

Business 



FH KREMS
UNIVERSITY OF APPLIED
SCIENCES / AUSTRIA

Master

International Business and Export Management



INTERNATIONAL BUSINESS & EXPORT MANAGEMENT

Specialise in international and cross-cultural management

Our students develop the skills they need for international and cross-cultural management. The emphasis is on comprehensive practical components, enhancing social and research skills in terms of flexibility, adopting proactive approaches, and developing an understanding of other cultures and new forms of business and collaboration. Our graduates have the management capabilities required to hold their own in a competitive and constantly changing international environment.

THE KEY TO SUCCESS: THEORY + PRACTICE + RESEARCH



Target group

You want to develop the skills required for working in an international environment. The goal: to capitalise on career opportunities in an increasingly dynamic setting. Additionally, you have a strong interest in gaining valuable cross-cultural insights.



Careers

The degree programme gives students the abilities required to assume leadership responsibility. It opens the door to international career perspectives. Therefore, graduates will develop the skills needed to successfully manage business units in international and multicultural environments.



Programme details

The students build on their existing business administration expertise and profit from an international learning environment. During the programme, students personalise their degree programme by selecting elements of their choice.

HIGHLIGHTS

Students have to choose one out of the three Focal Subjects in the first semester. The elective starts in the second semester and continues in the fourth semester.

Collaboration in the Next Generation Enterprise (CNGE)

- Issues and Development of Dispersed Workforce
- Network and System Dynamics in Collaboration
- New Rules of Work Simulation

Development of Export Opportunities (DEO)

- Business Development in Export
- Customer Relationship Management and B2B
- Structured Export and Project Financing

Advanced Financial Management in International Business (FMB)

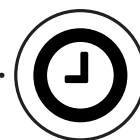
- Financial Management
- Financial Accounting, Reporting and Auditing
- Trends in Financing and Investing

PROSPECTIVE STUDENT ADVISORY SERVICE

T: +43 2732 802 222

E: information@fh-krems.ac.at

AT A GLANCE



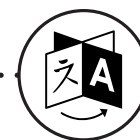
Format

Full-time: The lectures usually take place from Monday till Friday.

Part-time: The lectures usually take place on Friday from 2 p.m. and Saturday. There is one block week per semester.

Four semesters

Two years



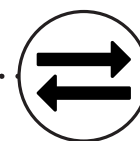
Language of instruction English

This prepares you for a career in a multi-cultural environment.



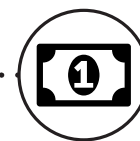
Academic degree

Master of Arts in Business (MA),
120 ECTS



Admission

An undergraduate degree programme in a relevant business or technical discipline or an equivalent degree with a workload of at least 180 ECTS at a recognised institute of higher education in Austria or abroad. Proof of English language proficiency (Common European Framework of Reference for Languages level C1)



€ 363.36/semester

This is your study fee that you pay as an EU/EEA citizen plus a student union fee.

Curriculum Full-time

Semester I	H	ECTS
HR and Global Collaboration Culture and Change		
Change Management in HR	2	3
Cross-Cultural Collaboration Simulation	1	2
Financial and Strategic Management		
Data, Knowledge and Insights for Strategic Management	2	3
Value Creation along the Supply Chain		
Digital Markets: Management and Analytics	1	2
Advanced International Marketing & Sales	2	3
International Business and Export in Context		
Foreign Trade and Export Business	1	1
Global Marketing & Strategy	1	1
International HR Management	1	1
Principles of Finances & Budgeting	1	1
Consulting & Project Development		
International Consulting I: Analysis & Methods	2	3
Global Affairs and International Law		
International Institutions and Global Affairs I	2	3
Research and Master Thesis		
IB Research Lab	1	4
Qualitative and Quantitative Research Methods	2	3

Semester II	H	ECTS
Management Practice		
Corporate Business, Strategic Change and Sustainable Practices	1	1
Current Topics in International Business and Export & Personal Skills	0	1
Foreign Trade & International Market Selection		
Economic Aspects of Location Choice	2	3
Risks and Legal Aspects in Export	1	2
Focal Subjects*		
Financial Management (FMIB)	2	3
Issues and Development of Dispersed Workforce (CNGE)	2	3
Business Development in Export (DEO)	2	3
Value Creation along the Supply Chain		
Global Operations and Sourcing	2	3
Consulting & Project Development		
IB Studio: Project Development	1	3
International Consulting II: Delivery	2	2
Global Affairs and International Law		
International Institutions and Global Affairs II	2	3
International Law	2	3
Financial and Strategic Management		
Mergers & Acquisitions and Due Diligence	1	2
Strategic Managerial Accounting	2	3
Research and Master Thesis		
Research and Master Thesis Seminar I	1	1

