



University of
Applied Sciences

IMC Summer School 2024

Digital Business Innovation

June 30 - July 12, 2024 | IMC Krems, Austria

#proudtobeinternational

IMC Summer School 2024

Digital Business Innovation

Overview	<p>To succeed in today's digital world and volatile & uncertain environment, students and employees alike need to be able to combine business acumen with technology understanding together with creativity & innovation skills. This micro-credential summer school bootcamp is specifically designed to deliver these competencies and skills in a short period of time.</p> <p>The learning combines asynchronous online e-learning elements to prepare the theoretical foundation of the modules at your own pace prior to the on-campus seminars and workshops in Krems. These will then focus on experiential learning elements (hands-on learning-by-doing) in the form of exercises, competitions, hackathons, sprints, workshops, lab projects, role plays and business simulation games.</p>
	
Target Group	<p>This intense bootcamp is designed for highly motivated bachelor or master students from all disciplines, IMC alumni as well as professionals working in the fields of technology or business. All participants should be proficient in English.</p>
Organizer	<p>The summer school is organized by the International Relations department of the IMC University of Applied Sciences Krems. The seminars and workshops will be held by faculty staff members as well as external lecturers of IMC. The academic director is Prof. (FH) Dr. Roger Hage.</p>
Seminar and Workshop Modules <small>(taught 100% in English language)</small>	<ol style="list-style-type: none">1. ICCC – Intercultural Communication and Collaboration (Team Building) [1 day]2. ADTT – Application of Digital Trends and Technologies [2 days]3. DBMI – Digital Business Model Innovation [2 days]4. CRIM – Creativity & Innovation Management [2 days]5. SFFT – Strategic Foresight & Futures Thinking [2 days]
	<p>Upon successful completion of the summer camp, you will receive a certificate with 6 ECTS</p>
Costs	<p>Tuition including extracurricular social activities*, but excluding travel and accommodation.</p> <ul style="list-style-type: none">• Normal: 1499€ (5% early bird discount applies if payment received by March 15th 2024)• Students: 1199€ (20% discount included)• Students of IMC partner universities or IMC alumni: 999€ (33.3% discount included) <p>* Extracurricular social activities include: 1) Krems city tour & welcome dinner, 2) Wine tavern visit incl. dinner, 3) Vienna day trip incl. touristic programme and bus transfer, 4) Farewell dinner</p>
Accommodation	<p>IMC Krems has an accommodation package with the KOLPING Campus Krems student residence. Participants are not bound to this, you can find more information HERE.</p>
Deadlines	<p>Registration: 15 March 2024 Payment: 15 April 2024</p>
Contact	<p>IMC International Welcome Center welcome@fh-krems.ac.at</p>
Registration	<p>Click HERE for the online registration form.</p>

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Timetable

SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT
June 29	June 30	July 1	July 2	July 3	July 4	July 5	July 6	July 7	July 8	July 9	July 10	July 11	July 12	July 13
Arrival Day / Free Day		a.m. session	a.m. session	a.m. session	a.m. session	a.m. session	Vienna Day Trip	Day at free disposal	a.m. session	a.m. session	a.m. session	a.m. session	Pre-sen-tation Final Exam	individual departure
	Welcome Session & Campus Tour	p.m. session	p.m. session	p.m. session	p.m. session	p.m. session			p.m. session	p.m. session	p.m. session	p.m. session	Fare-well Lunch	
	Dinner				Hiking Tour						Tradi-tional Evening			