

Business

Export-oriented Management



FH KREMS
UNIVERSITY OF APPLIED
SCIENCES / AUSTRIA

Bachelor



SPECIAL FEATURES

WHY SHOULD YOU ENROL FOR THE EXPORT-ORIENTED MANAGEMENT BACHELOR PROGRAMME IN KREMS?

Ideal preparation for the international stage

Would you like to study alongside people from all over the world? Go abroad for the exchange and internship semesters? Do you want to keep your options open after you graduate – whether your end up working at home or abroad? Then this international degree programme is the perfect choice for you.

You receive a fundamental education in business administration and acquire a detailed understanding of economics and law. Another important part of the curriculum: foreign trade and negotiation techniques. You gain an overview of the various economic regions, learn or improve your skills in a foreign language and gather international experience.

Explore the world

Interested in other cultures? Great – because your future managers will expect you to have the attributes for professional mobility. On this programme you have the chance to spend one or two semesters at one of our 137 partner universities.

You also spend the internship semester at a company of your choice abroad. This all means you have plenty of opportunities to polish your English language skills or brush up your knowledge of another foreign language. You'll gain valuable cross-cultural experience along the way, and can take time to explore your temporary home.

Practical training

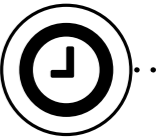
The Practical Training Semester (PTS) is a core element of the curriculum, and gives you the chance to apply the knowledge you've acquired in a business environment. You get to know various company structures first-hand, and gain work experience that will stand you in good stead when you start work.

Linking content to real-world practice throughout the programme is very important to us. We have close ties with partners in industry, which helps us to predict domestic and international business and technology trends. Examples of best practice from our partners and projects implemented with them ensure lectures have a strong practical focus.

Tip

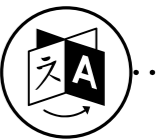
You have the opportunity to discover where your interests lie on this programme. You gain a comprehensive overview of a range of industries and departments and are able to identify a company's internal and external relationships. Foreign trade, marketing and sales, human resources, project business, or how about logistics? You decide on the focus of your degree with your choice of internship, electives and the topic of your bachelor paper.

AT A GLANCE



Full-time

Courses take place from Monday to Friday between 8.00 a.m. and around 8.00 p.m. (in exceptional cases on Saturdays).



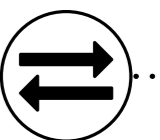
English

The language of instruction is English. This helps you develop the proficiency required to communicate and negotiate in multi-cultural environments.



Six semesters

The degree programme lasts three years, with a total workload of 180 ECTS. Graduates receive the academic degree of Bachelor of Arts in Business (BA).



22-week internship

You can quickly put into practice the expertise you have picked up during your courses. The internship is an obligatory part of the programme.



Study fee

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

FACTS AND FIGURES

FACTS PLAY AN ESSENTIAL ROLE NOWADAYS.

A FEW FACTS AND FIGURES ABOUT THE AUSTRIAN EXPORT SECTOR:

The good news: Austrian companies enjoy success all over the world.

The bad news: hardly anyone knows this.

The number of Austrian exporters has increased dramatically in the past few years **from 12,500 in 2000 to 60,000 in 2017.**

Moreover, while exports amounted to 46.2% of GDP in 2000, they now account for **60% of total economic output.**

The **Austrian Chamber of Commerce's Go International initiative** supports Austrian companies' international expansion.

Fact is that the first step towards international **business is understanding each other**, the second step is reaching agreements and managing risk and the third step is making it happen and fixing problems.

INTERNATIONAL FOCUS – MANAGEMENT – EXPORT

In an age of rapidly changing, competitive global markets, prospective managers face a series of major challenges. The Export-oriented Management bachelor degree programme specifically addresses these demands. We aim to provide you with comprehensive knowledge about running and growing a business, focusing on export activities and managing international projects. In order to achieve this goal, we use a blend of valuable practical insights and key scientific theories.

A FORMULA FOR SUCCESS: THEORY + PRACTICE

THE COURSE IS BASED ON THREE CORE ELEMENTS

①

The basics
Semesters 1–3

At the start of the programme you gain a broad overview of business administration and economics, with courses in subjects like marketing, human resource management, accounting, logistics and law. The opportunities and challenges presented by international expansion and export are a recurring theme. Another important focus is developing awareness of cultural differences. During the degree, you acquire techniques for working as part of diverse teams. You can also select an additional foreign language, with a choice of Chinese, German, French, Italian, Russian or Spanish.

