

**BACHELOR**

# EXPORT-ORIENTED MANAGEMENT

Export of Commodities and Goods – Export of Services – Foreign Direct Investment and Engineering Projects abroad.

You can choose out of five electives:

- Future export markets
- Artificial intelligence applications in business
- Digitalisation of business
- Sourcing and customs planning
- Export market metrics and market selections

# SPECIAL FEATURES

## 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 you 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.

## 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 140 partner universities. You also spend the internship semester at a company of your choice abroad.

## 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.

## 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.

# CURRICULUM FULL-TIME

| Semester I                                   | H | ECTS |
|----------------------------------------------|---|------|
| Business Administration                      |   |      |
| Principles of Management                     | 2 | 3    |
| Sustainability and Ethics in Leadership      | 1 | 1    |
| Accounting I                                 | 2 | 4    |
| Accounting I - Exercises                     | 1 | 1    |
| Marketing and Sales                          | 2 | 3    |
| Export Management                            |   |      |
| Trading, Exporting and Doing Business Abroad | 2 | 2    |
| Mathematics and Statistics                   |   |      |
| BUSINESS MATHEMATICS                         |   |      |
| Business Mathematics - Theory                | 1 | 2    |
| Business Mathematics - Exercises             | 1 | 2    |
| Soft Skills and Personality Training         |   |      |
| Group Dynamics                               | 1 | 1    |
| Training Intercultural Competence            | 1 | 1    |
| Languages                                    |   |      |
| French I (Level A1)*                         | 3 | 4    |
| French I (Level B1)*                         | 3 | 4    |
| Spanish I (Level A1)*                        | 3 | 4    |
| Spanish I (Level B1)*                        | 3 | 4    |
| Italian I (Level A1)*                        | 3 | 4    |
| Russian I (Level A1)*                        | 3 | 4    |
| German I (Level A1)*                         | 3 | 4    |
| Chinese I (Level A1)*                        | 3 | 4    |
| Scientific Methods and Tools                 |   |      |
| Foundations of Empirical Social Research     | 1 | 1    |
| Principles of Business Data Analysis         | 2 | 3    |
| Qualitative Information and Decision Making  | 2 | 2    |

| Semester II                                        | H | ECTS |
|----------------------------------------------------|---|------|
| Business Administration                            |   |      |
| Procurement, Production and Logistics              | 2 | 3    |
| Organisation Theory and Organisation Development   | 2 | 3    |
| Accounting II                                      | 2 | 2    |
| Accounting II - Exercises                          | 1 | 1    |
| Economics                                          |   |      |
| Microeconomics                                     | 2 | 3    |
| Export Management                                  |   |      |
| Entering Foreign Markets and Doing Business Abroad | 2 | 3    |
| International Law & Geopolitical Affairs           |   |      |
| Principles of Private and Public Law               | 2 | 2    |
| Establishing Contracts                             | 1 | 1    |
| Mathematics and Statistics                         |   |      |
| BUSINESS STATISTICS                                |   |      |
| Business Statistics - Theory                       | 1 | 2    |
| Business Statistics - Exercises                    | 1 | 2    |
| Soft Skills and Personality Training               |   |      |
| Rhetoric and Presentation                          | 1 | 1    |
| Negotiation Techniques                             | 1 | 1    |
| Languages                                          |   |      |
| French II (Level A2)*                              | 3 | 4    |
| French II (Level B1)*                              | 3 | 4    |
| Spanish II (Level A2)*                             | 3 | 4    |
| Spanish II (Level B1)*                             | 3 | 4    |
| Italian II (Level A2)*                             | 3 | 4    |
| Russian II (Level A1/A2)*                          | 3 | 4    |
| German II (Level A2)*                              | 3 | 4    |
| Chinese II (Level A1/A2)*                          | 3 | 4    |
| Scientific Methods and Tools                       |   |      |
| Quantitative Information and Decision Making       | 2 | 2    |

| Semester III                                               | H | ECTS |
|------------------------------------------------------------|---|------|
| Business Administration                                    |   |      |
| Finance and Investment                                     | 2 | 4    |
| Controlling, Managerial Accounting and Decision Making     | 2 | 3    |
| International Project Management and Project Communication | 2 | 2    |
| Human Resource Management                                  | 2 | 3    |
| Processes, Audits and Reports                              | 1 | 1    |
| Economics                                                  |   |      |
| Macroeconomics                                             | 3 | 3    |
| Export Management                                          |   |      |
| Current Issues in Export Management                        | 1 | 2    |
| EU Tender and Contracting                                  | 2 | 2    |
| International Marketing Research and Market Entry          | 3 | 4    |
| International Law & Geopolitical Affairs                   |   |      |
| Comparative International Law                              | 1 | 2    |
| Languages                                                  |   |      |
| French III (Level A2/A2+)*                                 | 2 | 2    |
| French III (Level B1/B2)*                                  | 2 | 2    |
| Spanish III (Level A2/A2+)*                                | 2 | 2    |
| Spanish III (Level B1/B2)*                                 | 2 | 2    |
| Italian III (Level A2/A2+)*                                | 2 | 2    |
| Russian III (Level A2)*                                    | 2 | 2    |
| Chinese III (Level A2)*                                    | 2 | 2    |
| German III (Level A2/A2+)*                                 | 2 | 2    |
| Scientific Methods and Tools                               |   |      |
| Computational Thinking                                     | 1 | 2    |

