TRANSNATIONAL PROGRAMMES AND PROJECTS
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FOREWORD

“We are a leading University of Applied Sciences in Austria offering government-accredited bachelor and master programmes.

All our degree programmes have a strong practical focus and are tailored to the needs of the professional arena, helping students to prepare for their careers.

Studying at IMC Krems is a life-changing experience thanks to the professional support of our lecturers, a learning environment that promotes mutual respect, and our first-class facilities.

We are an entrepreneurial Austrian university with an international focus. We offer degree programmes with a strong practical element that are tailored to the needs of the industry. Our programmes meet international higher education standards.

Our state-of-the-art degree programmes are designed and taught by a team of lecturers who ensure that courses satisfy the needs of the labour market. This approach is the basis of our students’ success and gives them a head start on their chosen career path.”

The IMC Krems Managing Team
OUR PROFILE

THIS MAKES US SPECIAL

- **Employability**
  An IMC Krems degree opens the door to long-term professional success.

- **Career prospects**
  IMC Krems students enjoy unique career opportunities in Austria and abroad.

- **Practical focus**
  The students can quickly become part of business operations – implementing their knowledge in real-life projects, and benefiting from lecturers’ expertise.

- **Internships**
  are a great opportunity to gain experience and make important business contacts.

- **State-of-the-art infrastructure**
  Excellent facilities make for an outstanding learning environment.

- **International focus**
  Guest lecturers from around the world add a strong international focus to our courses. IMC Krems offers English-language degree programmes, the opportunity to work and study abroad and guest lecturers from all over the world.
FACTS AND FIGURES

32 DEGREE PROGRAMMES

50% German

50% English

OVERALL SATISFACTION

98%

Recommendation rate of alumni
Employability of graduates

60 INTERNATIONAL STUDENT BODY

different nationalities

Students from 60 different nations give our university a strong international touch.

140 PARTNER UNIVERSITIES

Students from 60 different nations give our university a strong international touch.
### BUSINESS

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<th>Programme</th>
<th>Bachelor</th>
<th>Master</th>
<th>German</th>
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<td>Business Administration</td>
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<td>Environmental and Sustainability Management</td>
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<td>Export-oriented Management</td>
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<td>International Business and Economic Diplomacy*</td>
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<td>International Wine Business</td>
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<td>Management</td>
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<td>Management of Health Institutions</td>
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<td>Marketing</td>
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<td>Tourism and Leisure Management</td>
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### DIGITALISATION & ENGINEERING

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<td>Applied Chemistry</td>
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<td>Digital Business Innovation and Transformation</td>
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<td>Informatics</td>
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### HEALTH

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<tr>
<td>Advanced Nursing Practice</td>
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<td>Applied Health Sciences</td>
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<td>General Nursing</td>
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<td>Midwifery</td>
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<td>Music Therapy</td>
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<td>Occupational Therapy</td>
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<td>Physiotherapy</td>
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### LIFE SCIENCES

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<td>Medical and Pharmaceutical Biotechnology</td>
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Our programmes are offered in full-time or part-time format.

* Upon approval of the Austrian accreditation agency AQ Austria
Transnational Education

IMC Krems offers to design and implement accredited degree programmes in cooperation with international partner universities at their home location.

- Language of instruction: English
- IMC Krems faculty teaches students in their home country
- Study option at IMC Krems in Austria
- Applied research or training
- Academic degree: Austrian (which is a European Union) degree - Bachelor of Arts in Business (BA) or Master of Arts in Business (MA)

Customised Certificate Programmes

These short-term programmes are fully tailored to the clients’ needs.

- Duration: Flexible
- Location: Campus of IMC Krems or of a partner university
- Full-service package: airport pick-up of the participants, full board and accommodation, courses, company visits, expert talks, executive evening sessions

Train-the-Trainer Programmes

The customised Train-the-Trainer Programmes provide international insights for experienced faculty members.