②

Gathering experience abroad
Semesters 3–4

Advanced language skills and a good awareness of how practices can vary from culture to culture are important ingredients for a successful international career. Over the course of the programme you learn or improve your skills in an additional foreign language – on top of your regular lectures, which are taught in English. You spend semester 4 abroad, when you gain practical insights into the working methods of successful companies and how they function. You also have the option of doing a semester abroad in semester 3 at one of our more than 130 partner universities. Our international spirit runs right through the programme!

③

Advanced courses
Semesters 5–6

The electives in semesters 5 and 6 are a major reason why graduates of this programme can look forward to such excellent career prospects. From entrepreneurship and digitalisation to trade, project management and foreign markets – you have the opportunity to tailor your degree to your personal interests through your choice of elective. In courses which build on what you've already learned, you study advanced aspects of business administration and law and improve your computer and software skills. You also develop your soft skills, working on areas such as negotiation techniques.

Very personal stories

Simon Gumpinger from Gars am Kamp/ Austria completed a secondary technical school in St. Pölten. After his civilian service he worked in a trade company. His passions are languages and sports. In 2018 he started his studies in Export-oriented Management at the IMC Krems.

September 2018

During the first years of my secondary education, I particularly enjoyed learning languages – Spanish was my favourite. Then I went to a school where the focus was on technical subjects rather than languages. Therefore, I am really looking forward to having a language focus in my studies in Krems. What finally convinced me of the Export-oriented Management studies is the interaction of economic subjects and languages. In addition, I am interested in organisation and management. As a business engineer with a focus on logistics I have some prior knowledge in economic subjects.

I am especially looking forward to international students and intercultural exchange, which is also a big topic in trade business. You have to view the trade process in a global way and consider various cultures. I cannot wait for the exchange semester because I have always enjoyed travelling, and this experience will be a great opportunity for me.

I hope that I also find enough time for my sports. Krems is an ideal environment for that. I am a middle- and long-distance runner and dedicate a great deal of my leisure time to sports. I used to be amongst the top junior athletes in Austria. Now I am working on my dream to represent Austria as a member of the national team in an international championship one day. In winter time I enjoy working as a ski instructor in Salzburg.


Tip

Don't let yourself be deterred by the lecture language being English. In business, English is the dominant language. Therefore, it is understandable that companies expect a certain level of English, and you are well off if you groove it during your studies.

I HAVE ALWAYS
ENJOYED TRAVELLING
AND REGARD THE
EXCHANGE
SEMESTER
AS A GREAT
OPPORTUNITY.

SIMON, 21





LEARNING TOGETHER &
FROM ONE ANOTHER –
FROM THE DIFFERENT
CULTURES – THAT’S
A VERY SPECIAL PART
OF STUDYING HERE.

TIMNA, 21

Very personal stories

21-year-old **Timna Rosenthaler** from Lower Austria completed her secondary school leaving certificate at BHAK Europa commercial college in St. Pölten, where she had the opportunity to study Chinese. As a keen traveller, she loves learning new languages.

September 2018

I knew about IMC Krems through my family and because two students on the Export-oriented Management programme visited my school, which is where they had been to high school. I also went to the BeSt³ careers and university exhibition in Vienna and I came to the open day here in Krems to gather as much information as possible. A decisive factor for me was that I was able to combine business and languages, and that the programme was taught in English. I spent a lot of time looking at the courses offered at Austrian universities of applied sciences, but there was no other programme that combined my interests like this one. And it has exceeded my expectations. I have started Arabic as part of my degree, to add to my English, French and Chinese.

Another great thing is the diversity in terms of international students here – not just on my programme, but generally speaking in Krems. I was really impressed by the lecturers with professional experience, because you can tell how much they enjoy teaching.

Tip

At the admissions interview, make sure you demonstrate your interest in the programme you are going for. It may sound obvious, but it's not really. I didn't have a plan B, which I was totally honest about at the interview.

Very personal stories

Verena Dengg, 24, from Upper Austria, completed her school leaver's certificate at the commercial college in Steyr. Immediately after leaving high school, she moved to Pennsylvania to work as an au pair and experience life abroad. A passionate cook, she also enjoys travelling the world. She describes herself as a very open and determined person.

