



University of
Applied Sciences

IMC Summer School 2025

One Summer School - Two Cities: Krems & Vienna

Digital Business Innovation

June 29 - July 11, 2025 | IMC Krems, Austria

#proudtobeinternational

IMC Summer School 2025

Digital Business Innovation

<p>Overview</p> 	<p>To succeed in today's digital world and volatile & uncertain environment, students and employees alike need to be able to combine business acumen with technology understanding together with creativity & innovation skills. This micro-credential summer school bootcamp is specifically designed to deliver these competencies and skills in a short period of time.</p> <p>The learning combines asynchronous online e-learning elements to prepare the theoretical foundation of the modules at your own pace prior to the on-campus seminars and workshops in Krems. These will then focus on experiential learning elements (hands-on learning-by-doing) in the form of exercises, competitions, hackathons, sprints, workshops, lab projects, role plays and business simulation games.</p>
<p>Target Group</p>	<p>This intense bootcamp is designed for highly motivated bachelor or master students from all disciplines, IMC alumni as well as professionals working in the fields of technology or business. All participants should be proficient in English.</p>
<p>Organizer</p>	<p>The summer school is organized by the International Relations department of the IMC University of Applied Sciences Krems. The seminars and workshops will be held by faculty staff members as well as external lecturers of IMC. The academic director is Prof. (FH) Dr. Roger Hage.</p>
<p>Seminar and Workshop Modules</p> <p>(taught 100% in English language)</p>	<ol style="list-style-type: none">1. ICCC – Intercultural Communication and Collaboration (Team Building) [1 day]2. ADTT – Application of Digital Trends and Technologies [2 days]3. DBMI – Digital Business Model Innovation [2 days]4. CRIM – Creativity & Innovation Management [2 days]5. SFFT – Strategic Foresight & Futures Thinking [2 days]
<p>Upon successful completion of the summer camp, you will receive a certificate with 6 ECTS</p>	
<p>Costs</p>	<p>Tuition including extracurricular social activities*, but excluding travel and accommodation.</p> <ul style="list-style-type: none">• Normal: 1499€ (5% early bird discount applies if <u>payment received by March 15th 2025</u>)• Students: 1199€ (20% discount included)• Students of IMC partner universities or IMC alumni: 999€ (33.3% discount included) <p>* Extracurricular social activities include: 1) Krems city tour & welcome dinner, 2) Wachau day trip incl. touristic programme and bus transfer, 3) Farewell dinner</p>
<p>Accommodation</p>	<p>IMC Krems has an accommodation package with the KOLPING Campus Krems student residence in Krems and the Social Hub Vienna. Participants are not bound to this. Further information to be communicated upon request.</p>
<p>Deadlines</p>	<p>Registration: 21 March 2025 Payment: 21 April 2025</p>
<p>Contact</p>	<p>IMC International Welcome Center welcome@imc.ac.at</p>
<p>Registration</p>	<p>Click HERE for the online registration form.</p>

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Timetable

SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT
June 28	June 29	June 30	July 1	July 2	July 3	July 4	July 5	July 6	July 7	July 8	July 9	July 10	July 11	July 12
Arrival Day / Free Day		ICCC	ADTT	ADTT	DBMI	DBMI	Wachau Valley Day Trip	Day at free disposal	SFFT	SFFT	CRIM	CRIM	Presenta- tion Final Exam	individual departure
	Welcome Session & Campus Tour	ICCC	ADTT	ADTT	DBMI	DBMI			SFFT	SFFT	CRIM	CRIM	Farewell Lunch	
		Dinner			Hiking Tour					Transfer to Vienna				

Krems Vienna