



**FH KREMS**  
UNIVERSITY OF APPLIED  
SCIENCES / AUSTRIA

**Bachelor**

School of Business

# **Export-oriented Management**

Full-time  
[www.fh-krems.ac.at](http://www.fh-krems.ac.at)

Internships pave  
the way for  
our students'  
future jobs



### AIMS OF OUR PROGRAMME

Our goal is to ensure the EMPLOYABILITY, the professional success of our graduates. That is in our understanding competence and know-how in the field of export must not be limited to one economic area. The aim of the programme Export-oriented Management is to provide the students with a broad understanding of all relevant business processes in the field of international management and business and a comprehensive training in the management of international projects. The Bachelor programme has an explicit language focus. This enables all our alumni to act within a multi-cultural and global environment in a trans-sectoral manner and gives them a real advantage in the job market over other graduates of similar programmes.

We have more than 10 years of experience in running our programmes; experience that we have used to continuously improve our programmes and to provide our graduates with a set of skills optimised for starting their careers in business or continuing their studies in a Master programme.

### OUR WORLDWIDE BUSINESS PARTNERS

The programme co-operates with more than 700 companies in 80 countries worldwide. Here is an excerpt: Airbus, American Chamber of Commerce, Andritz, Audi, Australian Aerospace, Austrian Airlines, Austrian Trade Commissions, BASF, Beiersdorf, BMW Group, Böhler Uddeholm, Börse Frankfurt, Bosch, Christ Water Technology, Coca Cola, Daimler, Deutsche Bank, Eurobrand Forum, Gebrüder Weiss Logistik, Georg Fischer, Harrods, Henkel, Honda, Isovolta, Kreditanstalt für Wiederaufbau (KfW), Kuehne und Nagel, L'Oréal, Magna International, Mayr-Melnhof, Microsoft, Mondi, Nycomed Pharmaceuticals, Oesterreichische Kontrollbank, Porsche, PricewaterhouseCoopers, Quehenberger, Raiffeisen Landesbanken, Raiffeisen Zentralbank, Red Bull, Repräsentanzbüro NÖ + Wien in Brüssel, Royal Bank of Scotland, SanLucar Fruit, Schenker, Schlumberger, Siemens, STRABAG, Swarovski, Trodat, Umdasch, Unicredit Group, UN Offices, Verbund, Vienna Insurance Group, Voith Siemens, Zürich Financial Services

By means of these co-operations students can join research and consulting projects and thus gain additional professional experience and establish valuable networks. While still studying students frequently receive job offers prior to their graduation from companies they worked for during their internship. At the IMC-recruiting fair "Career Links", which takes place every year, companies canvass graduates. After completion of their studies graduates can avail themselves of their own job platform as well as of the IMC Alumni Network. <http://alumni.fh-krems.ac.at>.



Emphasis on  
intercultural  
awareness and  
understanding

## EXPORT-ORIENTED MANAGEMENT - PROGRAMME OVERVIEW

- **Special feature:** Profound international management know-how and a profile developed through 3 specialisations ("chairs") combined with intercultural communication and a focus on languages.
- **Entrance requirements:** Secondary school leaving certificate or equivalent
- **Duration:** Six semesters
- **Language of instruction:** English
- **Start of semester:** September (one intake per year)
- **Organisation format:** Full-time
- **Academic degree:** Bachelor of Arts in Business (B.A.) – 180 ECTS\*

\*ECTS = European Credit Transfer System

## FOCUS OF EXPORT-ORIENTED MANAGEMENT

The first and main goal of the Bachelor programme Export-oriented Management is to ensure the employability of its students. That means specifically to provide the students with:

- Profound professional competence required in national and international solid management know-how
- Comprehensive knowledge of foreign languages
- Intercultural awareness and understanding
- A set of social skills and competencies
- International practical experience (internship)

- ensured by -

- Offering individual support and coaching
- Engaging a lecturers' team of managers & (international) university professors
- Maintaining a balance between theory and practice (e.g. real life case studies)
- Building close co-operations with the industry, business partners and alumni
- Creating team spirit and networking opportunities
- Developing an international student community
- Putting a focus on international and intercultural aspects

Business and management know-how sought after in Austria and abroad



### FORMAT: FULL-TIME

The Bachelor programme Export-oriented Management is offered in a full-time version. Lectures take place from Monday to Friday, exceptionally on Saturdays. The weekly contact hours vary from semester to semester (between 14 and 26).

### FEATURES OF THE FULL-TIME FORMAT

**Hours of attendance:** From Monday till Friday, Blended Learning Modules\*

**Average number of hours/week:** 22

**Occupation during the programme:** Not required

**Internship:** Minimum 22 weeks in the 4th semester

**Advantages:** Studying efficiently, individual coaching and service, direct access to lecturers and professors, applied research and study projects.

**Opportunities:** Various excursions during the study programme, international study trips, notable speakers from all over the world in our Export Experts and Ambassador series.

**Exchange Semester:** Generally in the 3rd semester with one of our 85 international partner universities. Possibility of earning a double degree.

**Highlights:** International faculty, international guests, international student community and international study trips.

#### Information

Call toll free (within Austria)  
0800-808010 or  
[information@fh-krems.ac.at](mailto:information@fh-krems.ac.at)

\* Blended learning is understood as self-directed learning supported by ICT (Information Communication Technology).



Sound  
knowledge for  
export  
activities

## CORE MODULES - EXPORT-ORIENTED MANAGEMENT

### ■ PROFESSIONAL COMPETENCE

#### **BUSINESS BASICS**

General business administration know-how and knowledge of legal conditions for export activities.

