

Business



University of
Applied Sciences
Krems | Austria

Bachelor

International Business Management

Digitalisation of business | Export market metrics |
Sourcing and customs planning | Future markets |
Artificial intelligence applications and visualisation of data

www.imc.ac.at

What awaits you during your studies

International Business Management

We provide you with a wide set of business skills and expertise, with an emphasis on international operations.

You will gain the knowledge, skills, and social competences needed to succeed in the global marketplace. During our programme, you will explore effective operational, marketing and financial strategies. You will learn how to manage both national and international projects and alliances in a confident and efficient way. While our courses focus on international business, the skills and competencies you acquire are equally applicable to the domestic market. We provide you with the tools to face different challenges, enabling you to tackle any situation with effective problem-solving and decision-making. From day one, you will benefit from studying in a truly international environment.

At a glance



Full-time

Courses take place from Monday to Friday. Fridays are usually conducted digitally and asynchronously, giving students more time to work, travel, or enjoy their day.



English

The study programme is conducted in English. This helps you develop the proficiency required to communicate and negotiate in multicultural environments.



6 semesters

The degree programme lasts 3 years, with a total workload of 180 ECTS. Graduates receive the academic degree of Bachelor of Arts in Business (BA).



Study fee

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

Did you know that ...

... the internship in semester 4 is fully integrated in the programme?
The internship will last 20+ weeks and is an obligatory part of the programme. Accompanying the internship there is an e-learning course on artificial intelligence, so that you can apply AI directly in practice.



Modules | Full-time

SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V	SEMESTER VI
SUSTAINABLE MANAGEMENT & ENTREPRENEURSHIP	HR & PEOPLE MANAGEMENT	ORGANISATION DESIGN & CORPORATE MANAGEMENT	PRACTICAL TRAINING	BUSINESS FOUNDATION & MANAGEMENT	ECONOMICS III
INTERNATIONAL BUSINESS I	INTERNATIONAL BUSINESS II	INTERNATIONAL BUSINESS III		INTERNATIONAL BUSINESS IV	INTERNATIONAL BUSINESS V
ACCOUNTING & FINANCE I	ACCOUNTING & FINANCE II	ACCOUNTING & FINANCE III		INTERNATIONAL LAW & INTERNATIONAL RELATIONS I	INTERNATIONAL LAW & INTERNATIONAL RELATIONS II
INTERCULTURAL COMPETENCE & SELF-REFLECTION	ECONOMICS I	ECONOMICS II		SCIENTIFIC METHODS & TOOLS III	COMMUNITY MANAGEMENT & SOCIAL LEARNING
SCIENTIFIC METHODS & TOOLS I	SCIENTIFIC METHODS & TOOLS II	LAW, CONTRACTS & NEGOTIATION	ARTIFICIAL INTELLIGENCE APPLICATIONS IN BUSINESS	ELECTIVE: FUTURE MARKETS DIGITALISATION OF BUSINESS EXPORT MARKET METRICS SOURCING & CUSTOMS PLANNING ARTIFICIAL INTELLIGENCE APPLICATIONS & VISUALISATION OF DATA	SCIENTIFIC METHODS & TOOLS IV
BUSINESS MATHEMATICS	BUSINESS STATISTICS				BACHELOR EXAM
FOREIGN LANGUAGE (FRENCH, SPANISH, ITALIAN, GERMAN OR CHINESE)	FOREIGN LANGUAGE (FRENCH, SPANISH, ITALIAN, GERMAN OR CHINESE)	FOREIGN LANGUAGE (FRENCH, SPANISH, ITALIAN, GERMAN OR CHINESE)		FOREIGN LANGUAGE (FRENCH, SPANISH, ITALIAN, GERMAN OR CHINESE)	FOREIGN LANGUAGE (FRENCH, SPANISH, ITALIAN, GERMAN OR CHINESE)

Subject to possible alterations

More details on the curriculum, courses, contact hours and ECTS (European Credit Transfer System) can be found on:
www.imc.ac.at



Your professional fields and future areas of responsibility

Your future employment opportunities include working in: marketing and sales, foreign trade, human resource management (HRM), product and project management, purchasing and supply chain management, controlling, consulting, finance and risk management, public administration or international organisations/diplomatic service. You can also start your own company at home or abroad.

IMC. It's all in me.

IMC Krems
University of Applied Sciences
3500 Krems, Austria

Prospective Student Advisory Service
+43 2732 802-222
information@imc.ac.at
www.imc.ac.at



Accreditations



Memberships

