

INSTITUTE of International Management

# GLOBAL BUSINESS PROGRAM



*Exchange program  
Incoming students*

## YOUR STUDY ABROAD IN AUSTRIA > MORE THAN 100 INTERNATIONAL STUDENTS PER YEAR > ABOUT 30 NATIONALITIES IN ONE CLASSROOM > INTERNATIONAL FACULTY > INTERNATIONALISATION @ HOME

Nowadays, global business is surrounding us. No matter if large corporations, small family business, non-governmental organizations or public sector, we have to deal with the complexity of business processes and their multinational environment. Education has to respond to the changes and challenges in the economy and has to train young people to manage such processes. As business is global, education has become global, too.

The Global Business Program provided by the Institute of International Management follows the goal of education for tomorrow's business professionals and preparing them for an international business career. The Global Business Program offers courses of high academic standards on the complexity of global business that are taught by experts from all over the world. The unique composition of dozens of different nationalities, exchanging their knowledge, beliefs, values, skills, and attitudes makes this program so special. Thus, the Global Business Program is a unique opportunity for all participants to obtain and further develop cross-cultural competences while following a business course.

Between 2003 and 2018, the Global Business Program has hosted more than 1300 incoming students. Austrian students together with exchange students from our partner universities from Argentina, Australia, Belgium, Brazil,

Bulgaria, Canada, Chile, China, Costa Rica, Croatia, Denmark, Germany, Dominican Republic, Finland, France, Georgia, Great Britain, Guatemala, India, Indonesia, Iran, Ireland, Israel, Italy, Japan, Jordan, Kazakhstan, Columbia, Korea, Malaysia, Mozambique, Namibia, New Zealand, Nicaragua, Netherlands, Norway, Pakistan, Peru, the Philippines, Poland, Portugal, Romania, Russian Federation, Sweden, Scotland, Slovenia, Spain, South Africa, Taiwan, Thailand, Turkey, Uganda, USA and Vietnam have been involved in the Global Business program.

In the future, the Global Business Program will maintain its high level of education while opening to new trends in business education, deepen the collaboration with its partner universities, and make the exchange semester an unforgettable experience for all incoming students.

### FACTS

- Student exchange program
- Designed for incoming students
- Undergraduate level
- Entirely in English
- Fully modular
- Completely flexible
- FH JOANNEUM Graz
- [www.fh-joaanneum.at](http://www.fh-joaanneum.at)

### Modules offered

\* Please note, that this is an exemplary presentation of the courses.

The current programs are available at <https://www.fh-joaanneum.at/en/international/study-programmes/global-business-program>

MODULE	WINTER SEMESTER	SUMMER SEMESTER
International Marketing and Sales	Market Research Strategies	Persuasive Communication and Business Negotiation
	International Consumer Behaviour	Entrepreneurship and Innovation
Information Technology in International Business	Economics of the European Union	Supply Chain Management
	International Human Resource Management and Careers	Social Media Strategies
Cross-Cultural Management and Soft Skills	Leadership Skills for the Global Manager	Strategies in Emerging Markets
	The Chinese Business and Management	Cross Cultural Organisational Behaviour and Management
International Accounting and Finance	International Finance	Doing Business in the Emerging Market of Russia: Development and Trends
	Internationalisation Strategies of Emerging Market Firms	Latin American Business Development
International Strategy	B2B Marketing and Selling	Information, Global Competition and Organizations
	International Marketing	Introduction to Controlling as a Management Function
	Cross Cultural Communication	Human Resource Management

### THE GLOBAL BUSINESS PROGRAM IN BRIEF

The Institute of International Management at FH JOANNEUM currently maintains comprehensive cooperation agreements with some 100 universities around the globe. Most of these agreements have international student exchanges at their focus. The Institute of International Management acknowledges the special needs of incoming foreign exchange students and designed the Global Business Program (GBP) to meet their specific requirements.

