

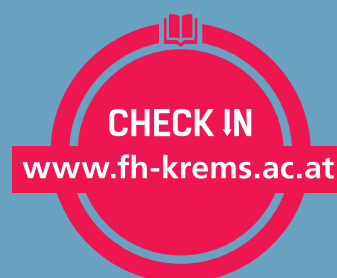
Business



Bachelor

Business Administration

Majors: International Project Management
Corporate Communication



SPECIAL FEATURES

WHY SHOULD YOU CHOOSE THE BUSINESS ADMINISTRATION BACHELOR PROGRAMME IN KREMS?

Preparation for management careers

What happens if you combine for example economics, business administration and management skills in a single bachelor's degree? You get IMC Krems' Business Administration programme. Further electives available in this programme are corporate communications and international project management. The perfect basis for an international career!

Mobility and practice-orientation

Mobility is one of the most important characteristics of the modern workplace. In semester 3 you have the opportunity to spend a semester abroad at one of approx. 130 partner universities. The Practical Training Semester (PTS) is another core element of the programme. The curriculum includes this 22-week internship in semester 5. You will choose the company yourself, receiving any necessary support from us.

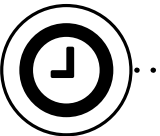
Interesting majors

In Business Administration you will major in one of two subjects: "International Project Management" lays the foundations for carrying out project management activities in international companies; "Corporate Communication" will qualify you for internal and external corporate communication, public relations and marketing in companies and institutions.

Tip

Business Administration at the IMC Krems is more than a study programme. It is a unique opportunity to grow. The optional exchange semester, the Practical Training Semester, the Majors and the strong international orientation allow you to personalise your education and develop your USP.

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.



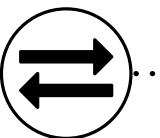
English

The programme language is English. This prepares you for taking over a responsible job in a multi-cultural environment.



Six semesters

You complete your programme after three 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.



€ 363,36/semester

This is your study fee that you pay as an EU/EEA citizen plus a student union fee.



FACTS AND FIGURES

FACTS PLAY AN ESSENTIAL ROLE. THEREFORE, WE HAVE SUMMARISED THE MOST IMPORTANT FACTS FOR YOU:

50% of the lecturers hold leading positions in industry – 10% of them in global companies with headquarters abroad, 15% in global companies headquartered in Austria. The other 25% of industry lecturers represent companies/organisations based in Austria.

50% of the lecturers are from academia – 15% from universities abroad, 10% from Austria and 25% from the IMC FH Krems.

Over the past 4 years, the Business Administration cohorts (average 35 students) have represented **12 – 15 different countries.**

We **strongly support students** to acquire official industry certificates such as the project management certificate (by IPMA) or the quality management systems certification (Quality Austria).

Entrepreneurial Business Administration students usually play a key role in the IMC foundersLAB, an initiative that supports students in launching start-ups.

Our alumni: 20% hold project management positions, 15% are in corporate communication, 25% in marketing/e-marketing, 25% in various fields (human resource management, sales, meeting coordinator, risk manager, junior researcher), 15% enrolled full-time in master programmes and others are enrolled in master programmes and have a job.

COMMUNICATION – MANAGEMENT – INTERNATIONALITY

This programme is characterised by an international focus, comprehensive training in business administration, economics and management with electives in corporate communications and international project management. This unique combination of a broad knowledge base and a specialisation provides you with a foundation that will enable you to take on management roles during your career.

THE KEY TO SUCCESS: THEORY + PRACTICE

THE COURSE IS BASED ON THREE CORE ELEMENTS

1

The basics
Semesters 1–4

This programme provides an **international focus**, coursework in **business administration, economics** and the core areas of **management**, such as marketing, finance and controlling, HR management.

In addition, you will have detailed knowledge of project management and corporate communication as well as train your cross-cultural and socio-dynamic skills. This will be a solid basis for managing teams and projects independently, working in corporate communications – and launching an international career.

2

The practical part
Semester 5

The **Practical Training Semester (PTS)** is a core element of the programme that is completed abroad.

The PTS gives you an opportunity to apply the knowledge obtained during your courses in real-life professional situations. It gives you a practical insight into the methods and functions of a company, helps you to obtain experience which will be crucial for your future career and to foster your international mindset. We support you in finding an internship that fits your career.

3

The final year
Semester 6

A distinctive feature of this programme are the **corporate communications** and **international project management** majors. International Project Management prepares you for work on cross-border projects and includes junior project manager certification. It outlines the characteristics of various types of projects and offers suitable approaches and tools. Corporate Communications enables you to assume responsibility for design, planning and implementation of internal and external communication measures in an international business.