September 2018

My particular highlights of studying at the IMC Krems: the international focus, lots of colleagues from overseas, plenty of opportunities to learn Chinese, Russian and Arabic, the exchange semester and the practical training semester. I will be spending mine in Hong Kong – and I really can't wait. It will also give me a chance to build on the Chinese language skills I have been honing here. Rather than taking part in the exchange semester, I decided to do an internship a little farther afield instead. The costs involved are not inconsiderable – while Hong Kong might sound amazing, I still have to make sure I have enough to cover the really high costs of living there.

In my first year we had research methodology and learned about software applications such as Excel and Word, both of which were great because we can put what we have worked so hard on to good use when it comes to writing our bachelor papers.

And for people who come from a German-speaking background: if you choose to embark on this study programme, then English will not be as big an issue as you might think. I have to be well organised as I have two part-time jobs. It is tough, but I wouldn't have it any other way. I have to keep the money coming in since I would like to make a contribution towards the costs of my studies.

The great things about IMC Krems are the mix of different people and backgrounds, the degree of support offered by faculty members, consensus-based decision making, and that you aren't just an enrolment number – people actually know your name.

Tip

If you still haven't made your mind up about what you want to do, then you can't go wrong with this programme. You've got languages, business, and soft skills – I'd say that this opens a lot of doors for you.

ONE OF
THE GREATEST
THINGS ABOUT
IMC KREMS IS THE
MIX OF DIFFERENT
PEOPLE AND
BACKGROUNDS.

VERENA, 24



THE BEST THING
ABOUT IMC IS
THE COMMUNITY –
IT REFLECTS
TOLERANCE
AND RESPECT.

Kurt, 29



Very personal stories

Kurt Reimann is 29 years old and currently lives in Vienna. That was not necessarily always the case, since he set himself up in business after graduating in 2012 and relocated to Lebanon. He speaks “fluent Arabic, English, French and German, as well as passable Spanish” and is one of the most colourful characters in the IMC Krems alumni community.

September 2018

I am half-Syrian, half-Austrian and was born in Iran. So, you could say that I have experienced a great deal from a very young age. I have lived in Iran, Syria, Lebanon, Turkey – and in between in Austria – where I played basketball. In 2006 we were evacuated from Lebanon because of the war. I then spent two years at the Lycee Francais de Vienne where I completed my school leaver’s certificate, had a brief stint at the Vienna University of Economics and Business, which I didn’t like, and then moved directly to what I think of as my “export family” at IMC Krems. The incredibly cosmopolitan and fantastic community is the best thing about this international uni. And another thing: imagine tens of thousands of students in Krems and only a handful of bars ;) Good times ...

During my degree programme I met Daniel Marischka who convinced me to get on board and help found Flatout Technology, which at the time was a start-up for smart homes. It was brilliant, and the most important experience of my life so far. IMC Krems made it all possible. After the years I spent at Flatout, I returned to Lebanon to set up an import-export company. I wanted to bridge the gap between Europe and the Middle East, particularly for the construction sector. I have been back in Vienna since October 2017 and am providing business development and marketing support for some friends of mine at their company CANNHELP – while deciding on what to do next as an entrepreneur. I would say that my main area of expertise is marketing, but what I do enjoy most is analysing future market trends and taking advantage of them.

When I look back over my time as a student, I often think about the changes that I and the people around me went through in terms of becoming more open to new things, as well as respect and tolerance.

Tip

Stop worrying!
Everything will turn out fine in the end.

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.

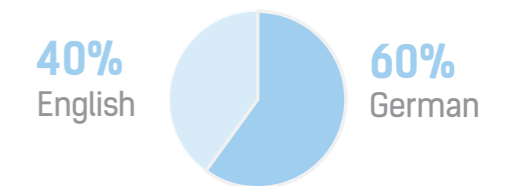


IMC KREMS IN NUMBERS

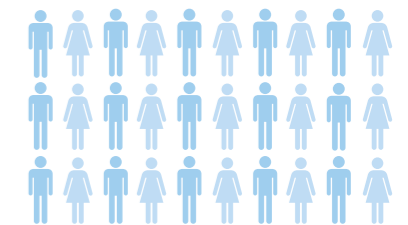


Universum Ranking 2017 amongst
Austrian universities of applied sciences

- 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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