Semester III	H	ECTS
Applied Research and Training Semester		
Applied Research and Training Semester	0	18
Applied Research and Training Coaching Seminar	1	1
Research and Master Thesis		
Master Thesis (I)	0	10
Research and Master Thesis Seminar II (Distance Seminar)	1	1

Semester IV	H	ECTS
Focal Subject*		
Development of Export Opportunities (DEO)		
Customer Relationship Management and B2B (DEO)	2	3
Structured Export and Project Financing (DEO)	2	3
Focal Subject*		
Advanced Financial Management in International Business (FMIB)		
Financial Accounting, Reporting and Auditing (FMIB)	2	3
Trends in Financing and Investing (FMIB)	2	3
Focal Subject*		
Collaboration in the Next Generation Enterprise (CNGE)		
Network and System Dynamics in Collaboration (CNGE)	2	3
New Rules of Work Simulation (CNGE)	2	3
Consulting & Project Development		
International Consulting III: The Capstone Project	2	4
Financial and Strategic Management		
Behavioural Science and Decision Theories	2	3
Research and Master Thesis		
Master Exam	0	5
Master Thesis (II)	0	12

* You choose one out of three Focal Subjects in Semester II. The specialisation is also valid for Semester IV.

Subject to possible alterations.

Curriculum Part-time

Semester I		
Applied Research and Training		
Applied Research and Training I	0	6
Value Creation along the Supply Chain		
Digital Markets: Management and Analytics	1	2
Advanced International Marketing & Sales	2	3
International Business and Export in Context		
Foreign Trade and Export Business	1	1
Global Marketing & Strategy	1	1
International HR Management	1	1
Principles of Finances & Budgeting	1	1
Consulting & Project Development		
International Consulting I: Analysis & Methods	2	3
Financial and Strategic Management		
Mergers & Acquisitions and Due Diligence	1	2
Strategic Managerial Accounting	2	3
Research and Master Thesis		
IB Research Lab	1	4
Qualitative and Quantitative Research Methods	2	3

Semester II		
Focal Subjects*		
Business Development in Export (DEO)	2	3
Financial Management (FMIB)	2	3
Issues and Development of Dispersed Workforce (CNGE)	2	3
HR and Global Collaboration		
Change Management in HR	2	3
Cross-Cultural Collaboration Simulation	1	2
Management Practice		
Corporate Business, Strategic Change and Sustainable Practices	1	1
Current Topics in International Business and Export & Personal Skills	0	1
Foreign Trade & International Market Selection		
Economic Aspects of Location Choice	2	3
Risks and Legal Aspects in Export	1	2
Consulting & Project Development		
IB Studio: Project Development	1	3
International Consulting II: Delivery	2	2
Global Affairs and International Law		
International Institutions and Global Affairs I	2	3
Applied Research and Training		
Applied Research and Training II	0	6
Research and Master Thesis		
Research and Master Thesis Seminar I	1	1

Semester III		
Applied Research and Training		
Applied Research and Training III	0	6
Applied Research and Training Coaching Seminar	1	1
Financial and Strategic Management		
Data, Knowledge and Insights for Strategic Management	2	3
Value Creation along the Supply Chain		
Global Operations and Sourcing	2	3
Global Affairs and International Law		
International Institutions and Global Affairs II	2	3
International Law	2	3
Research and Master Thesis		
Master Thesis (I)	0	10
Research and Master Thesis Seminar II	1	1

Semester IV		
Focal Subjects*		
Development of Export Opportunities (DEO)		
Customer Relationship Management and B2B	2	3
Structured Export and Project Financing	2	3
Focal Subjects*		
Advanced Financial Management in International Business (FMIB)		
Financial Accounting, Reporting and Auditing	2	3
Trends in Financing and Investing	2	3
Focal Subjects*		
Collaboration in the next Generation Enterprise (CNGE)		
Network and System Dynamics in Collaboration	2	3
New Rules of Work Simulation	2	3
Consulting & Project Development		
International Consulting III: The Capstone Project	2	4
Financial and Strategic Management		
Behavioural Science and Decision Theories	2	3
Research and Master Thesis		
Master Exam	0	5
Master Thesis (II)	0	12

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