

Business



University of
Applied Sciences
Krems | Austria

Bachelor

Business Administration

International project management | Corporate communications
Digital transformation

www.imc.ac.at

What awaits you during your studies

Business Administration

Business administration, economics and developing leadership qualities – these are the cornerstones of our programme.

As a student you will be prepared for a wide range of business areas such as finance, human resources, law, procurement or marketing. 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. After completing this three-year course, you will have a solid basis for managing teams, independently managing projects of all sizes, working in corporate communications, demonstrating your digital skills – and launching an international career.



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 multicultural environment.



6 semesters

You complete your programme after 3 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.

Did you know that ...

... a particularly attractive option is the dual degree we offer in conjunction with KEDGE Business School – Campus Bordeaux, France? Besides obtaining a bachelor of arts at IMC Krems, you will also be accredited with a degree from our partner institution.

Modules | Full-time

SEMESTER I Focus Business Administration	SEMESTER II Focus Business Administration	SEMESTER III Focus Business Administration	SEMESTER IV Focus Specialisations	SEMESTER V Focus Specialisations	SEMESTER VI Focus Specialisations
PRINCIPLES OF MANAGEMENT	LAW	LAW & PROCUREMENT	CURRENT ISSUES IN BUSINESS ADMINISTRATION	PRACTICAL TRAINING	INTERNATIONAL PROJECT MANAGEMENT II
PRINCIPLES OF ACCOUNTING, FINANCE & INVESTMENT	MANAGERIAL ACCOUNTING	MANAGEMENT CONTROL	INTERNATIONAL PROJECT MANAGEMENT I		CORPORATE COMMUNICATIONS II
HUMAN RESOURCE MANAGEMENT	ORGANISATION & MANAGEMENT BEHAVIOUR	STRATEGY & MARKETING	CORPORATE COMMUNICATIONS I		DIGITAL TRANSFORMATION II
BUSINESS DATA OPERATIONS	DATA ANALYTICS	PROJECT & AGILITY MANAGEMENT	DIGITAL TRANSFORMATION I		BACHELOR SEMINAR II & BACHELOR PAPER
RESEARCH SKILLS	MICROECONOMICS	MACROECONOMICS & ECONOMIC POLICY	BACHELOR SEMINAR I		

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

Potential entry level positions after your studies are particularly diverse and 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 or assistant to the CEO.

IMC. It's all in me.

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Accreditations



Memberships

