

Business



University of
Applied Sciences
Krems | Austria

Bachelor StartUp Management

Creativity and innovation lab | Bootcamp-style lectures | Future skills

www.imc.ac.at

What awaits you during your studies

StartUp Management

From concepts to companies: innovate, lead, succeed.

You will learn to plan your professional goals and pursue your innovative ideas. Beyond imparting theoretical knowledge, we provide practical insights into the concepts of start-up management – from inception to scaling. We 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. In addition to learning business fundamentals, you'll explore how to promote innovations and protect intellectual property.

At a glance



Full-time

The lectures usually take place in bootcamp style (intensive on-site blocks of max. 1 week) or online. Employment-friendly: part-time occupation is possible.



English

The language of instruction is English. This prepares you for your international career in a multicultural environment.



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).



22-week internship

You can quickly put into practice the expertise you have picked up during your courses. The internship is an obligatory part of the programme.



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 programme is designed as a journey through the phases of a start-up: pre-seed, foundation and expansion? You will acquire the necessary knowledge and skills to establish and successfully lead a start-up through its various stages.



Modules | Full-time

SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV	SEMESTER V	SEMESTER VI
MANAGEMENT ESSENTIALS	ECONOMICS	MARKETING & MARKETING RESEARCH	BUSINESS MODELS & BUSINESS PLANNING	LAW & TAXATION FOR ENTREPRENEURS	BACHELOR EXAM
ACCOUNTING	LEGAL ENVIRONMENT	FINANCE, INVESTMENT & MATHEMATICS	BEHAVIOURAL SCIENCE & PSYCHOLOGY	LEADERSHIP & COMMUNICATION	BACHELOR SEMINAR & BACHELOR THESIS
PRINCIPLES OF SUSTAINABILITY	DATA AND DECISION MARKETING	EMERGING TECHNOLOGIES	PRODUCT & PROJECT MANAGEMENT	SCALING & EXPANSION	PRACTICAL/ PROFESSIONAL COMPETENCE
START-UP RESEARCH	LEAN START-UP & EFFECTUATION	NETWORKS & FUNDING OPPORTUNITIES	SALES & NEGOTIATIONS	CURRENT ISSUES IN ENTREPRENEURSHIP PRACTICE	
CREATIVITY & INNOVATION LAB	INNOVATION & IP MANAGEMENT	FUTURE SKILLS I – INCLUSION & DIVERSITY MANAGEMENT	FUTURE SKILLS II – PERSONAL MASTERY	CHANGE & RISK MANAGEMENT	
		FUTURE SKILLS I – COLLABORATION & CONFLICT	FUTURE SKILLS II – STRESS MANAGEMENT		
		FUTURE SKILLS I – MANAGING SYSTEMS & COMPLEXITY	FUTURE SKILLS II – INTERCULTURAL COMPETENCE		

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

As a graduate, you will be prepared for future self-employment. In addition, you will be qualified in project and innovation management and in the realisation of business ideas. Product development is also one of your areas of expertise. With your specialist know-how, you can get involved in institutions that specialise in promoting innovation and start-ups or contribute your expertise to “classic” business areas.

IMC. It's all in me.

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Accreditations



Memberships

