

BACHELOR

BUSINESS ADMINISTRATION

What happens when you combine economics, business administration and management skills in a single bachelor degree? You get IMC Krems' Business Administration bachelor programme.

Two specialisations in the sixth semester:

- International project management
- Corporate communication

SPECIAL FEATURES

Next step: a career with international prospects

Business administration, economics and developing leadership qualities – these are the cornerstones of our Business Administration bachelor programme. Its strong international focus is also crucial: we equip you with the tools you need to work effectively in international environments. You have the choice of two electives: International Project Management or Corporate Communications. No matter where your strengths lie, whether they are in organisation or communications, this enables you to tailor your degree to your personal interests.

International experience

Geographical and professional mobility and an open mind in relation to cultural diversity are among the most important attributes in the world of work today. IMC Krems shares these values: you study with fellow students from all over the world, which means you develop your cross-cultural skills from day one. In semester 3, you also have the opportunity to study at one of our 140 partner universities – a valuable experience that will stay with you for a long time. The internship semester is another core element of our bachelor programme, when you spend 22 weeks on a placement at an organisation abroad to gain work experience.

Scope to follow your own path

We're aware that holding relevant certifications can boost your chances on the job market. That's why we offer students support to help them prepare effectively for certification. Popular credentials include the IPMA's internationally recognised project management certification as well as quality management certification from Quality Austria. Another optional highlight that many students on the Business Administration programme have already taken advantage of is the IMC Founders Lab, which gives you the opportunity to develop your own business ideas and take the first steps towards starting a business or going freelance.

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.



Study fee

EU/EEA citizens pay a study fee of EUR 363.36 per semester, plus the student union fee.



CURRICULUM FULL-TIME

Semester I	H	ECTS
Accounting and Financing		
Accounting I	2	4
Law		
Principles of Private and Public Law	2	4
Management		
Business Administration	2	4
Business and Sustainable Development	2	3
Mathematics and Statistics		
Business Mathematics	2	4
Personality Training		
Presentation and Presentation Techniques	1	2
Scientific Methods and Tools		
Research Methodology I	2	3
Software Applications	3	3
Corporate Communication		
Principles of Communication and Communication Theories	2	3

Semester II	H	ECTS
International Project Management		
Principles of Project Management	2	3
Accounting and Financing		
Accounting II	2	4
Economics		
Microeconomics	2	3
Law		
Business Law	2	4
Management		
Organisation Theory and Organisation Development	2	3
Marketing		
Marketing	2	3
Mathematics and Statistics		
Business Statistics	2	4
Personality Training		
Intercultural Competence	2	3
Scientific Methods and Tools		
Research Methodology II	2	3

Semester III	H	ECTS
Accounting and Financing		
Managerial Accounting	2	4
Economics		
International Economics	2	3
Macroeconomics	2	3
Law		
European and International Law	2	4
Management		
Procurement, Production and Logistics	2	3
Human Resource Management	2	3
Social Psychology	2	3
Marketing		
International and Strategic Marketing	2	3
Marketing Research	2	4

Semester IV	H	ECTS
International Project Management		
Project Management Processes	2	3
IT in Project Management	1	2
Accounting and Financing		
Controlling	2	3
Finance and Investment	2	3
Management		
Quality and Process Management	3	3
Personality Training		
Team Training	1	2
Scientific Methods and Tools		
Bachelor Seminar I	1	5
Corporate Communication		
Principles of Corporate Communication	2	3
Digital Communication and Social Media	2	3
Integrated Business Communication	2	3

Semester V	H	ECTS
Practical Training		
Practical Training	0	28
Practical Training Coaching Seminar	1	2

Semester VI	H	ECTS
Specialisation: Corporate Communication		
CASE STUDY AND COMMUNICATION CONTROLLING		
Case Study in Corporate Communication	2	4
Communication Controlling and Evaluation	2	3
Communication Tools		
Crisis Communication and Issue Management	2	3
Writing Lab	2	4
Media Training	1	1
Accounting and Financing		
Budgeting and Financial Planning	2	4
Management		
Entrepreneurship and Management	2	3
Scientific Methods and Tools		
Bachelor Seminar II	1	8
Specialisation: International Project Management		
SIMULATION – INTERNATIONAL PROJECT MANAGEMENT		
Case Study in Project Management	2	4
Management of International Projects	2	3
Reporting and Financing in Project Management		
Reporting and the Project-oriented Organisation	3	4
Project Financing	1	3
Media Training	1	1

Students choose one out of two specialisations in semester VI.
Subject to possible alterations (Version 01/2020)



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

ELIZABETH

A VERY PERSONAL STORY

Elizabeth Erchova 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.

A wide choice of opportunities

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.

Everybody is open-minded and friendly

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!

More stories: www.fh-krems.ac.at



Terrific landscape and safe environment



#proudtobestudent



International student community

IMC University of Applied Sciences Krems
Piaristengasse 1
3500 Krems, Austria, Europe

Prospective Student Advisory Service
T: +43 2732 802 222

E: information@fh-krems.ac.at
I: www.fh-krems.ac.at