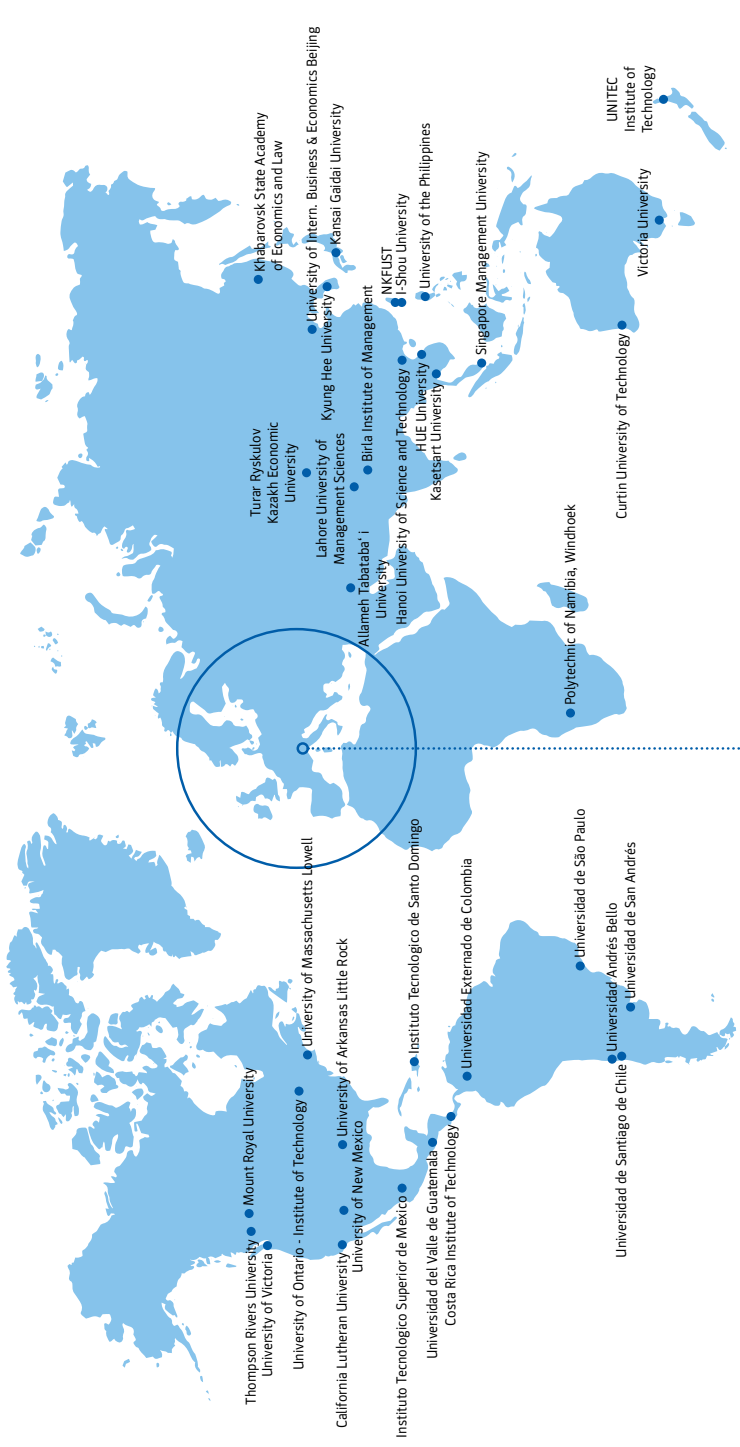
The GBP is designed as a modular educational program. Each course is instructed over a period of 2x1 or 1x2 weeks, which enables the students to step in and out of the program at practically any time of their own choice.

Furthermore, the GBP is international and cross-cultural – about 30 different nationalities are meeting, working, and studying together in one class. The courses are instructed by faculty members of the Department of International Management and selected visiting professors from prestigious foreign universities. As the medium of communication is English, students have the unique opportunity to study in English while living in a German-speaking environment.