| Semester IV                         | H | ECTS |
|-------------------------------------|---|------|
| Practical Training                  |   |      |
| Practical Training                  | 0 | 28   |
| Practical Training Coaching Seminar | 1 | 2    |

| Semester V                                                   | H | ECTS |
|--------------------------------------------------------------|---|------|
| Business Administration                                      |   |      |
| Entrepreneurship and Starting a Company                      | 2 | 3    |
| Budgeting and Financial Management                           | 2 | 3    |
| Company Management Simulation                                | 1 | 1    |
| Export Management                                            |   |      |
| Supply Chain Management                                      | 2 | 3    |
| Foreign Trade Techniques: Export Risk Management             | 3 | 4    |
| Elective 1: Future Export Markets                            | 1 | 1    |
| Elective 2: Artificial Intelligence Applications in Business | 1 | 1    |
| Elective 3: Digitalisation of Business                       | 1 | 1    |
| Elective 4: Sourcing and Customs Planning                    | 1 | 1    |
| Elective 5: Export Market Metrics and Market Selection       | 1 | 1    |
| International Law & Geopolitical Affairs                     |   |      |
| International Business Law                                   | 2 | 3    |
| International Relations and Geopolitical Affairs             | 2 | 2    |
| Soft Skills and Personality Training                         |   |      |
| Performance Management and Providing Feedback                | 1 | 2    |
| Sales, Closing and After Sales Management                    | 1 | 2    |
| Languages                                                    |   |      |
| French IV (Level A2/B1)*                                     | 2 | 3    |
| French IV (Level B2)*                                        | 2 | 3    |
| Spanish IV (Level A2/B1)*                                    | 2 | 3    |
| Spanish IV (Level B2)*                                       | 2 | 3    |
| Italian IV (Level A2/B1)*                                    | 2 | 3    |
| Russian IV (Level A2+)*                                      | 2 | 3    |
| German IV (Level A2/B1)*                                     | 2 | 3    |
| Chinese IV (Level A2+)*                                      | 2 | 3    |
| Scientific Methods and Tools                                 |   |      |
| Bachelor Seminar I                                           | 1 | 3    |

| Semester VI                                          | H | ECTS |
|------------------------------------------------------|---|------|
| Economics                                            |   |      |
| International Economics                              | 2 | 3    |
| Export Management                                    |   |      |
| International Financial Management                   | 2 | 3    |
| Elective A: Export of Commodities and Goods          | 4 | 5    |
| Elective B: Export of Services                       | 4 | 5    |
| Elective C: FDI and Engineering Projects abroad      | 4 | 5    |
| International Law & Geopolitical Affairs             |   |      |
| International Strategies for Sustainable Development | 2 | 3    |
| Languages                                            |   |      |
| French V (Level B1)*                                 | 2 | 3    |
| French V (Level C1)*                                 | 2 | 3    |
| Spanish V (Level B1)*                                | 2 | 3    |
| Spanish V (Level C1)*                                | 2 | 3    |
| Italian V (Level B1)*                                | 2 | 3    |
| Russian V (Level A2/B1)*                             | 2 | 3    |
| German V (Level B1)*                                 | 2 | 3    |
| Chinese V (Level A2/B1)*                             | 2 | 3    |
| Scientific Methods and Tools                         |   |      |
| Data Utilisation and Enterprise Resource Management  | 2 | 3    |
| Bachelor Seminar II and Bachelor Paper               | 1 | 8    |
| Bachelor Exam                                        | 0 | 2    |

\*Students choose one language  
Electives fifth and sixth semester: Students choose one elective.  
Subject to possible alterations (Version 01/2020)





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

VERENA

## A VERY PERSONAL STORY

**Verena Dengg**, 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.

### Lots of colleagues from overseas

My particular highlights of studying at the IMC Krems: the international focus, lots of colleagues from overseas, plenty of opportunities to learn Chinese and Russian 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.

### Research methodology and software applications

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.

### 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.

More stories: [www.fh-krems.ac.at](http://www.fh-krems.ac.at)



Terrific landscape and safe environment



#proudtobestudent



Ancient historic venues

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