

INSTITUT International Management

*Bachelorstudium / Vollzeit*

# MANAGEMENT INTERNATIONALER GESCHÄFTSPROZESSE

*Master's Degree Programme / Work-friendly*

# BUSINESS IN EMERGING MARKETS

*Postgraduate Master's Course / Part-time*

# EUROPEAN PROJECT AND PUBLIC MANAGEMENT



# Bachelorstudium MANAGEMENT INTERNATIONALER GESCHÄFTSPROZESSE

Global, vernetzt, multikulturell: Die moderne Wirtschaftswelt kennt keine Ländergrenzen. Sie verspüren in sich den Drang zu entdecken? Bei uns bekommen Sie die nötigen Management-Skills und die interkulturelle Kompetenz mit auf den Weg, um für die neuen Herausforderungen internationaler Märkte gewappnet zu sein.

## Das erwartet Sie im Studium:

- Markteintrittsstrategien entwickeln
- Interkulturelle Kompetenz erwerben
- Marketingtechniken anwenden
- Internationales Rechnungswesen & Finanzierung lernen
- Management & Organisation erforschen
- Internationales Wirtschaftsrecht kennenlernen
- Fremdsprachen lieben
- Praxisnahe Projekte umsetzen

Die Highlights des Studiums erwarten Sie im 4. und 5. Semester. Im Auslandssemester an einer unserer Partnerhochschulen erweitern Sie Ihre interkulturellen Kompetenzen und Sprachkenntnisse. Im Berufspraktikum, das Sie bei einem Unternehmen im In- oder Ausland absolvieren, setzen Sie das Erlernete in die Praxis um.

## Organisation

„Management internationaler Geschäftsprozesse“ ist ein Vollzeit-Studium, das heißt die Lehrveranstaltungen finden an 15 Wochen pro Semester, in der Regel von Montag bis Freitag ganztägig, an der FH JOANNEUM statt. Den genauen Stundenplan erhalten Sie jeweils zu Semesterbeginn.

## FACTS



Bachelor of Arts in Business (BA)



Vollzeit



6 Semester / 180 ECTS



FH JOANNEUM Graz



Unterrichtssprache:  
Deutsch / Englisch

- 60 Studienplätze pro Jahr
- Studiengangsleiterin:  
**FH-Prof. Mag. Dr. Doris Kiendl, LL.M**
- Studiengebühren: keine für Studierende aus der EU, dem EWR und der Schweiz
- Alle Infos zu Terminen, Bewerbung und Aufnahmeverfahren finden Sie online.
- [www.fh-joanneum.at/mig](http://www.fh-joanneum.at/mig)

## Wussten Sie, ...

.... dass Sie aus über 80 Partnerhochschulen wählen können? Rund um den Erdball bieten sie die einmalige Chance, neue Kulturen kennenzulernen.



## Berufsfelder

Unsere Absolventinnen und Absolventen sind für verantwortungsvolle Tätigkeiten in der internationalen Wirtschaft qualifiziert – etwa als Key Account Manager, als Brand Manager oder als Sales Representative. Sie sind aber auch in Finanzabteilungen von Unternehmen und im Human Resource Management beschäftigt,

leiten Zweigniederlassungen österreichischer Unternehmen im Ausland oder arbeiten für internationale Organisationen. Außerdem können sich unsere Absolventinnen und Absolventen im Masterstudium „Business in Emerging Markets“ der FH JOANNEUM fachlich spezialisieren.

CURRICULUM: 180 ECTS (30 ECTS pro Semester)

