuable connections and convince potential investors. You will gain hands-on experience and practical insights into the entire spectrum of start-up management, enhancing your entrepreneurial skills.

Many of our lecturers are entrepreneurs, offering first-hand insights from their own start-up ventures. This provides you with not only theoretical knowledge but also practical experiences, deepening your understanding of the demands and challenges in start-up management.

Curriculum

FULL-TIME

Semester I	CH	ECTS
Management Essentials	4	6
Accounting	4	6
Principles of Sustainability	3	6
StartUp Research	3	6
Creativity and Innovation Lab	3	6

Semester II	CH	ECTS
Economics	4	6
Legal Environment	3	6
Data and Decision Making	4	6
Lean Startup and Effectuation	3	6
Innovation and IP Management	3	6

Semester II	CH	ECTS
Marketing and Marketing Research	4	6
Finance, Investment and Mathematics	4	6
Emerging Technologies	3	6
Networks and Funding opportunities	3	6
Future Skills I – Inclusion and Diversity Management	3	6
Future Skills I – Collaboration and Conflict	3	6
Future Skills I – Managing Systems and Complexity	3	6

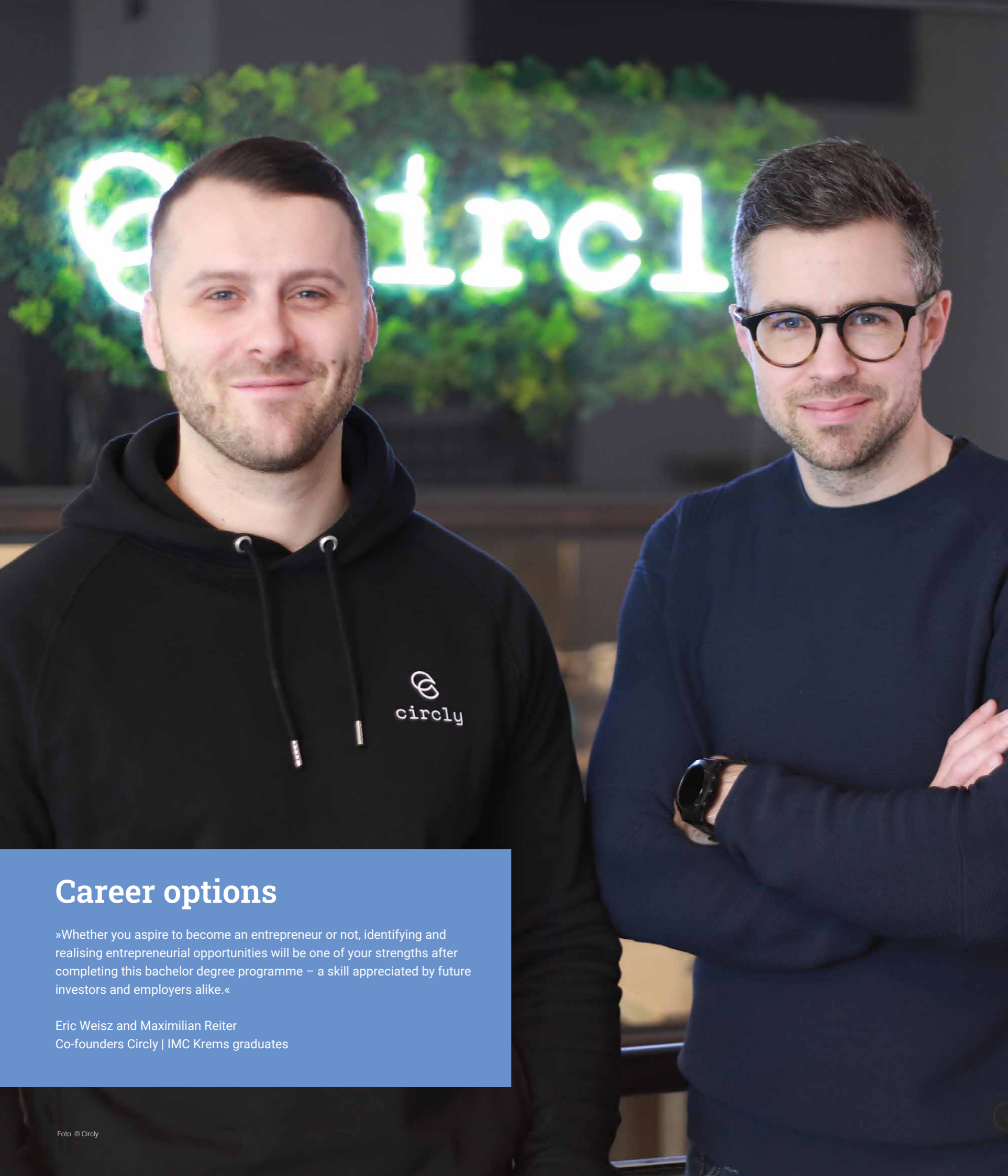
Semester IV	CH	ECTS
Business Models and Business Planning	3	6
Behavioural Science and Psychology	3	6
Product and Project Management	4	6
Sales & Negotiations	3	6
Future Skills II – Personal Mastery	3	6
Future Skills II – Stress Management	3	6
Future Skills II – Intercultural Competence	3	6

Semester V	CH	ECTS
Law and Taxation for Entrepreneurs	4	6
Leadership and Communication	3	6
Scaling and Expansion	3	6
Current Issues in Entrepreneurship Practice	3	6
Change and Risk Management	3	6

Semester VI	CH	ECTS
Bachelor Exam	0	2
Bachelor Seminar and Bachelor Thesis	2	8
Practical / Professional Competence	0	20

CH: Contact Hours
Subject to possible alterations.





Career options

»Whether you aspire to become an entrepreneur or not, identifying and realising entrepreneurial opportunities will be one of your strengths after completing this bachelor degree programme – a skill appreciated by future investors and employers alike.«

Eric Weisz and Maximilian Reiter
Co-founders Circly | IMC Krems graduates

Hands-on experience and practical insights

Our IMC network for you

One of our primary objectives is to connect you effectively: be it through engagement with successful entrepreneurs who teach in our programme, participation in start-up conferences and hackathons, or shared experiences in coworking spaces. Together, we immerse ourselves in the realms of national and international start-up ecosystems.

A practical approach to start-up management

During the design of our bachelor degree programme, we aimed to enrich the curriculum with real-world insights and a practical approach, ensuring that the programme goes beyond theoretical models.

An example? Eric Weisz, founder of Circly and graduate of IMC Krems, shared his valuable insights during the design of the programme: "My entrepreneurial experience has equipped me with a wealth of insights into various challenges, practical know-how, and effective approaches. It was important for me

to ensure that StartUp Management isn't merely another bachelor degree programme explaining theoretical models. Instead, the emphasis is on imparting the practical 'how'. How you utilise tools, develop a product, initiate the first steps, and secure appropriate funding."

Insider insights

Valuable tips from successful founders to future entrepreneurs

»Give it a try, even if people around you say you're crazy and it will never work. Only through your own experience can you judge whether it's right for you or not. Don't doubt your idea, feasibility, or yourself – just go for it!«

Eric Weisz

»Shift from thinking to doing, and don't hold out for that one groundbreaking idea. Your solution just needs to be 10% better than others on the market, not 300%.«

Max Reiter

IMC. It's all in me.

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Accreditations



Memberships