#### **SPECIALISATION AREAS („CHAIRS“)**

##### **International Management and Business**

Expertise in specific business administration of foreign trade and its particularities for the export industry (foreign trade techniques, financial accounting and cost accounting, marketing, export marketing and market research, internationalisation strategies.)

##### **Human Resource and Intercultural Management**

Competences in the design of efficient company structures and processes, in international project management and in the area of (intercultural) human resource management

##### **International Law and Global Political Studies**

Knowledge with regards to legal interpretation, political backgrounds, bi- and multilateral relationships and international organisations

### ■ INTERDISCIPLINARY MODULES

The degree programme is enhanced by the following comprehensive seminars:

#### **Personality Training**

Physical and psychological fitness as success factors, modern learning techniques, rhetoric skills and team building, personal success strategies, negotiation and presentation techniques.

#### **Applied Computer Technologies**

Major software applications relevant in international business, e.g. MS Office, project management tools, databases, SAP R/3, etc.

#### **Research & Academic Writing**

Introduction to scientific working including statistics, academic writing and research methods with a special focus on international business.

### ■ LANGUAGES

In addition to English, which is the language of instruction, two more languages are obligatory. Students may choose languages from a pool of French, Spanish, Russian, Arabic and Chinese.

### ■ TRAINING ON THE JOB

#### **Internship**

The internship is an integral part of the Bachelor programme. The curriculum provides for one practical training semester abroad of 22 weeks which takes place in the 4th semester. The practical training semester aims at applying and deepening the knowledge acquired. This field experience allows students to gain an insight in company structures and processes and provides them with guidance towards future job decisions.

## Social skills and competencies for our students



### CAREER PROSPECTS OF OUR STUDENTS

More than  
**10 Years**  
of Excellence  
Full Employment

#### ■ CAREER PROSPECTS

Our students and alumni are the ambassadors of our success. Due to the scope of the programme, acquired skills can be applied in a large variety of sectors and industries, and due to more than 10 years of experience and our extensive network of contacts we have opened up one or the other door, and today we find many of our graduates in:

- Consumer Goods Industry
- Industrial Markets
- Financial services / Banks / Insurance Companies / Brokerage
- Knowledge Management and Information Technology
- International Trade and Countertrade
- Services Industries and Consulting
- Public Authorities
- International Organisations including NGOs and NPOs

With regard to placements the following **fields of activity** can be identified (list not exhaustive):

- Marketing / Communications
- Key Account Management / Sales
- International Financing / Banking / Insurance
- Human Resource / Development
- Purchase / Procurement / Supply Chain Management
- Brand Management
- Finance and Controlling
- Project and Process Management
- Market Intelligence / Research
- Consulting / Advisory Service

According to research among our alumni, our graduates typically start their careers at the operative level of management.

### RESEARCH ACTIVITIES

Together with our students we carry out applied research projects and work-on-demand consultancy in the fields of international marketing and foreign trade, intercultural management, international law and political relations. We provide feasibility and

market analysis, analyse processes, develop strategies and monitor the implementation of change. We publish and co-publish with our students, and we encourage them to participate in conferences and competitions.

# FULL-TIME

## CURRICULUM

		SEMESTER					
		1	2	3	4	5	6
<b>BASIC STUDIES</b>							
	Accounting I + Exercises	3			PRACTICAL TRAINING SEMESTER		
	Accounting II		2				
	Managerial Accounting			2			
	Economic Areas I + II + III		1	1		2	
	Micro and Macro Economics	2					
	International Economics		1				
	Trade History and Organisations		2				
	Finance and Investment		2				
	Controlling			2			
	Organisation Theory	1					
	Principles of Business Administration	1					
	Private Law	2					
	Geo Political Affairs		2				
	Business Law		2				
	International Marketing and Sales I + II	2	2				
	Human Resource Management I		1				
	Management Simulation			3			
	Purchase and Logistics I + II			1	2		
<b>INTERDISCIPLINARY COURSES</b>							
	Applied Business Computer Technologies I + II	4				2	
	Training Communication Competence	2					
	Practical Training Semester Coaching Seminar				2		
	Research Methodology I + II	2	2				
	Business Statistics and Mathematics I + II	1	2				
	Marketing Research			2			
	Bachelor Thesis I and Bachelor Seminar					1	
	Bachelor Thesis II and Bachelor Seminar						1
<b>LANGUAGES*</b>							
	First Selected Language + Exercises	3	3	2		2	2
	Second Selected Language + Exercises	3	3	2		2	2
<b>SPECIALISATION AREAS</b>							
	Revision I						1
	Revision II						1
<b>CHAIR: INTERNATIONAL MANAGEMENT &amp; BUSINESS</b>							
	Export Marketing I + II			2		1	
	International Financial Management I + II					2	2
	Foreign Trade Techniques I + II					2	2
<b>CHAIR: HUMAN RESOURCE &amp; INTERCULTURAL MANAGEMENT</b>							
	International Management Methods			1			
	Project and Process Management			2			
	Human Resource Management II					2	
	Training Intercultural Competence						2
<b>CHAIR: INTERNATIONAL LAW &amp; GLOBAL POLITICAL STUDIES</b>							
	International Private Law			2			
	International Public Law and Institutions					3	
	International Strategies of Sustainable Development					2	
<b>TOTAL WEEKLY HOURS</b>		<b>26</b>	<b>25</b>	<b>22</b>	<b>2</b>	<b>21</b>	<b>15</b>

\* Arabic, Chinese, French, Russian, Spanish. Language exercises to improve language competencies in first and second semester.

IMC Krems: Two outstanding locations in Krems – embedded in the UNESCO world heritage region Wachau.

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FH building on Campus Krems



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International Campus, Piaristengasse



Accreditations /  
Quality Labels:

