



FH KREMS
UNIVERSITY OF APPLIED
SCIENCES/AUSTRIA

Master

GRADUATE PROGRAMMES

IMC University of Applied Sciences Krems
Austria - Europe

www.fh-krems.ac.at

Welcome to the IMC University of Applied Sciences Krems

■ Austria – a perfect place to study

Austria's unique location in the heart of Europe, and its stable political and social landscape make it a perfect place to study. The country prides itself on its natural beauty, spectacular scenery and fascinating cultural history, with towns that are as varied as the historic sights dating back to its imperial past. Austria has always been a bridgehead between cultures and ranks throughout the world as a major cultural power.

■ Why study in Krems?

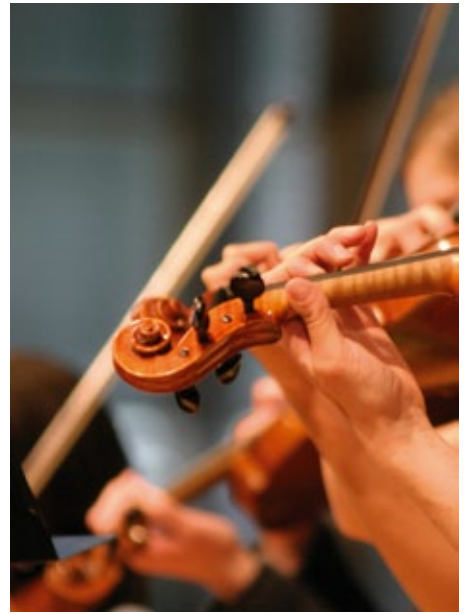
Situated in the greater Vienna region, the Wachau region surrounding Krems was added to the UNESCO World Heritage list in 2000. The small town (around 30,000 inhabitants) has the highest living standard in Austria and offers a harmonious blend of traditional and modern values. Krems is well known for its culture and hospitality, making this an excellent environment for studying and research.

■ Our sites

Campus Krems and International Campus Piaristengasse

The IMC University of Applied Sciences Krems comprises two exceptional sites – the one historic, the other designed to the latest international standards – that offer a huge variety of academic, everyday and leisure facilities.

The two locations feature a unique blend of historical architecture and modern design. Both campuses are situated in the heart of the picturesque town centre and provide excellent amenities for students from all over the world.



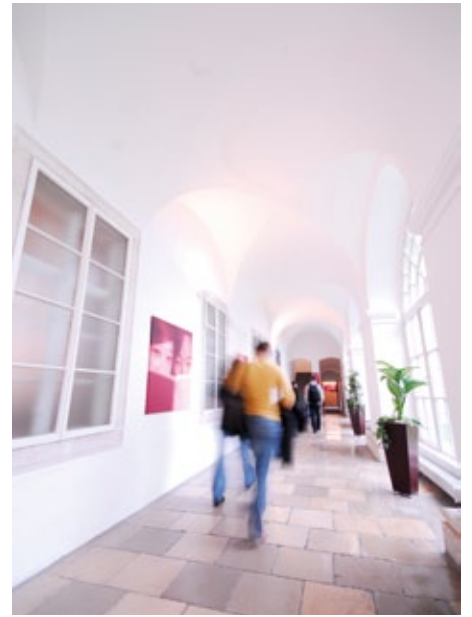
Your benefits

■ Just a few of the reasons to study at the IMC University of Applied Sciences Krems

- ▶ We are one of Austria's leading Higher Education Institutions
- ▶ Our high-quality degree programmes have a strong practical and international focus – enhancing our students' employability and opening the door to professional success
- ▶ We cooperate with companies worldwide, many of them listed in the Fortune 500, Euro Stoxx 50, Dow Jones, DAX and ATX
- ▶ Our focus on applied research is a major benefit for students, and leads to significantly closer ties between science and business
- ▶ Our campuses feature state-of-the-art infrastructure for students and faculty
- ▶ Small groups and a multicultural student body combine to create a friendly, relaxed learning environment

■ In addition, the IMC University of Applied Sciences Krems

- ▶ is accredited by the Austrian FH*-Council
- ▶ has been certified with the OENORM EN ISO 9001 since 1997 (international quality management standard system)
- ▶ has been awarded the EU Diploma Supplement Label for excellence in promoting academic mobility and professional recognition of qualifications
- ▶ is quality certified by several international accreditation bodies, including THE-ICE (Tourism and Hospitality Education – International Centre of Excellence)



Graduate programmes

■ General Features

- ▶ Two years in full-time or part-time format
- ▶ Language of instruction: English or German
- ▶ Carefully selected team of professors and lecturers from the industry
- ▶ Global career prospects
- ▶ Affordable tuition fees: EUR 363 per semester (+ Students' Union membership fee)
- ▶ Joint and double degrees in some programmes
- ▶ Numerous projects and the Applied Research and Training Semester in companies and research organisations/institutes

■ Formats

Full-time:

Lectures from Monday to Friday

Part-time:

Lectures on Fridays and Saturdays, with one week of intensive courses per semester

■ Applied Research and Training Semester

During the third semester full-time Master students must complete an Applied Research and Training Semester (ARTS) at one of the following institutions:

- ▶ Research institutes in Austria or abroad
- ▶ Austrian or foreign Higher Education Institutions
- ▶ Austrian or foreign companies

■ Double degree

Master students of the School of Business have the opportunity to achieve a double degree with selected partner universities

Faculty

You will be taught by our in-house academic staff, visiting professors and industry experts who understand the challenges of translating theory into practice.

SCHOOL OF LIFE SCIENCES

(Excerpt of guest speakers and visiting professors)

**Hon. Prof. (FH) Univ. Prof. em.
Dr. Dr. (h.c. mult.) F.R.C.P.**

Horst Klinkmann

Founder and Dean of International Faculty of Artificial Organs, Bologna, Italy
Subject: Artificial Organs and Drug Delivery Systems

**Hon. Prof. (FH) Univ. Doz.
Dr. habil. Wilfried Wöhrer**

Director Pilotplants Baxter BioScience, Orth, Austria
Subject: Bioprocess Technology Theory and Current Advances in Biopharmaceutical Production Technologies

**Hon. Prof. (FH)
Dr. Katherine Cohen**

CEO Intercell AG, Vienna, Austria
Subject: Patent Law and Licensing

Prof. Dr. Ivar Giaever

Nobel Prize Winner in Physics in 1973 - Rensselaer Polytechnical Institute, Troy, New York, USA

Hon. Prof. (FH) Dr. Uwe Schlokat

Senior Director & Head of Global Project Management, Baxter BioScience, Vienna, Austria
Subject: Project Management

Univ. Doz. Dr. Peter Turecek

Senior Director Preclinical R&D, Baxter BioScience, Vienna, Austria



„You never know if a lecture you are just about to cut, is not going to be the one that will later influence your life with a lasting effect. Just imagine I have triggered an AHA reaction with you today und in twenty years' time you will be the one who plays a leading role in cancer research.“

- Prof. Dr. Ivar Giaever

SCHOOL OF BUSINESS

(Excerpt of guest speakers and visiting professors)

Mag. Albert Walter Huber, CEFA

Consultant and Coach, Co-Founder and Leading Partner of Camelot Consulting, Vienna, Austria
Subject: Mergers and Acquisitions

Albert Roche - Visiting Professor IMC University of Applied Sciences

Professor for Sports, Holland College, Charlottetown, Canada
Subject: Sport and Outdoor Tourism

Perry Hobson, Ph.D.

Associate Professor Southern Cross University, Director, International Centre of Excellence in Tourism and Hospitality Education (THE-ICE), Tweed Heads, Australia

Dr. med. Fabian Waechter, MSc.

Director Market Access & Health Care Policy Pfizer Corporation Austria GmbH, Vienna, Austria
Subject: Biostatistics and Trend Analysis

Victor B. Teye, Ph.D. - Visiting Professor IMC University of Applied Sciences

Associate Professor, Arizona State University, Phoenix, USA

Richard Wright, Ph.D., MBA, BA - Visiting Professor IMC University of Applied Sciences

The E. Claiborne Robins Distinguished Professorship in Business (2001-05) University of Richmond, Virginia, USA
Subject: International Business and Strategic Change

Dr. Regina Oppitz-Pfannhauser

Acting Associate of Kompetenz & Mehr Business Consultancy, Vienna, Austria
Subjects: Personality Training – Team Building, Mediation, Coaching, Structured Export- and Project Financing

Dr. Wilhelm Rasinger

Inter-Management, Business Consultancy GmbH, Vienna, Austria
Subject: Financial Statement Analysis



“At the end of the class I want them to be one of the top students of the world. I want them to realise that the future is their future and that they have a contribution to other people.”

- Victor B. Teye, Ph.D.



“Lecturing at IMC University of Applied Sciences Krems is always an enriching experience. In this relaxing atmosphere, lecturing and learning becomes working and experiencing in a team.”

- Mag. Albert Walter Huber, CEFA



“I do enjoy working with the students in different contexts and appreciate coaching them over the semesters. In my professional engagement both in Austria and abroad IMC’s outstanding reputation for the high quality degree programmes is widely acknowledged. To maintain and to further develop this high education standard in cooperation with the students is a welcomed challenge which I gladly assume each semester.”

- Dr. Regina Oppitz-Pfannhauser



“The mere high number of IMC alumni and alumnae with whom I cooperate in the field of Health Management in Austria gives evidence of the importance and labour market orientation of the Master degree programme Management of Health Institutions.”

- Dr. med. Fabian Waechter, MSc.

Master programmes

	LANGUAGE		FORMAT	
	German	English	Full-time	Part-time
SCHOOL OF BUSINESS				
Export-oriented Management		■	■	■
Marketing and Sales		■	■	
Tourism and Leisure Management		■	■	
Management	■		■	
Management von Gesundheitsunternehmen	■			■
Unternehmensführung für KMU	■			■
SCHOOL OF LIFE SCIENCES				
Medical and Pharmaceutical Biotechnology		■	■	
Regulatory Affairs		■		■

■ General admission requirements

Applicants need to have at least a relevant B.A. or B.Sc. degree or hold an equivalent degree from an acknowledged post-secondary educational institution with a minimum of 180 ECTS (European Credit Transfer System - credit points).

We also recognise many qualifications from around the world. For further advice on whether your qualifications meet our admission requirements, please visit our website

www.fh-krems.ac.at

School of Business

Export-oriented Management



■ Target group

Austrian and international graduates aiming at developing the skills required for working in an international environment, and to capitalise on career opportunities in an increasingly dynamic environment.

■ Outcomes

The programmes (full-time or part-time) prepare our students to be able to assume leadership responsibility. Besides giving access to an international learning environment, we also facilitate students to personalise their degree programme by incorporating elements of their choice.

The programme design enables our students to realise their full potential by leveraging existing business administration expertise and critically analysing theories and approaches. They have also the skills for successfully managing business units in international and multicultural environments.

CORE MODULES

■ Interdisciplinary Qualifications

Leadership and Management Competence: Strategic Management and Planning, Corporate Strategies, Business and Project Development, Business Ethics

Management Practice: International Management Simulation, International Business and Strategic Change

■ Mandatory Electives

Foreign Language (Chinese, French, Russian, Spanish) or **International Consulting**

Students choose either a foreign language or International Consulting and select three out of five specialisations, two of which must be part of the International Management and Business course

■ Specialisation: International Management and Business

Foreign Trade Techniques: Advanced Foreign Trade Techniques, Structured Export and Project Financing, Individual Specialisation 1: Foreign Trade Techniques and Structured Financing

International Market Management and Sourcing: Strategic Purchasing and Global Sourcing, Strategic Marketing and Sales, E-Marketing and New Trends in Sales Techniques, Individual Specialisation 2: International Market Management and Sourcing

Finance and Controlling: International Finance, Investment and Budgeting, Strategic Controlling and Reporting, International Accounting Principles and Taxation, Mergers, Acquisitions and Due Diligence, Individual Specialisation 3: Finance and Controlling

■ Specialisation: International Law and Global Political Studies

International Law and Global Political Studies: International Institutions & Strategic Relations, European Union Law incl. EU Integration, Individual Specialisation 4: International Law and Global Political Studies

■ Specialisation: Human Resource and Intercultural Management

Human Resource and Intercultural Management: International Human Resource Management, Change Management and New Management Methods, Individual Specialisation 5: Human Resource and Intercultural Management

■ Research Seminar

■ Applied Research and Training Semester (full-time format)

AT A GLANCE

▶ Admission requirements

Undergraduate degree in business (Bachelor degree or equivalent, minimum 180 ECTS), proof of English language proficiency (Common European Framework of Reference for Languages level C1)

▶ Duration

Two years - 120 ECTS

▶ Language of instruction

English

▶ Start of degree programme

September

▶ Format

Full-time and part-time

▶ Practice-Orientation

Applied Research and Training Semester (full-time format only)

▶ Assessment

Master thesis and final examination

▶ Academic degree

Master of Arts in Business (M.A.)

School of Business

Marketing and Sales



■ Target group

Austrian and international graduates aiming at expanding their expertise in marketing, key account management or brand management.

■ Outcomes

Graduates will be in a position to assume a wide range of senior and executive positions, with responsibilities such as developing marketing plans and strategies; managing collaboration with agencies and heads of marketing; negotiating and concluding contracts; recruiting and training sales staff; designing sales strategies and distribution networks; carrying out market research and sales planning activities; drawing up pricing strategies; budgeting and controlling.

Key account managers are responsible for acquiring and developing accounts, designing customer-specific strategies, planning marketing campaigns and executing sales strategies.

Brand managers are mainly concerned with creating and implementing brand management and brand development strategies, studying markets, managing the brand portfolio and cooperating with agencies.

CORE MODULES

■ Marketing

Marketing Planning and Budgeting; Project Management; Sector-Specific Market Intelligence and Marketing Metrics; Consumer Behaviour; Public Relations; Integrated Marketing Communication; Agency & Expert Management; Business Case/Simulation Game; Business Workshop; Marketing Environment; Applicable Law in Marketing and Sales

■ Interdisciplinary Modules

Leadership and Corporate Social Responsibility; Leadership and Human Resources; Corporate Social Responsibility and Business Ethics; Change Management; Business Partner Analysis; Individual and Group Negotiation; Business Partner Analysis

■ Specialisation: Key Account Management

Key Account Management; Account Management; Domestic and International Sales and Closing; Intercultural Negotiation and Cooperation; Product Design and Incremental Innovation; Budgeting and Performance Management; Conflict Management; Contractual Law

■ Specialisation: Brand Management

Brand Management; Brand Development and Strategic Innovation; Intercultural Behaviour and Communication; Brand Management; Strategic Brand and Channel Management; Budgeting and Performance Management; Conflict Management; Patent and Trademark Law

■ Research Seminar

■ Applied Research and Training Semester

AT A GLANCE

▶ Admission requirements

Undergraduate degree in business (Bachelor degree or equivalent, minimum 180 ECTS), proof of English language proficiency (Common European Framework of Reference for Languages level C1)

▶ Duration

Two years - 120 ECTS

▶ Language of instruction

English

▶ Start of degree programme

September

▶ Format

Full-time

▶ Specialisations

Key Account Management and Brand Management

▶ Practice-Orientation

Applied Research and Training Semester

▶ Assessment

Master thesis and final examination (case study-based)

▶ Academic degree

Master of Arts in Business (M.A.)

School of Business

Tourism and Leisure Management



■ Target group

Austrian and international graduates aiming at expanding their expertise in tourism and leisure management.

■ Outcomes

This programme prepares students for a career in international tourism management. Besides giving access to a global learning environment, students can personalise their studies by choosing from various courses (mandatory electives). Workplace experience is a key aspect of this master programme, and there is also the option of completing a double degree with the Universidad Rey Juan Carlos, Madrid in Spain or Linnaeus University Kalmar in Sweden.

Students will gain a profound understanding of the tourism system including current trends and developments and will be able to develop marketing strategies for products and services in the tourism and leisure industry including both traditional

and E-Marketing methods. In addition, the Applied Research and Training Semester gives students hands-on experience in the chosen tourism sector and the opportunity to make contact with potential employers. They can also work towards an international IPMA project management certificate (optional). All master students benefit from our high-quality and internationally accredited (accredited THE-ICE member) courses.

CORE MODULES

■ International Business of Tourism and Leisure Management

Design: Experience Design, Service Design, Sales Design

Management: Advanced Process and Project Management, Financial Management, Cooperation Management, Management, Simulation in Tourism Contexts, Managing & Leading the Tourism Workforce

Sustainable Tourism Management: Sustainable Tourism Management

Marketing & Communication Management: Marketing & Communication Management, E-Marketing

■ Specialised Tourism – Applied Business Concepts

Meeting Industry & Events, Cultural Tourism, Sport and Outdoor Tourism, Health and Wellbeing Tourism

■ Strategic E-Tourism Management

E-Tourism Application Domains, Information & Communication Technologies for Tourism, Integrated E-Strategy Development

■ Mandatory Electives: Languages/Consulting

Languages

Chinese, French, Italian, Russian, Spanish

International Consulting

Students choose either "Language" or "International Consulting"

Specialised Tourism Business Concepts

Students choose 2 out of 4 Specialised Tourism Business Concepts: "Meeting Industry & Events", "Cultural Tourism", "Sport and Outdoor Tourism", "Health and Wellbeing Tourism"

■ Tourism and Leisure Research

Research-based Decision Making

Master thesis

■ Applied Research and Training

Applied Research and Training Semester

Coaching Seminar

AT A GLANCE

► Admission requirements

Undergraduate degree in business (Bachelor degree or equivalent, minimum 180 ECTS), proof of English language proficiency (Common European Framework of Reference for Languages level C1)

► Duration

Two years - 120 ECTS

► Language of instruction

English

► Start of degree programme

September

► Format

Full-time

► Practice-Orientation

Applied Research and Training Semester

► Assessment

Master thesis and final examination

► Academic degree

Master of Arts in Business (M.A.)

Management



■ Zielgruppe

Der branchenunabhängige Masterstudiengang richtet sich an alle, die sich durch ein vertiefendes Studium entweder im Bereich des Human Resources Management oder des Controlling auf die Übernahme von Führungsverantwortung in Unternehmen und Organisationen vorbereiten möchten.

■ Besonderheit

Spezialisierungen und Nachhaltiges Management

Im Rahmen des Studiums wird eine vertiefte Auseinandersetzung mit den Themen und den Konzepten des nachhaltigen Managements geboten, wobei der Schwerpunkt auf die ökonomische Nachhaltigkeit gelegt wird. Das Studium bietet die Spezialisierungen „Controlling“ und „Human Resources Management“ an. Projekt- und fallstudienbasiertes Lernen bereiten auf die besonderen Herausforderungen des vernetzten Planens und Handelns in multidisziplinären Kontexten vor. Aufgrund der steigenden Bedeutung der Nachhaltigkeit in der Führung von Unternehmen bietet der Studiengang eine Ausbildung am Puls der Zeit.

■ Tätigkeitsfelder

Der Masterstudiengang bereitet grundsätzlich für die Übernahme von Leitungsaufgaben in allen Hierarchiestufen eines Unternehmens vor. Die AbsolventInnen der Spezialisierung Controlling sind in der Lage, Aufgaben als ExpertInnen im Bereich des Controllings zu übernehmen, die AbsolventInnen der Spezialisierung Human Resources können Leitungsfunktionen sowie Aufgaben als ExpertInnen im Bereich der Human Resources wahrnehmen.

FACHBEREICHE UND MODULE

■ Konzepte und Rahmenbedingungen des nachhaltigen Managements

Management im globalen Kontext, Konzepte und Rahmenbedingungen des nachhaltigen Managements (inkl. systemisches Management, Komplexitätsmanagement), Das projektorientierte Unternehmen, Corporate Governance, Corporate Citizenship und Corporate Responsibility

■ Nachhaltige Unternehmensentwicklung

Strategieentwicklung und –implementierung (sowie Unternehmenskultur und Strategic Foresight), Stakeholder Management (sowie Total Quality Management), Innovationsmanagement

■ Performance Management

Rechnungslegung nach nationalen und internationalen Standards, Wertorientiertes und strategisches Controlling & Reporting, Kostenmanagement, Finanzmanagement & Finanzierungstrends

■ Führung

Führungskonzepte (sowie Change Management), Motivation und Leadership, Kommunikation, Führung in Krisensituationen und Krisenmanagement

■ Anwendungsorientierte Forschung

Qualitative und quantitative Forschungsmethoden

■ Business Case / Planspiel

■ Spezialisierung: Controlling

Controlling: Funktionales Controlling und Beteiligungscontrolling, (inkl. Controlling-Tools), Business Intelligence, Budgetierung und Liquiditätsmanagement, Risikomanagement

Unternehmensanalyse: Unternehmensbewertung, Jahresabschlussanalyse & Bilanzpolitik

■ Spezialisierung: Human Resources Management

Strategisches Personalmanagement: Strategisches Personalmanagement, Arbeitsrecht, Entlohnungs- und Anreizsysteme, Diversity Management

Operatives Personalmanagement: Operatives Personalmanagement (inkl. Personalbeschaffung, -entwicklung und Personalfreisetzung), Personalmarketing und Personalcontrolling

■ Angewandtes Forschungs- und Praktikumssemester

STUDIUM IM ÜBERBLICK

▶ Zugangsvoraussetzungen

Abgeschlossenes facheinschlägiges Bachelorstudium oder Abschluss eines gleichwertigen Studiums mit Mindestumfang von 180 ECTS an einer anerkannten in- oder ausländischen postsekundären Bildungseinrichtung

▶ Dauer

Zwei Jahre – 120 ECTS

▶ Vorlesungssprache

Deutsch

▶ Beginn des Studiums

September

▶ Organisationsform

Vollzeit

▶ Spezialisierungen

Controlling und Human Resources Management

▶ Praxisbezug

Angewandtes Forschungs- und Praktikumssemester

▶ Studienabschluss

Masterarbeit und Masterprüfung

▶ Akademischer Grad

Master of Arts in Business (M.A.)

Management von Gesundheitsunternehmen



■ Zielgruppe

Der Masterstudiengang richtet sich an alle, die im boomenden Gesundheitsmarkt in einem nationalen oder internationalen Gesundheitsunternehmen eine Leitungsfunktion oder eine anspruchsvolle Stabsstellenfunktionen übernehmen wollen.

■ Besonderheit

Im Rahmen des Studiums wird eine vertiefte Auseinandersetzung im spannenden Bereich des strategischen Managements und der sozial-dynamischen Führungskompetenz geboten. Dabei zeigt das Studium durch die Betrachtung der nationalen und internationalen Gesundheitsmärkte und ihrer Einrichtungen neue Markt- und Wettbewerbschancen sowie Möglichkeiten zu deren Nutzung auf. Projekt- und fallstudienbasiertes Lernen sowie Planspiele bereiten auf die besonderen Herausforderungen des vernetzten Denkens, Planens und Handelns im Profit- und Non-Profit-Gesundheitsbereich vor.

■ Tätigkeitsfelder

AbsolventInnen können im Verlauf ihrer Karriere leitende Funktionen in Unternehmen, Organisationen und Institutionen des Gesundheitswesens ausüben. Zu ihren Kompetenzen zählen u.a. die Erstellung von Strategien, Business- und Finanzplänen, Public Relations und Kommunikationsaufgaben, das Erkennen, Nutzen und die erfolgreiche Umsetzung von Verbesserungspotentialen, die Budgetplanung und Budgetverantwortlichkeit sowie die Auswahl, Bewertung und Risikoabschätzung von Projekten.

FACHBEREICHE UND MODULE

■ Nationale und internationale Rahmenbedingungen des Gesundheitsmanagements

Internationale Gesundheitsmärkte und –systeme, Internationales Gesundheitsrecht, Gesundheitsökonomische Grundlagen des Managements, Gesundheits- und Sozialpolitik

■ Forschung und Evaluation

Biostatistik und Epidemiologie, Health Technology Assessment, Gesundheitsbezogene Forschungs- und Projektplanungsmethoden

■ Mitarbeiterführung

Coaching und Beratung, Führung und Motivation, Verhandlungsführung, Rhetorik

■ Strategische Instrumente und Methoden des Managements im Gesundheitswesen

Strategisches Denken und Handeln, Stakeholder Management, Organisationsentwicklung, Strategisches Human Resources Management, Wissensmanagement, Risikomanagement, Budgetplanung

■ Projektmanagement im Gesundheitswesen

Advanced Project Management, Gesundheitsmanagementprojekt

■ Gesundheitssystemplanung

Innovative Versorgungs- und Finanzierungsformen, Regionale, nationale und grenzüberschreitende Gesundheitsplanung, E-Health

■ Strategisches Management in Gesundheitsunternehmen und Gesundheitseinrichtungen

Strategisches Krankenhausmanagement, Strategisches Heimpflegemanagement, Strategisches Pharmamanagement, Strategisches Versicherungsmanagement

■ Gesellschaftlich verantwortungsbewusstes Gesundheitsmanagement

Ethische und soziale Unternehmens- und Organisationsverantwortung, Medizinische Soziologie

■ Capstone Seminare

Problemlösungs- und Entscheidungstechniken, Planspiel, Integratives Fallstudienseminar

STUDIUM IM ÜBERBLICK

▶ Zugangsvoraussetzungen

Abgeschlossenes facheinschlägiges Bachelorstudium oder Abschluss eines gleichwertigen Studiums mit Mindestumfang von 180 ECTS an einer anerkannten in- oder ausländischen postsekundären Bildungseinrichtung

▶ Dauer

Zwei Jahre – 120 ECTS

▶ Vorlesungssprache

Deutsch

▶ Beginn des Studiums

September

▶ Organisationsform

Berufsbegleitend

▶ Studienabschluss

Masterarbeit und Masterprüfung

▶ Akademischer Grad

Master of Arts in Business (M.A.)

Unternehmensführung für KMU



■ Zielgruppe

Der branchenunabhängige Masterstudiengang richtet sich an alle, die eine vertiefende betriebswirtschaftliche Ausbildung mit Fokus auf die Steuerung von KMUs suchen.

■ Besonderheit

Die AbsolventInnen werden auf berufsspezifisches kompetentes und verantwortungsbewusstes Handeln in multidisziplinären Kontexten vorbereitet. Dabei stehen vor allem die Steuerung von Kleinen und Mittleren Unternehmen bzw. von Kleinen und Mittleren Organisationen oder Organisationseinheiten und die Führung von MitarbeiterInnen sowohl in Routine- als auch in Krisensituationen im Fokus. Darüber hinaus befasst sich der Studiengang auch mit den Themenbereichen des Change Managements und der Internationalisierung von Kleinen und Mittleren Unternehmen bzw. Organisationen.

■ Tätigkeitsfelder

AbsolventInnen können in regional und überregional tätigen Kleinen und Mittleren Unternehmen aller Branchen in Leitungsfunktionen tätig werden. Ihre Kompetenzen liegen im Bereich der Führung und Steuerung von Kleinen und Mittleren Unternehmen oder Organisationseinheiten derselben in Standard- und Krisensituation, sowie im Bereich von Innovations- bzw. Change Management.

FACHBEREICHE UND MODULE

■ Fachbereich Management und Führung

Führung: Führung, Unternehmenskommunikation

Personalmanagement: Strategisches Personalmanagement, Operatives Personalmanagement

Change Management: Strategieentwicklung und Strategieumsetzung, Wachstums- und Redimensionierungs-Management, Innovationsmanagement, Geschäftsmodellentwicklung, Krisenmanagement, Unternehmensübernahme und Unternehmensnachfolge

Internationalisierung von Kleinen und Mittleren Unternehmen: Internationale Marktbearbeitung, Intercultural Competence, Supply Chain Management, Internationalisierung von Kleinen und Mittleren Unternehmen, Import/Export, E-Commerce

Business Case/Planspiel

■ Fachbereich Steuerung

Steuerung von Kleinen und Mittleren Unternehmen: Kostenmanagement und Kalkulation, Jahresabschluss und Bilanzpolitik, Business Intelligence, Kennzahlenorientierte Steuerung, Budgetierung und Liquiditätsmanagement, Total Quality Management, Das projektorientierte Unternehmen, Risikosteuerung

■ Fachbereich Englisch

International Management Issues in Small and Medium sized Enterprises

■ Fachbereich Forschung

Qualitative und quantitative Forschungsmethoden

STUDIUM IM ÜBERBLICK

▶ Zugangsvoraussetzungen

Abgeschlossenes fach einschlägiges Bachelorstudium oder Abschluss eines gleichwertigen Studiums mit Mindestumfang von 180 ECTS an einer anerkannten in- oder ausländischen postsekundären Bildungseinrichtung

▶ Dauer

Zwei Jahre – 120 ECTS

▶ Vorlesungssprache

Deutsch

▶ Beginn des Studiums

September

▶ Organisationsform

Berufsbegleitend

▶ Studienabschluss

Masterarbeit und Masterprüfung

▶ Akademischer Grad

Master of Arts in Business (M.A.)

School of Life Sciences

Medical and Pharmaceutical Biotechnology



■ Target group

Austrian and international graduates aiming at acquiring in-depth knowledge of biomedicine, and the skills and expertise needed for biotechnology products development and production. Graduates will mainly go on to work in pharmaceutical and biotechnological companies and medical research centres.

■ Outcomes

After completing the programme, students will be able to assume a wide range of senior and executive positions.

Their responsibilities will range from planning and conducting biotechnological processes (fermentation), biomedical and analytical testing to production coordination, quality control and registration of pharmaceutical products. They will also be qualified to work in marketing and distribution departments in pharmaceutical companies.

CORE MODULES

■ Business and Regulations

Business Start-ups and Administration; Business Law; Biomedical Regulations; Drug Law; Drug Regulatory Affairs; Medical Devices and Regulation; Patent Law and Licensing; Marketing of Biomedical Products; Biomedical Technology: Industry and Markets

■ Quality Management

Statistical Methods in QM; Biostatistics and Trend Analysis; IT-Databases Programming; Pharmaceutical Quality Management; Quality Management Systems; GLP and GMP Regulations; Risk Assessment; Pharmaceutical Project Management; Project and Portfolio Management; Clinical Studies and GCP

■ Pharmaceutical Bioprocess Technology

Pharmaceutical Bioprocess Technology; Upstream Processing and Fermentation; Bioseparation and Scale Up Techniques; Current Issues in Biotechnology; Biological Production Systems; Current Advances in Biopharmaceutical Production Technologies; Recombinant Protein Production And Modification Theory; Recombinant Protein Production and Modification Laboratory; Fermentation Laboratory; Fermentation Technology Laboratory

■ Quality Management in Bioprocess Technology

Process Design; Equipment and Production Design; Standardisation; Process Monitoring Process Control and Process Online Monitoring; Sampling and Quality Control; Contamination Control in Production Plants; Validation, Equipment Testing and Process Validation; Equipment Testing and Process Validation Laboratory

■ Biomedical Technologies

Therapeutic Effects of Biopharmaceuticals; Systems Biology; Development Biology and New Therapeutic Strategies; Molecular Therapeutic Strategies; Pharmacokinetics and Pharmacodynamics; Bioinformatics; Identification and Characterisation of Biopharmaceuticals; Drug Discovery Systems; Analytical Methods in Biomedicine Theory; Analytic Methods in Biomedicine Laboratory

■ Medical Bioprocess Technology

Health and Disease; Immunology; Human Pathophysiology; Methods in Regenerative Medicine; Cancer/Aging; Tissue Engineering Artificial Organs; Nanobiotechnology; Current Issues in Regenerative Medicine; Medical Biotechnology Laboratories; Medical Biotechnology Laboratory

■ Social Skills

Bioethics; Personality Training - Working in Interdisciplinary and Multicultural Teams

■ Research Seminar

■ Applied Research and Training Semester

AT A GLANCE

▶ Admission requirements

Undergraduate degree in a relevant natural sciences or engineering discipline. Bachelor degree or equivalent, minimum 180 ECTS

▶ Duration

Two years - 120 ECTS

▶ Language of instruction

English

▶ Start of degree programme

September

▶ Format

Full-time

▶ Practice-Orientation

Applied Research and Training Semester

▶ Assessment

Master thesis and final examination

▶ Academic degree

Master of Science in Engineering (M.Sc.)

School of Life Sciences

Regulatory Affairs



■ Target group

Austrian and international graduates aiming at working as regulatory affairs professionals.

■ Outcomes

Graduates will be familiar with a broad range of subjects such as medicine, toxicology, pharmacology and law, as well as the latest developments, and quality, efficacy and safety issues surrounding medication and medical products.

They will be suited to a wide range of senior and executive positions with the following functions:

- ▶ Defining regulatory requirements for pharmaceuticals, medical products and diagnostic systems
- ▶ Designing and preparing specialist and patient information
- ▶ Compiling approval documentation and completing approval procedure
- ▶ Constructing and implementing vigilance and monitoring systems
- ▶ Drawing up and assessing approval strategies

CORE MODULES

■ Basics of Medicine and Science

Basics of Medicine: Human Pathophysiology, Immunology, Advanced Therapies

Basics of Pharmacy and Engineering: Basics for Pharmaceutical Methods and Technology, Analytical Methods and Documentation

Pharmacology and Toxicology for Drugs: Pharmacokinetics and Pharmacodynamics, Toxicology

Biostatistics: Basics of Statistics and Epidemiology

■ Legal and Business Sciences

Basics of Law: Legal Basis of Regulatory Affairs

Pharmaceutical Marketing: Labelling and Pharmaceutical Marketing

Health Economy and Politics: Health Technology Assessment and Evidence-Based Medicine