Fatmah Alqaisi is 26 years old and has already experienced a lot. She was born in the Iraqi capital of Baghdad and lives in Vienna. After finishing high school in Iraq, she moved to Austria with her family. She is now a first-year Business Administration student at IMC Krems.

October 2018

My grandmother comes from Burgenland, that's why I came to Austria with my parents and my brother and sister. During my first three years here, I concentrated on learning German and sat the university entrance examination. I also started working in fashion retail. Then I sat the final apprenticeship examination for retail sales and was offered a new position at Wolford, but on the condition that I attended further academic training. So in June 2018 I completed a qualification in marketing and sales.

I didn't do a university degree straight away because I wanted to learn German first – this was clear to me from the very start. I was also sure that I wanted to study a business-related subject. After I get my bachelor degree, I want to work in the cosmetics industry. I recently launched a YouTube channel dedicated to make-up and styling. It's just a start, but I'll keep at it and always try out new things.

My sister told me about IMC Krems. I looked at the courses it offers and decided I wanted to do a degree taught entirely in English. I went for the Business Administration programme because the lectures are in English and it will give me the skills and knowledge I need to work in all industries, so I can keep my options open and choose an area that interests me. I'm especially looking forward to taking the Corporate Communications elective, something that really caught my eye. I'd like to work at an international company one day, starting off with a job in Austria that gives me plenty of opportunities to travel. Who knows where I'll end up!


Tip

If you really want something, where you study isn't as important as the content of the degree. You just have to put in the time, then you can benefit from the advantages of an international university. You can easily work part-time during the programme.

I FINISHED HIGH SCHOOL IN IRAQ AND MOVED WITH MY FAMILY TO AUSTRIA BECAUSE MY GRANDMOTHER COMES FROM BURGENLAND.

FATMAH, 26





YOU ACQUIRE PRACTICAL
BUSINESS KNOW-HOW,
LEARN WHAT DRIVES
THE MARKET-LEADING
COMPANIES AND HOW
THEY REALLY WORK.

ELIZABETH, 21

Very personal stories

21-year-old **Elizabeth Erchova** is a second-year business administration student. She was born in Miami and has Russian roots – both her mother and father are from Russia. She graduated from an international school in Vienna and worked in Moscow for JLL before starting the Business Administration programme at IMC Krems. She is a keen kite surfer, diver and snowboarder – she loves extreme sports. Elizabeth describes herself as a highly motivated person with a strong character and a wide range of interests.

October 2018

The story of how I came to apply for this bachelor degree programme at IMC Krems is simple: I found out about it from my school in Vienna, where I did the International Baccalaureate Diploma Programme and took business as one of my subjects. I chose this programme because business administration seems to provide a wide choice of opportunities for a future career. You acquire practical business know-how, learn what drives the market-leading companies and how they really work. I wanted to choose a programme with a focus on communication, mass media and information, and commercial advertising, so this programme was the right choice for me. I knew that the university had a good reputation, as I had some friends who were already studying here and they recommended this specific programme to me.

I did not expect that my class would get to know each other so quickly and that there would be so many international students, with quite a few people from the different parts of the world. In the “director’s corner”, our programme director asks for feedback and I find this valuable. Everybody is open-minded and friendly – also those from other courses and even from other universities here in Krems. I feel comfortable here, even though I’m used to living in big cities – Krems is nice, safe and compact – everything is close. Also, this helps when you have to study. There’s a friendly international community of students and the campus infrastructure makes studying here comfortable. Everyone at this university is willing to help, you can always ask questions, which you get answers to.

Tip

I hope your university days will be the best time of your life. Don’t worry about the problems that you might encounter; approach solving them as a challenge. Good luck!

Thomas Holubovsky is 28 years old and comes from Lower Austria. The special thing about Thomas is that he already has five years of professional experience to his credit. Having been employed at an automotive component supplier in Wieselburg, he has already had a taste of working in Mexico and China. He completed his school leaver's certificate at the higher technical college for industrial engineering at Waidhofen an der Ybbs. Thomas loves to travel, and his friends describe him as a go-getter, cosmopolitan and hardworking.

October 2018

I have been abroad a lot and learned a great deal about project management and intercultural competence – including from mistakes made along the way. I chose this degree programme because I wanted to add a business and theoretical dimension to my technical background to stand me in good stead for the challenges of the future.

The course impresses me because it gives me something to smile about every day and I get to hear people talking three different languages – my course mates. I only talk to people in English; there is a uniquely international feel here on campus. For group assignments in particular, it is always interesting to see how people approach the same task from different angles, what strengths each individual has, and how that can have such a positive effect on the end result. This year I am going for international project management. Some of our lecturers come from industry, which means they have direct experience of the various issues in their day-to-day lives, and that impressed me.