For more information on the ongoing semester, academic calendars, and the latest course offer, please go to:

<https://www.fh-joaanneum.at/en/international/study-programmes/global-business-program/>





Thompson Rivers University  
University of Victoria

University of Ontario - Institute of Technology  
University of Massachusetts Lowell

California Lutheran University  
University of New Mexico

Instituto Tecnológico Superior de México  
Instituto Tecnológico de Santo Domingo

Costa Rica Institute of Technology  
Universidad Externado de Colombia

Universidad de Santiago de Chile  
Universidad Andrés Bello

Universidad de San Andrés

Turkmenistan State Academy of Economics and Law

University of Intern. Business & Economics Beijing

Kansai Gaidai University

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University of Intern. Business & Economics Beijing

Kansai Gaidai University

**WORLDWIDE PARTNER UNIVERSITY NETWORK  
AT THE INSTITUTE OF INTERNATIONAL MANAGEMENT,  
FH JOANNEUM GRAZ**

- AFRIKA**  
Polytechnic of Namibia
- ASIEN**  
University of International Business & Economics Beijing  
Allameh Tabataba'i University  
Kansai Gaidai University  
Tsuru Rykskulov Kazakh Economic University  
Kyung Hee University  
Hanoi University of Science and Technology  
University of the Philippines  
I-Shou University  
Kansai Gaidai University  
Singapore Management University  
UNITEC Institute of Technology  
Victoria University  
Curtin University of Technology
- NORDAMERIKA - AUSTRALIEN - NEUSEELAND**  
Victoria University  
Mount Royal University  
Thompson Rivers University  
University of Victoria  
University of Massachusetts Lowell  
University of New Mexico  
UNITEC Institute of Technology  
Singapore Management University
- SÜDAMERIKA - MITTELAMERIKA**  
Universidad de São Paulo  
Universidad Andrés Bello  
Universidad de Chile  
Costa Rica Institute of Technology  
Instituto Tecnológico de Santo Domingo  
Universidad del Valle de Guatemala  
Instituto Tecnológico Superior de México
- EUROPA**  
Copenhagen Business Academy  
Karel de Grote - Hogeschool Antwerpen  
ESAM Paris, Lyon  
Paris School of Business/ESG  
American Business School Paris  
KEDGE Business School / ESG  
ESAM Paris, Lyon  
The Nottingham Trent University  
Institute of Technology Letterkenny  
Institute of Technology Tallaght  
The Hague University of Applied Sciences  
University of Portsmouth  
University of Stavanger  
Oslo University College  
Haaga-Helia University of Applied Science  
Voronzh State University  
Warsaw University of Life Sciences  
Gracow University of Technology  
Polytechnic of Medimurje Cakovec  
University of Lubljana  
KEDGE Business School  
University of Dubrovnik  
University of Spilt  
University of Salerno  
Marmara Üniversitesi  
University of National and World Economy  
Università degli Studi di Sassari  
Universitat Rovira i Virgili  
Universidad de Zaragoza  
Universidade de Lisboa - ISEG  
Niimeg University



Oulu University of Applied Sciences

Trondheim Business School

University of Stavanger

Oslo University College

Haaga-Helia University of Applied Science

Voronzh State University

Copenhagen Business Academy

Kristiansund University

Windesheim University of Applied Sciences

The Nottingham Trent University

The Hague University of Applied Sciences

University of Portsmouth

Karel de Grote - Hogeschool Antwerpen

ESAM Paris, Lyon  
Paris School of Business/ESG  
American Business School Paris

University of Lubljana

Montpellier Business School

KEDGE Business School

University of Dubrovnik

University of Spilt

University of Salerno

Marmara Üniversitesi

University of National and World Economy

Università degli Studi di Sassari

Universitat Rovira i Virgili

Universidad de Zaragoza

Universidade de Lisboa - ISEG

Niimeg University



*“FH JOANNEUM gives you the opportunity to meet professors from all over the world, who have an excellent background in their field of study, and build an international network while studying in one of the most beautiful cities, Graz. I keep a great memory of the GBP classes and of the atmosphere among students. I even decided to come again, now I do my exchange studies at the same Institute in the master program. Therefore, I would recommend it to any student looking for an internationally orientated academic curriculum, an environment that stimulates your learning and that will enjoy the very open-minded and rich interaction with the classmates and professors.”*

Katja Debelak, student from Slovenia

*“The Global Business Program has been the biggest experience in my life. It simply changed my life positively in personal, business abilities, and it gave to me great friendships and memories while meeting students from many countries. In other words, my concept of the world and life changed for me when I shared and learnt experiences with people from different cultures around the world. This program is definitely worth it for those who really want to experience new and unforgettable memories. Graz is a great place to study and live, surrounded by incredible landscapes, pleasant life-style in the city and a university that not only helps you to improve even more your international knowledge as a foreigner but also makes you feel you are at home: the FH JOANNEUM. I personally thank the FH and everyone who made this GBP possible and amazing experience for me!”*

Carlos D. Ríos Guerrero, student from Mexico



## GERMAN AS A FOREIGN LANGUAGE AT FH JOANNEUM

The International Relations Office at FH JOANNEUM, University of Applied Sciences, offers German language courses for international students.

