

Business



University of
Applied Sciences

BACHELOR

Global Sustainability and Circular Business*

Complex challenges need multidisciplinary answers: our degree programme thoroughly prepares you for careers in sustainability management and the circular economy. You will acquire fundamental expertise in and deepen your understanding of applying sustainable principles in business contexts.

www.imc.ac.at

*Subject to approval by AQ Austria

Special features

Thinking holistically: diverse perspectives

The programme is taught by experts from various sectors such as science, business, politics and society. Thanks to the different perspectives, students learn networked thinking and thus find multi-layered, integrated solutions that are created for customer-specific scenarios.

Practical relevance as a top priority

Case studies, excursions and participation in major projects give students the opportunity to understand challenges based on real-life examples, discover creative solutions and forge contacts at an early stage.

Particular emphasis on social sustainability

The degree programme places particular emphasis on social sustainability. Students make positive, social contributions to projects already during their studies, both in courses and in their professional activities. The academic examination of one of these projects in the bachelor thesis prepares students to manage and implement sustainable projects.

At a glance



Part-time

Courses normally take place from Friday to Saturday. There is also 1 block week per semester.



English

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



Six semesters

You will complete your degree in 6 semesters or 3 years. During this time, your workload will be 180 ECTS credits.



Study fee

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



Career options

As a graduate of this programme, you will distinguish yourself with outstanding analytical skills. You will not only evaluate sustainable data but also adapt your management strategies to the complex requirements of global markets within the ecological context.

Tailor-made solutions for urgent problems

Solving global challenges

The world is facing major global problems, such as environmental change and social challenges. These problems affect us as a society and also have an impact on the economy. It is therefore important to find sustainable solutions to the changing environmental conditions quickly.

This is exactly where our new bachelor degree programme comes in: the programme offers you the unique opportunity to play an active role in solving global challenges. Through an integrated approach, you will learn to shape models, communities and companies in order to achieve the United Nations Sustainable Development Goals.

Management expertise meets eco-competencies

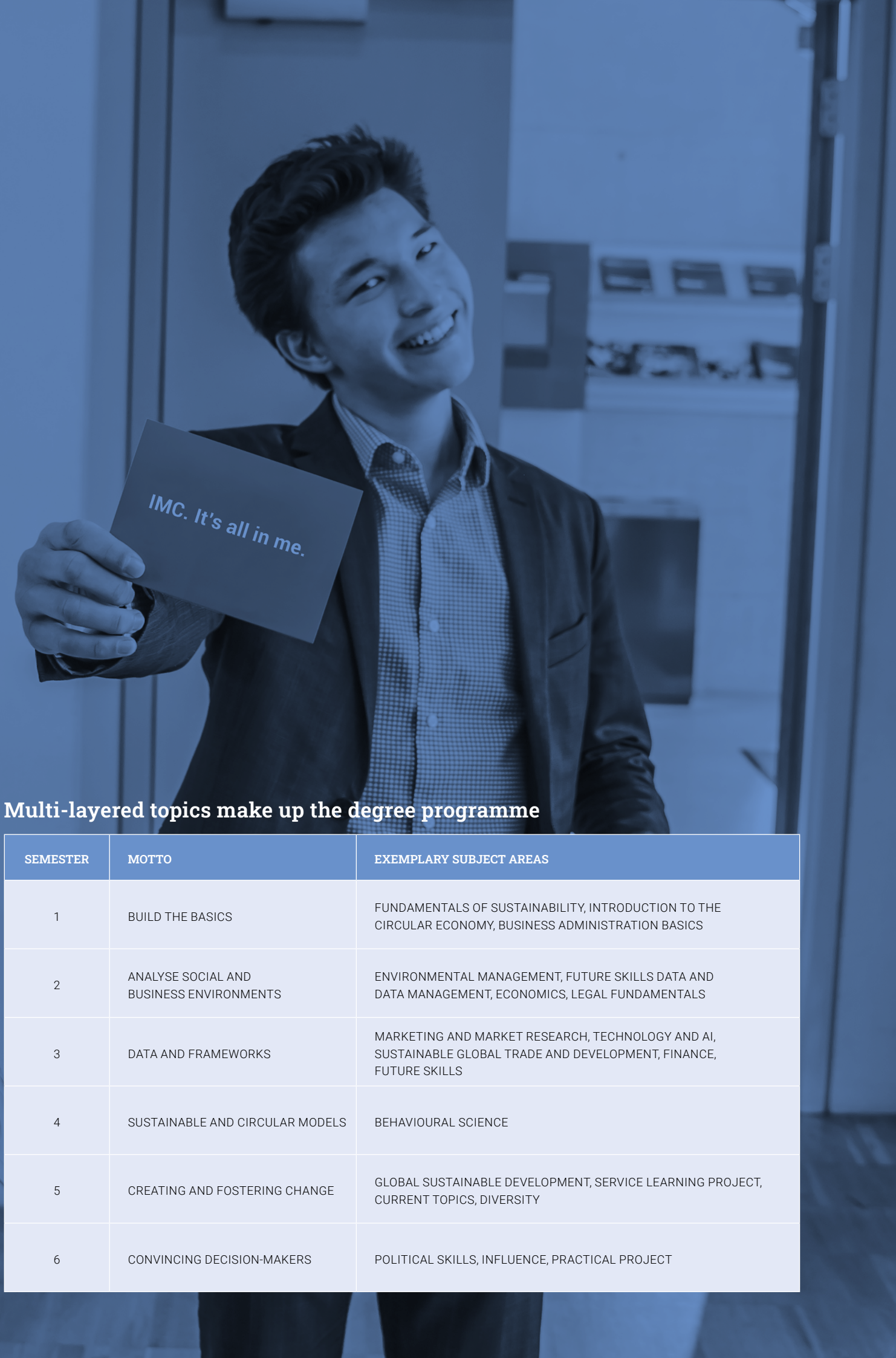
As a graduate of this degree programme, you will have outstanding analytical skills and be an expert in ecological logistics and