I firmly believe that this degree programme will give me much better career opportunities, especially as international project management continues to expand in this age of globalisation and specialists are in strong demand. I don't regret having worked for five years beforehand – far from it – but this programme with this specialism was exactly right for me: taught in English, with an international work placement, the focus on international project management, and because as a technical expert – and we are not exactly known for our language skills – no further foreign languages are needed.

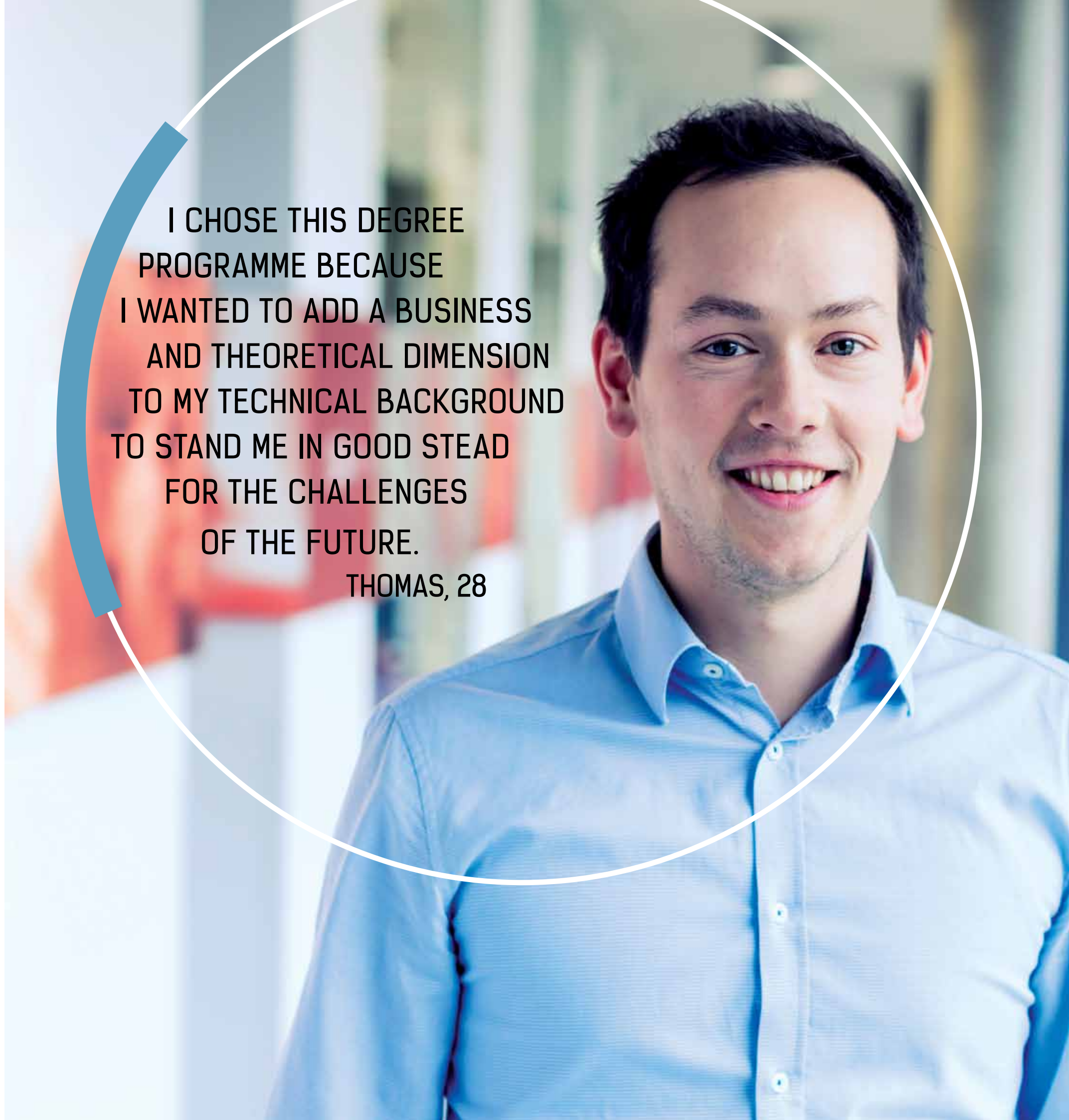
This study programme was not a shot in the dark. It was 100% what I was looking for.

Tip

Work for six to 12 months after leaving high school, work out which direction you want to take, and do not sign up for any old study programme just because you still aren't sure what it is you really want to do.