### German as a Foreign Language at FH JOANNEUM stands for...

- ... courses with a focus on communication, integrated into a well-balanced course system: basic courses (focus on grammar), skill courses (training in reading and writing, listening comprehension, speaking), extra courses (culture and civilization, German language film, ÖSD examination training)
- ... a placement test, specially developed in line with the curriculum
- ... intensive preparation for the Austrian ÖSD language diploma at no extra charge
- ... action-oriented grammar learning, adjusted to all knowledge levels
- ... hands-on learning, integrating topical issues relevant to study (e.g. CV and application writing etc.)
- ... small learning groups
- ... individual support and help
- ... motivated and qualified lecturers experienced in university level teaching
- ... effective up-to-date teaching material that is tailored to the special requirements of university level language learners

· ... an open and culturally varied environment (with people from some 30 different countries)

· ... an intercultural focus: courses on culture and civilization, tandem program and excursions to Vienna and Salzburg ensure valuable and stimulating exchanges between international and Austrian students.

The big variety of the course offer reflects different aspects of modern teaching and language use:

**German Intensive Course** gives the students the best start before the beginning of the semester. Students should not miss the opportunity to sign up for the German Intensive Course together with the Orientation Programme. Within this package, students are greatly prepared for their studies at FH JOANNEUM.

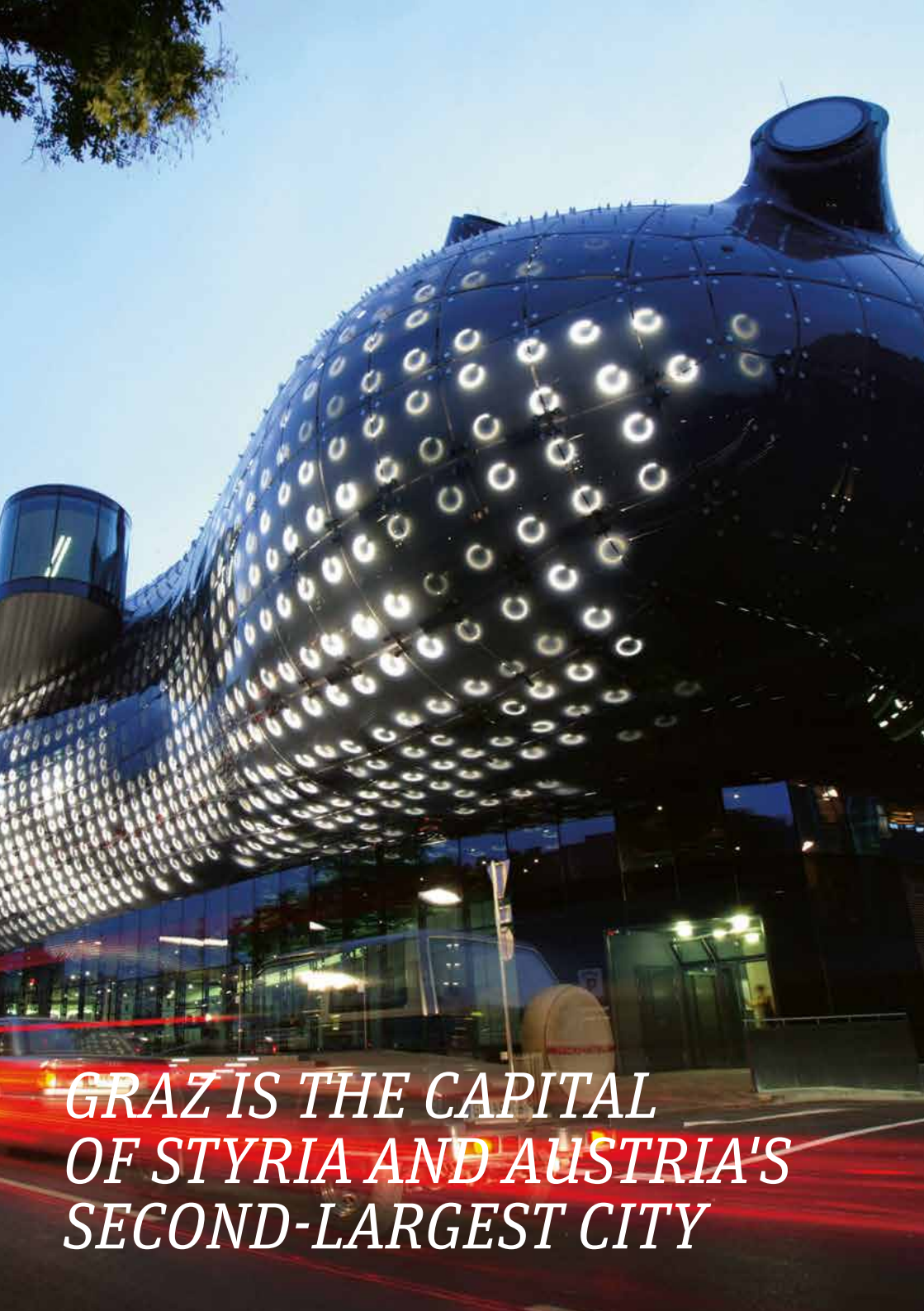
**The Basic Language Courses** focus on the grammar competences and on the language structure and are offered on different level according to the Common European Framework of Reference for Languages.

