

Business



University of  
Applied Sciences  
Krems | Austria

Bachelor

# International Business Management

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

[www.imc.ac.at](http://www.imc.ac.at)

## What awaits you during your studies

# International Business Management

We provide you with a broad range of business administration skills and know-how, with a focus on international activities.

You will develop the knowledge, skills and mindset to engage in international businesses. You will examine ways in which you can develop and manage businesses with a view to building a successful future. You learn how to effectively manage national and international projects and partnerships. While the courses focus on international business activities, it goes without saying that your skills and competences can also be applied in the domestic market. We give our students the tools they need to handle complex situations so that they can skilfully address all kinds of challenges using the problem-solving approaches and strategies at their disposal. Plus, our truly international focus from day one.

## At a glance



### Full-time

Courses take place from Monday to Friday. Friday courses are usually held digitally and asynchronously, giving students more time to work/travel/enjoy.



### English

The language of instruction is 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.



## 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	<b>ELECTIVE:</b> FUTURE MARKETS DIGITALISATION OF BUSINESS EXPORT MARKET METRICS	SCIENTIFIC METHODS & TOOLS IV
BUSINESS MATHEMATICS	BUSINESS STATISTICS			SOURCING & CUSTOMS PLANNING ARTIFICIAL INTELLIGENCE APPLICATIONS & VISUALISATION OF DATA	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](http://www.imc.ac.at)



## Your professional fields and future areas of responsibility

After your studies, you have the choice of either starting your career or enrolling for a related master degree. Possible fields of work include 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. Plus, of course, you can start your own company.

# IMC. It's all in me.

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## Accreditations



## Memberships