■ International Regulatory Affairs

The EU and Global Regulatory Environment

■ Drug and Device Development

Manufacturing and Control: Development, Composition and Manufacturing; Regulatory Quality Requirements

Preclinical Development: Preclinical Development Plans; Regulatory Requirements for Preclinical Testing

Clinical Development: Clinical Development Plans; Regulatory Requirements for Clinical Testing

Marketing Authorisation: Marketing Authorisation in the EU; National Marketing Authorisation in Austria and Special Local Case; Generics Development and Marketing Authorisation

Medical Devices: EU and Global Perspectives

Life Cycle Management: Safety Aspects of Medicinal Products and Medical Devices; Life Cycle Management of Medicinal Products and Medical Devices; Decision-Making Processes and the Role of Regulatory Affairs

■ Business Tools

Information and Documentation Management in Regulatory Affairs; Quality Management in Regulatory Affairs; Project Management in Regulatory Affairs; Personality Training and Communication

AT A GLANCE

▶ Admission requirements

Undergraduate degree in relevant natural sciences or engineering discipline. Bachelor degree or equivalent, minimum 180 ECTS

▶ Duration

Two years - 120 ECTS

▶ Language of instruction

English

▶ Start of degree programme

September

▶ Format

Part-Time

▶ Assessment

Master thesis and final examination

▶ Academic degree

Master of Science in Natural Sciences (M.Sc.)

General information and services

■ Accommodation

We understand that moving to another country can be a challenging experience, but our staff at the Prospective Student Advisory Service is there to help. To find out more about student housing visit - www.stik.at - a website geared specifically towards the needs of students in Krems (partly in English).

■ Admission

Detailed admission information for all graduate programmes is available on our website (admission requirements vary between programmes). If you have any queries, please contact our Prospective Student Advisory Service (see below).

■ Extracurricular activities

Campus Sport offers around 40 different sport programmes

Campus library with over 100,000 media

Catering at Campus Krems: cafeteria, Italian coffee bar, coffee shop, restaurants

Catering at International Campus

Piaristengasse: Italian coffee shop, wide selection of outlets in the nearby pedestrian zone

■ Student communities

Students for Students is a dynamic and vibrant community connecting IMC University of Applied Sciences Krems students from all over the world. Their most important task is to integrate international exchange and regular students and make them feel at home during their time in Krems.

Austrian Students' Union (OEH):

The Austrian Students' Union is managed by student representatives and volunteers. Membership is mandatory for all students, including those from abroad. The OEH offers advisory services on a wide range of legal, social and financial matters.

■ Fees

Tuition fees for our graduate programmes are extremely affordable. The costs per semester are EUR 363 plus OEH membership fees.

USEFUL LINKS

www.fhr.ac.at

FH Council

www.oead.ac.at

Austrian Agency for International Mobility in Education, Science and Research

www.fhk.ac.at

Austrian Association of Universities of Applied Sciences

► Student communities

www.facebook.com/oehkrem and

www.facebook.com/studentsforstudents

MORE INFO

We have a dedicated section for international students on our website. Full details of admission requirements are available at:

www.fh-krems.ac.at

► IMC University of Applied Sciences Krems social media channels

www.facebook.com/imcfhkrem

www.twitter.com/fhkrem

www.youtube.com/fhkrem

CONTACT US

Prospective Student Advisory Service

Reachable from Monday to Friday
8:00 a.m. to 6:00 p.m. (CET)

0800 808010 (Toll-free within Austria)
or +43 (0)2732 802 ext. 140

information@fh-krems.ac.at

■ Excerpt from European Policy Statement

In its mission the IMC University of Applied Sciences Krems states that it aspires to rank among the leading European Higher Education Institutions. Internationalisation, educational excellence and quality assurance are the key features designed to enhance the employability of its graduates.

The institution's core values are cultural awareness, mutual respect and respect for diversity, social responsibility and fairness. Its strong commitment to mobility fosters mutual understanding and sustainable social and economic coherence without boundaries.

The IMC University of Applied Sciences Krems is firmly committed to support disabled students and staff through technical infrastructure and personal counselling measures; gender equality is a guiding principle of the institutional policy; by its pronounced international focus on education the IMC University of Applied Sciences actively makes a stand against xenophobia and racism.

■ Contact details and credits

IMC University of Applied Sciences Krems

Phone: +43(0)2732 802 140 or 515
(Prospective student advisory service)

Fax: +43(0)2732 802 4

E-Mail: information@fh-krems.ac.at

Web: www.fh-krems.ac.at

 www.facebook.com/imcfhkrems

Sites

Campus Krems

Wing G

3500 Krems - Austria - Europe

International Campus

Piaristengasse 1

3500 Krems, Austria, Europe

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FH KREMS
UNIVERSITY OF APPLIED
SCIENCES / AUSTRIA

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Accreditations / Memberships