**The Reading and Writing Competences Courses** will enlarge your vocabulary and your reading and writing capacities.

**The Listening and Speaking Competencies Courses** focus on oral competencies and listening comprehension. Students work with prevailing authentic audiovisual material.

**Special courses, e.g. Austria People and Culture, German Language Film, Business German Course, and the ÖSD-Preparation Course, make the course offer complete.**

For more information on the course offer, please go to the website: [www.fh-joanneum.at/daf](http://www.fh-joanneum.at/daf) or contact [international@fh-joanneum.at](mailto:international@fh-joanneum.at).



**GRAZ IS THE CAPITAL  
OF STYRIA AND AUSTRIA'S  
SECOND-LARGEST CITY**



STYRIA (GERMAN:  
STEIERMARK) IS THE  
SECOND-LARGEST  
PROVINCE IN AUSTRIA  
AND KNOWN AS  
AUSTRIA'S „GREEN  
HEART“.





### STYRIA & AUSTRIA

STYRIA (German: Steiermark) is the second-largest province in Austria and known as Austria's „green heart“. Forests cover about half of the country, and grasslands and vineyards cover another quarter. Styria borders Slovenia and Hungary as well as the Austrian provinces of Burgenland, Lower Austria, Upper Austria, Salzburg, and Carinthia. In the Dachstein mountains overshadowing the Enns Valley, skiing is possible all year round. The south of Styria known as the Weinstraße (Wine Road) is hilly and dominated by large vineyards and reminds its visitors of Tuscany – therefore it is also called „Styrian Tuscany“.

### HIGHLIGHT OF GRAZ

GRAZ is the capital of Styria and Austria's second-largest city with about 275,000 inhabitants. A short walk through the Old Town, a UNESCO World Culture Heritage site with a Mediterranean atmosphere, is a transition to past centuries. From the 15th century, it was

a major bulwark against the Turks and, in the 17th century, adopted the Baroque before the rest of the Austrian empire. The city is compact, and the most important sights are within walking distance of the market square of the Hauptplatz. The Landesmuseum Joanneum, a large complex of museums, is one of the world's oldest, including the Alte Galerie with its superb Gothic paintings. The Neue Galerie in the Herberstein Palace displays 19th- and 20th-century paintings, including some works by the world famous Austrian painters Egon Schiele and Gustav Klimt. The Cathedral, the Mausoleum of Emperor Ferdinand II, the Leech Church, the pedestrian zone of the old quarter, the Schlossberg (Castle Hill) with its Uhrturm (clock tower) and Glockenturm (bell tower) are also worth seeing. In some distance in west of the city, Schloss Eggenberg, a 16th century palace noted for its state rooms and museums, is situated within walking distance of the FH JOANNEUM. More than any other provincial centre, Graz preserves the old Kaffeehaus culture, where one can sit all day enjoying a leisurely coffee and watching the life of the city.