supply chain management. You will not only evaluate sustainable data, but also adapt your management strategies to the complex requirements of global markets and effectively integrate ecological aspects into company processes.

Proactively shaping innovation processes

During your studies, you will learn how to use innovations for environmentally friendly technologies and business models in order to be prepared for the challenges of environmentally conscious corporate management.

At the same time, you will learn how to actively shape change and innovation processes, particularly in line with environmentally friendly principles. In addition, you will develop important social skills such as teamwork, leadership and conflict resolution to successfully participate in change and innovation projects.



Multi-layered topics make up the degree programme

SEMESTER	MOTTO	EXEMPLARY SUBJECT AREAS
1	BUILD THE BASICS	FUNDAMENTALS OF SUSTAINABILITY, INTRODUCTION TO THE CIRCULAR ECONOMY, BUSINESS ADMINISTRATION BASICS
2	ANALYSE SOCIAL AND BUSINESS ENVIRONMENTS	ENVIRONMENTAL MANAGEMENT, FUTURE SKILLS DATA AND DATA MANAGEMENT, ECONOMICS, LEGAL FUNDAMENTALS
3	DATA AND FRAMEWORKS	MARKETING AND MARKET RESEARCH, TECHNOLOGY AND AI, SUSTAINABLE GLOBAL TRADE AND DEVELOPMENT, FINANCE, FUTURE SKILLS
4	SUSTAINABLE AND CIRCULAR MODELS	BEHAVIOURAL SCIENCE
5	CREATING AND FOSTERING CHANGE	GLOBAL SUSTAINABLE DEVELOPMENT, SERVICE LEARNING PROJECT, CURRENT TOPICS, DIVERSITY
6	CONVINCING DECISION-MAKERS	POLITICAL SKILLS, INFLUENCE, PRACTICAL PROJECT

Study fields

Sustainability management means that companies and organisations plan and manage their activities in an environmentally friendly, socially responsible and economically successful way. The goal is to use resources efficiently, promote social justice and protect the environment in order to achieve long-term positive effects. Companies that practice sustainability management take into account not only profits, but also the impact on people and the environment.

Five key areas

The degree programme covers **five key areas** that together make up the “triple bottom line” of sustainable business: companies should not only strive for financial success, but also incorporate social responsibility and environmental protection into their decisions.

In courses on the topic of **global sustainability**, the implementation of the SDGs is examined in a global context and particular attention is paid to the social side of sustainability.

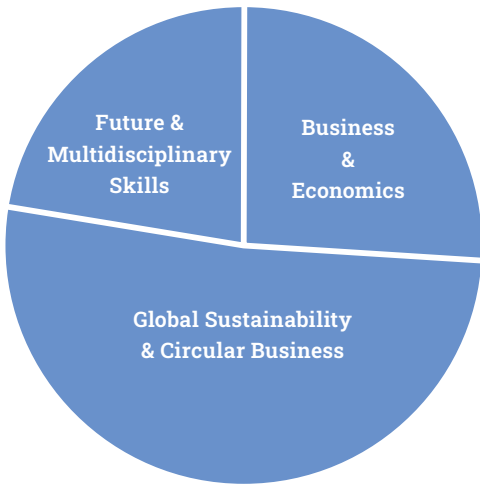
Circular business focuses on ecological aspects and how products and services can be designed sustainably.

The field of **economics** introduces topics such as efficiency and, above all, effectiveness in sustainable business.

Interdisciplinary subjects such as behavioural sciences, artificial intelligence and data management round off the curriculum together with **future skills**, where students can choose from various subjects.

What exactly does your degree programme consist of? Get an overview with our diagram.

The programme structure



IMC. It's all in me.

IMC Krems
University of Applied Sciences
3500 Krems, Austria

Prospective Student Advisory Service
T: +43 2732 802-222
E: information@imc.ac.at
www.imc.ac.at

Accreditations



Memberships