1. Semester	2. Semester	3. Semester	4. Semester	5. Semester	6. Semester
International Business & Entrepreneurial Perspectives 3 ECTS	International Market Entry Strategies 3 ECTS	Außenhandelstechnik 3 ECTS	Begleitung Auslandsstudium 1 ECTS	Controlling 3 ECTS	Human Resource Management 1 ECTS
Management & Organisation 2 ECTS	International Service & Experiential Marketing 2 ECTS	Entrepreneurial & Cross Cultural Competences 2 ECTS	Auslandsstudium 25 ECTS	CSR & Nachhaltigkeitsreporting 2 ECTS	Career Development 1 ECTS
Principles of B2C Marketing 3 ECTS	Industrielle Ökonomie 2 ECTS Project Management 3 ECTS	Project: International Market Entry 5 ECTS		Integriertes Berufspraktikum 15 ECTS	Digital Marketing 2 ECTS
Principles of B2B Marketing 2 ECTS	Prozess- & Operationsmanagement 2 ECTS	Empirische Methoden (qualitative & quantitative) 5 ECTS			Strategic Marketing 3 ECTS
Grundzüge des Rechts 1 3 ECTS	Grundzüge des Rechts 2 3 ECTS	Rechnungswesen 3: Kostenrechnung 3 ECTS			Arbeitsrecht 1 ECTS
Europarecht 2 ECTS	Unternehmensrecht 2 ECTS				Intern. Business Law 2 ECTS
Rechnungswesen 1: Buchhaltung 4 ECTS	Rechnungswesen 2: Bilanzierung 2 ECTS IFRS - 1 ECTS	Steuerrecht 2 ECTS			Bilanzanalyse 1 ECTS
Grundlagen der Finanzierung & IT-Integration 4 ECTS	Corporate Finance & Risk Management 3 ECTS	Wettbewerbs- & Immaterialgüterrecht 2 ECTS			Mergers & Acquisitions 2 ECTS
Mathematik & Statistik 2 ECTS	IT in Internationalen Unternehmen 1 ECTS	WPF 1: Consumer Behavior 3 ECTS			Entrepreneurship 3 ECTS
Critical Thinking & Scientific Writing 2 ECTS	Grundlagen des Reporting mit IT 1 ECTS	WPF 2: Geschäftsprozesse ERP 3 ECTS			Projekt: International Business Modelling & Community Work 7 ECTS
Fremdsprache 1 3 ECTS	Cross Cultural Communication & Negotiations 2 ECTS Fremdsprache 2 3 ECTS	Presentation Skills 2 ECTS Fremdsprache 3 3 ECTS			Bachelorarbeit 2 10 ECTS
			Bachelorarbeit 1 4 ECTS		WPF 3: Distribution & Sales 5 ECTS
				WPF 4: Creative Corporate Communication 5 ECTS	
				WPF 5: Cases for Business Intelligence 5 ECTS	
International Management	Marketing	Rechnungswesen	Recht	Languages & Soft Skills	Auslandssemester
Bachelorarbeit	Berufspraktikum				



# Master's Degree Programme BUSINESS IN EMERGING MARKETS



The world and the global economy are rapidly transforming with impacts on various areas. New emerging powers are increasing their share of the global market. For multinational enterprises, it is more important than ever to understand the forces and opportunities behind these Emerging Markets.

You can expect the following topics in the study programme:

### Business Behaviour in Emerging Markets.

You will gain a solid understanding of the most important characteristics of Emerging Markets as well as the opportunities, threats and challenges for multinationals doing business there. You will learn about the most crucial challenges of these markets as well as how they relate to historical developments.

### Global Economy & International Finance.

We provide you with concise and compact courses on important topics, like international trade theory, international trade policy, the global financial environment, M&A and various legal aspects. Special topics like environmental economics will also be included.

### International & Strategic Management.

You will be introduced to strategy development and business plan design. In the Business Lab you will apply your knowledge holistically within a start-up project. An additional benefit is that you can improve your networking skills with the companies that engage in Business in Emerging Markets.

### Scientific Methods & Market Research.

In the area of social and economic sciences you will learn qualitative and quantitative research methods at an advanced level. In the Research Lab you will apply your theoretical knowledge within a scientific project. In your Master's Thesis you will combine your knowledge with scientific methods.