### STUDENTS' LIFE AT THE FH JOANNEUM CAMPUS GRAZ

The Institute of International Management is located at the Graz Campus in the west of the city. It offers degree programs in six departments, providing state-of-the-art infrastructure for more than 3500 students: modern laboratories and studios, a library, lecture halls, cafeterias, and a lot of green space. In short, a great place to study and research.

The student dormitory next to the FH provides students with everything they need. The accommodation features generously appointed units also for disabled people and families, a fitness room plus multi-purpose, event, and exhibition rooms.

For additional information about this dormitory as well as other students dormitories in Graz, please visit and apply at: [www.oead.at](http://www.oead.at)

*“What I love most about the Global Business Program at FH JOANNEUM is the flexibility it provides for us exchange students. The different courses are scheduled in blocks that last for 1-2 weeks, which allows us to complete them within that time frame. Moreover, I have had the opportunity to interact with many exchange students and have learnt much from their different cultures. The experience gained is something I will definitely cherish.”*

Sean Lau Jiawei, student from Singapore



### TRANSFER CENTER @ THE INSTITUTE OF INTERNATIONAL MANAGEMENT

Combining the expertise of teaching and research staff, the Institute of International Management undertakes R&D and knowledge transfer activities within the scope of its so-called Transfer Centre. The cooperation within an extensive network of international partners in higher education as well as its active exchange with industry underlines the high level of experience in the successful implementation of projects worldwide.

The Transfer Centre's strategic orientation and thematic areas result from multi-stakeholder input in combination with demand from key actors of society (Companies, public institutions, cooperation-partners, and potential funding partners).

The following focal areas form pillars of activity and the key expertise within the Institute:

1. International Business Strategies and Processes (includes activities in projects on topics such as internationalization, market entries and international entrepreneurship with a special focus on small and medium-sized enterprises)
2. Quality-Oriented Higher Education Development in an International Context (focuses on the topics of employability and quality in tertiary education. The focus is on analyzing what skills and competences are needed by employers in an international comparison and how the universities can provide their students with these crucial skills.)

The Institute of International Management takes part, coordinates and acts as liaison in different high profile projects as:

- Global Entrepreneurship Monitor Austria
- Competence @ University of Pristina (Tempus Programme)
- University Quality Exchange (Erasmus Mundus Programme)
- Women Entrepreneurship Networking (WINGS) – (Lifelong Learning Programme)
- and much more.

#### KEY FACTS IN A NUTSHELL:

- More than 10 years of experience in funded and contractual R&D
- Over 50 successfully concluded major projects in the past 5 years
- A large number of collaborations with partners in research contracts or funded research projects
- Implementation of cross-culturing learning projects
- Customized market entry studies for companies
- Strategic concepts for companies in international competition
- Focus regions in Emerging Markets (Balkans, Latin America, South-East Asia, Africa)
- Publications in the above mentioned research areas



### APPLIED SUMMER SCHOOL @ THE INSTITUTE OF INTERNATIONAL MANAGEMENT

The Institute of International Management at FH JOANNEUM University of Applied Sciences also offers an Applied Summer School on "Business in Europe" to invited partner institutions. The Applied Summer School takes place every year in July and lasts for three weeks.

The summer school introduces the participants to various aspects of doing business in Europe, in particular in the European Union. The program addresses issues of culture, economics, business, communication, and the legal framework. Each of these modules consists of theory and applied parts. In addition, the summer school comprises company visits and excursions. The company visits include meetings with senior executives of major Austrian companies. Since Austria has an extremely high rate of foreign trade, the companies selected for the summer school are

internationally active, and the participants of the summer school will be able to get a deep insight into practical issues of business in Europe.

Within the framework of the Applied Summer School, also a voluntary German language course will be offered.

Excursions to a world heritage castle, to a famous chocolate manufacture, to the city of Vienna, and to the capital of Slovenia, Ljubljana, will give students the opportunity to get to know the culture of Austria and a neighboring country.

For more information on the Applied Summer School on Business in Europe, please visit our website: [www.fh-joanneum.at/mig](http://www.fh-joanneum.at/mig)



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