- Duration: Flexible
- Location: Campus of IMC Krems or of a partner university
- Full-service package: Airport pick-up of the participants, full board and accommodation, courses, company visits, expert talks, executive evening sessions
INTERNATIONAL BACHELOR AND MASTER PROGRAMMES

RANGE OF SERVICES OFFERED

Academic know-how
- Programme content
- Curriculum design
- Course descriptions
- Academic guidelines and manuals
- Academic capacity building

Academic and managerial quality assurance
- Programme fully accredited in Austria
- Regular quality audits
- Quality coaching
- Thesis approval
- Chairing final examinations (BA/MA)

Lecturing services
- Joint selection of local faculty
- Experienced IMC flying faculty members
- Leading industry experts as guest lecturers

Project management
- IMC project manager as key account
- Administrative support
- Regulatory framework for operations
INTERNATIONAL BACHELOR AND MASTER PROGRAMMES

VIETNAM
Academic cooperation since 2006
Partner institutions and programmes
- Hanoi University, Hanoi
  Bachelor Programme Tourism and Leisure Management
- Saigon University, Ho Chi Minh City
  Bachelor Programme Business Administration and E-Business Management
- Thuongmai University, Hanoi
  Master Programme Management

CHINA
Academic cooperation since 2006
Partner institution and programme
- Tropical Ocean University, Sanya
  Bachelor Programme Tourism and Leisure Management

AZERBAIJAN
Academic cooperation since 2007
Partner institution and programme
- ATMU - Azərbaycan Turizm və Menecəmənt Universiteti, Baku
  Bachelor Programme Tourism and Leisure Management

LATVIA
Academic cooperation since 2015
Partner institution and programme
- Ventspils University of Applied Sciences, Ventspils
  Master Programme International Business and Export Management
INTERNATIONAL BACHELOR AND MASTER PROGRAMMES

UKRAINE
Academic cooperation since 2008

Partner institution and programme
- Krok University, Kiev
  - Bachelor Programme Export-oriented Management
  - Master Programme Export Management and International Business

UZBEKISTAN
Academic cooperation since 2019

Partner institution and programme
- Tashkent State University of Economics, Tashkent
  - Bachelor Programme Tourism and Leisure Management
  - Bachelor Programme Export-oriented Management
  - Master Programme Export Management and International Business
CUSTOMISED PROGRAMMES

BRAZIL

Public Management for Competitive and Innovative Cities

Duration: Four weeks

Client: Government of the Federal District, Brazil

Participants: Government representatives and civil servants from Brasilia

Key contents: Entrepreneurship, sustainable development and urbanisation, smart cities, the city as a tourist destination, social competences

ECUADOR

Train-the-Trainer Seminar on Selected Hygiene and Midwivery Topics

Duration: Five weeks

Client: Odelga Med

Participants: Midwives, nurses and doctors from Ecuador

Key contents: Epidemiology of infections, bacteriology and virology, organisation and technology to prevent and fight infections, topics concerning pregnancy and birth, management of emergencies
IMC Krems provides expert consulting on the following topics:

- Development of innovative education
- Feasibility studies
- One-stop-shop: full-range services from project design to implementation
- Comprehensive management support throughout the project
SHOWCASE PROJECTS

AUSTRIA
Semmering, Lower Austria

Overview
Conversion of the historic Grand Hotel Panhans into a multi-purpose tourism venue including
- Private apartments
- Five-star hotel
- Three-star seminar hotel
- International College for Tourism and Management

Project goal
- Revitalisation of the region as a popular, year-round tourism destination

JORDAN
Aqaba

Overview
Feasibility study and business plan for a Centre of Excellence
- Tourism education at vocational and academic level
- Seminar hotel

Project goals
- Contribution to the area’s economic development
- Establishment and development of tourism infrastructure
- Increase of supply of qualified employees for Jordanian enterprises

OMAN
Buraimi

Overview
Development of a university in Buraimi

Project goals
- Design and implementation of academic programmes
- Implementation of organisation and management structures
- Management know-how
- Accounting and controlling

Consortium leader
IMC University of Applied Sciences Krems

Consortium partners
University of Vienna, Vienna University of Technology, University of Applied Sciences FH Campus Wien, University of Bradford (UK)

OMAN
Muscat

Overview
Development of the Oman Tourism College in Muscat

Project goals
- Design and implementation of diploma programmes in tourism and hospitality management
- Establishment of seminar hotel facilities
- Local capacity building (“Omanisation”)
SELECTED INTERNATIONAL CONTACTS
IMC University of Applied Sciences Krems
Piaristengasse 1
3500 Krems, Austria, Europe

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

Accreditations/Quality Labels/Memberships

Version: 11/2019