I CHOSE THIS DEGREE
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I WANTED TO ADD A BUSINESS
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TO MY TECHNICAL BACKGROUND
TO STAND ME IN GOOD STEAD
FOR THE CHALLENGES
OF THE FUTURE.

THOMAS, 28





STUDYING
A DEGREE
IN BUSINESS
ADMINISTRATION
HAS ALLOWED
ME TO BROADEN
MY HORIZONS.

JAMES, 22

Very personal stories

James Gale is 22 years old and comes from Ireland. The university's focus on entrepreneurship and innovation really appealed to him. During his first semester in Business Administration, he won the annual Founders Lab competition with his multinational e-commerce business, StampOwl. Since his graduation in 2018 he is very successful with his business.

October 2018

Since I was young, I have always dreamed of becoming an entrepreneur. However, I didn't have the know-how, or the network to fully do so until I came to the IMC FH Krems. The possibility to study through English in such a multi-cultural environment helped me gain valuable insights into cultural differences of doing business abroad. I met my co-founder Martin during my first semester. Since then our entrepreneurial journey has taken us to many places.

Winning the university's entrepreneurial competition, the Founders Lab, has opened up a whole world of opportunities and helped me scale and grow my own business, StampOwl. Martin and I have gone on to travel around Europe, pitching our business at numerous start-up events such as The European Innovation Academy in Nice and Bearing Point's or Be an Innovator Finals in Berlin. These events have led to funding opportunities including securing a place on the Accent Incubator programme. Since winning the Founders Lab we have gone on to build a flourishing company with five employees. During our Digital Communications class in the fourth Semester, we flew to Lithuania to manage a team of developers and build a selection of Virtual Reality and Augmented Reality products to promote tourism in the city of Kaunas. This gave me great insights into the future trends of technology, which I applied directly into my own business.

I completed my practical training semester (PTS) in my own company, StampOwl. This opportunity allowed me to push my business to new heights. I was able to take certain aspects from the Business Administration course and apply them directly into my company. I had access to lecturers and industry experts who were able to give me valuable advice and insights into different aspects of running a business.

Tip

Being an entrepreneur is both exciting and adventurous. It is a never-ending learning process of constant innovations. This degree program helps you spark your creativity, grow your network and provides you with the core tools necessary to build a global business.

KREMS – A UNIVERSITY CITY ON VIENNA'S DOORSTEP

Highest concentration of higher education institutions in Austria

With five universities within an area of 52 km², Krems is the site of the most concentrated higher education cluster in Austria – and some would claim in the whole of Europe. Located in the greater Vienna region, Krems is less than an hour away from the Austrian capital by public transport. It has a population of about 25,000 and around 13,000 students – wherever you go there's a great student feel about the town. A tip for the parents of international students: Krems is a very safe place where you can get almost anywhere on foot or by bike. Our foreign students love the area around the town, its charming Heuriger wine taverns and its large, cosmopolitan student community.

A unique historic town on the Danube

Krems is nestled between the Danube river and hillside vineyards at the gateway to the Wachau valley – within one of the most beautiful cultural landscapes in Austria and a UNESCO World Cultural Heritage Region. With a wide range of options for shopping, sports and outdoor activities, and everything that the historic, pedestrianised old town has to offer, there is plenty to do in your free time. Krems also has a diverse and burgeoning restaurant and café scene.

Young, dynamic and environmentally friendly

Krems is a vibrant university town – friendly and welcoming, yet cosmopolitan thanks to its 13,000 students from 67 different countries. The young people give this charming town a flair all of its own. And Krems is a place where they rightly feel very comfortable and safe. Our students really appreciate being able to get around on foot or by bicycle and without a car or having to use public transport.

The university's three locations – modern, historic and central

Courses take place at the ultra-modern IMC Campus Krems, at IMC International Campus Piaristengasse, and in some cases at the medieval Gozzoburg site in the heart of the old town. These three locations highlight the quality of life that students enjoy in Krems, as well as providing a perfect setting for studying and socialising.



IMC KREMS IN NUMBERS

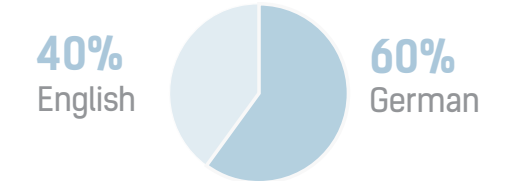


Universum Ranking 2017 amongst
Austrian universities of applied sciences

17 Bachelor programmes

11 Master programmes

3 Advanced training courses



7.900+

Graduates



2.700+

Students from

50+

different nations

600+

Lecturers and researchers



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