## FACTS



Master of Arts in Business (MA)



Work-friendly



4 semesters / 120 ECTS



FH JOANNEUM Graz



Language of instruction: English

30 student placements each year

- Head of degree programme:  
**MMM Mag. Dr. Dr. Wolfgang Granigg**
- Tuition fee: no fees for students from the European Union, the European Economic Area (EEA) and Switzerland
- Further information regarding deadlines, requirements, applications and the application-procedure are available online.
- [www.fh-joanneum.at/mem](http://www.fh-joanneum.at/mem)

### Did you know, ...

... that in this Master's Programme you have the opportunity to gain a double degree with our partner-universities in Taiwan, Chile or Russia?



## Organisation

In the 1st semester we focus on advanced fundamentals. In the 2nd semester we will move on to the use of theoretical knowledge in various settings. In the 3rd semester you will study at a partner university located in an emerging market. We are starting the 4th semester with blocked courses followed by reduced classroom-teaching to allow you to work on your Master's Thesis.

## Career Prospects

In this Master's Programme you will be prepared for career opportunities in a wide range of professional environments and positions, from profit to non-profit organisations, from production and service oriented companies to consumer goods and industrial goods

CURRICULUM: 120 ECTS (30 ECTS per semester)

1st semester	Type	THW	ECTS
Introducing Emerging Markets	ILV	3	4
International and Transnational Law	ILV	3	3
International Trade and Environmental Economics	VO	3	3
Contemporary History of Emerging Markets	VO	2	3
Compliance, Business Ethics and CSR in Emerging Markets	ILV	2	3
Global Supply Chain Management	ILV	3	3
Business Development and International Marketing	ILV	3	4
Qualitative and Quantitative Research Methods	UE	2	4
Applied Business Informatics	UE	1	3
		22	30

3rd semester	Type	THW	ECTS
Selected Courses at Partner Universities of FH JOANNEUM	SE	0	30
		0	30

ILV = Integrated course, PT = Project, Se = Seminar, Ue = Tutorial, Vo = Lecture, THW = Term Hours per Week, ECTS = European Credit Transfer and Accumulation System

industries. As a graduate you'll be qualified to pursue many different positions within those industries, including International Sales, Business Development, Project Management or Product Management.

*"The interdisciplinary curriculum of this master's program gives me the opportunity, knowledge and tools to pursue my interest in today's emerging economies from an academic and practice-oriented perspective. Projects with international companies, my semester abroad in Tbilisi and the international student's cohort foster working experiences in multicultural teams."*

Katharina Radler, BBA  
Student of the Master's Programme

Double degree possible with Russia, Chile or Taiwan.

2nd semester	Type	THW	ECTS
Business in Emerging Markets	ILV	3	4
Cross-Cultural HR Management and Leadership	UE	3	3
Cross-Cultural Orientation Workshop	UE	0,5	1
Conflict Resolution and Negotiation	UE	2,5	2
Global Financial Environment and Foreign Exchange Exposures	ILV	2	3
International Corporate Finance and Project Finance	ILV	2	3
Mergers, Acquisitions and Strategic Alliances	ILV	2	3
Big Data and Advanced Data Analysis	UE	2	3
Research Lab	PT	2	4
Business Lab	PT	3	4
		22	30

4th semester	Type	THW	ECTS
Strategy and Innovation in the Digital Era	ILV	2	3
Interdisciplinary Strategic Cases	PT	2	3
Company Dialogue	PT	2	2
Master's Thesis Seminar	SE	1,5	2
Master's Thesis and Master's Exam	MA	0,5	20
		8	30

# Postgraduate Master's Course / Part-time

## EUROPEAN PROJECT AND PUBLIC MANAGEMENT

Networking within the EU creates new opportunities for Austrian companies, as well as challenges. In cooperation with the International Business School Austria, this FH JOANNEUM programme provides managers with the know-how essential for EU project management.

The programme covers the following subject areas:

### European Union.

You will learn about the institutional framework of the EU as well as its mechanisms. Particular attention will be paid to the areas relevant to project management.

### Project management.

You will learn to plan the project proposal from the viewpoint of an evaluator. At the same time, our tailor-made IT courses provide support in using modern project management tools.

### Soft skills. Networking.

Work on European projects is virtual, requiring advanced interpersonal skills, and especially leadership skills. Our experts will train you to apply the intercultural management methods upon which the success of a project often depends. Our wide-ranging network is also hugely beneficial when it comes to establishing the project consortium, and provides access to national and international sources of funding. Moreover, an excursion to Brussels offers the opportunity to make your own contacts with the European Commission.

### Financing. Funding.

We provide you with a clear approach to financing and funding for EU projects. You will learn about the specific requirements for financial planning and reporting, and our experts will support you in drawing up a budget for a specific EU project.

### FACTS



Master of Science (MSc)



Part-time



3 semesters / 90 ECTS



FH JOANNEUM Graz



Language of instruction: English

- 25 places per year
- Head of postgraduate master's course:  
**FH-Prof. Mag. Dr. Doris Kiendl, LL.M**
- Tuition fee: 2,500 EUR per semester
- All information about dates, requirements, application and curriculum is available online.
- [www.fh-joanneum.at/epm](http://www.fh-joanneum.at/epm)
- In cooperation with the International Business School Austria, [www.ibsa.co.at](http://www.ibsa.co.at)

### Did you know...

... that leading European institutions in the field of International Management have worked with us to develop the programme? This ensures the high quality of the training you will receive.



### Real project proposal. Master's thesis

You can submit a real project proposal as your Master's thesis; it's a win-win situation, for you, and for your company.

### Organisation

The programme is designed as an ideal way of combining study and work: a total of 15 weekends are spent on campus. Wherever possible, the dates are agreed with the participants in advance according to their individual availability. In general, seminar papers and home exams take the place of traditional examination formats.

*"The Master's degree is an important qualification for any career in any sector and thus significantly increased my job opportunities after graduating."*

Michael Mörth  
CEO at MA KFZ- Qualitätskontrolle GmbH

### Professional fields

Graduates of the Master's programme are qualified for a broad spectrum of careers in the following fields:

- Expert for EU financing and EU funding
- Consultant for EU projects
- Expert for European project management
- Evaluator for EU projects

Ever more companies are recognising the significant opportunities available for securing funding from Brussels. This creates a wide range of career prospects and development opportunities for graduates both at home and abroad.





*„Bei uns stehen die Menschen im Mittelpunkt: Unsere Studierenden und Vortragenden. Durch unsere Netzwerke vermitteln wir unseren Studierenden Wissen und Kompetenzen, um die Herausforderungen des Wirtschaftslebens zu meistern.“*

FH-Prof. Mag. Dr. Doris Kiendl, LL.M.  
Institutleiterin



Department of Management – FIBAA  
accredited since 2015  
Management internationaler  
Geschäftsprozesse (Bachelor) and  
Business in Emerging Markets (Master) –  
FIBAA PREMIUM accredited since 2016

## KONTAKT und Information

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[www.fh-joanneum.at/iib](http://www.fh-joanneum.at/iib)



## FH JOANNEUM

An der FH JOANNEUM studieren und lehren wir auf Basis einer fundierten theoretischen Grundlage praxisbezogen, projektorientiert und interdisziplinär. Das große Netzwerk unserer Hochschule ermöglicht Berufspraktika bei namhaften Unternehmen und Institutionen im In- und Ausland sowie Auslandssemester an einer von über 200 Partnerhochschulen weltweit.

## GRAZ – Wissenschaft und Kultur

... in Stichworten: über 270.000 EinwohnerInnen, davon rund 50.000 Studierende an insgesamt acht Hochschulen. Eine historische Altstadt, die UNESCO-Weltkulturerbe ist. Zeitgenössische Kunst und Musik, moderne Architektur, die als Grazer Schule Ruhm erlangte. Ökostadt. City of Design, Wirtschafts- und Innovationszentrum. Mediterranes Flair, urbanes Feeling und gastronomische Highlights.

[www.graz.at](http://www.graz.at)

Zu allen Studiengängen an der FH JOANNEUM sowie zu Bewerbung und Aufnahme erhalten Sie detaillierte Informationen unter:  
T: +43 (0)316 5453-8800  
E: [info@fh-joanneum.at](mailto:info@fh-joanneum.at), [www.fh-joanneum.at](http://www.fh-joanneum.at)

