

# Bachelor's degree programme INTERNATIONAL MANAGEMENT

Global, networked, multicultural: the modern business world transcends national borders. You want to explore that world? We will provide you with the management and intercultural skills required to prepare you for the challenges of future global markets

## What you will learn:

- Developing market entry strategies
- Acquiring intercultural skills
- Applying marketing techniques
- International accounting & finance
- Exploring management & organisation
- Gaining an insight into international business law
- Using foreign languages
- Implementing practice-oriented projects

The course highlights await you in the fourth and fifth semesters. You will develop your intercultural and language skills at one of our partner universities as part of a semester abroad and complete an internship either in Austria or abroad to apply the knowledge you have learned in practice.

## Organisation

International Management is a full-time course. This means the classes are held at FH JOANNEUM over a 15 week period each semester, generally all day Monday to Friday. You receive a current timetable at the start of each semester.

## FACTS



Bachelor of Arts in Business (BA)



Full-time



6 semesters / 180 ECTS



FH JOANNEUM Graz



Language of instruction:  
German / English

- 60 places per year
- Head of Degree Programme:  
**FH-Prof. Mag. Dr. Doris Kiendl, LL.M**
- Tuition fees: no tuition fees for students from the EU, EEA and Switzerland
- All information about deadlines, application and admission can be found online.
- [www.fh-joanneum.at/mig](http://www.fh-joanneum.at/mig)

## Did you know ...

.... that you can choose from more than 80 partner universities? Located around the globe, they offer you an exciting opportunity to experience different cultures.



## Career prospects

Our graduates are qualified to take on a range of different responsibilities in the global economy as key account managers, brand managers or sales representatives. They are also employed in corporate finance or HR departments,

manage branches of Austrian companies abroad and work for international organisations. Our graduates can also specialise further by enrolling on the Master's degree programme in Business in Emerging Markets.

CURRICULUM: 180 ECTS (30 ECTS per semester)

1st semester	2nd semester	3rd semester	4th semester	5th semester	6th semester										
International Business & Entrepreneurial Perspectives 3 ECTS	International Market Entry Strategies 3 ECTS	Foreign Trade 3 ECTS	Study Abroad Seminar 1 ECTS	Management Accounting (Controlling) 3 ECTS	Human Resources Management 1 ECTS										
Management & Organisation 2 ECTS	International Service & Experiential Marketing 2 ECTS	Entrepreneurial & Cross Cultural Competences 2 ECTS	Study Abroad 25 ECTS	CSR & Sustainability Reporting 2 ECTS	Career Development 1 ECTS										
Principles of B2C Marketing 3 ECTS	Industrial Economics 2 ECTS Project Management 3 ECTS	Project: International Market Entry 5 ECTS		Integrated Internship 15 ECTS	Digital Marketing 2 ECTS	Digital Marketing 2 ECTS									
Principles of B2B Marketing 2 ECTS	Process & Operations Management 2 ECTS	Qualitative & Quantitative Empirical Methods 5 ECTS				Bachelor's Thesis 2 10 ECTS	Strategic Marketing 3 ECTS	Labour Law 1 ECTS							
Principles of Law 1 3 ECTS	Principles of Law 2 3 ECTS	Accounting 3: Cost Accounting 3 ECTS						Bachelor's Thesis 1 4 ECTS	Elective 3: Distribution & Sales 5 ECTS	Intern. Business Law 2 ECTS					
European Union Law 2 ECTS	Corporate law 2 ECTS	Tax Law 2 ECTS								Elective 4: Creative Corporate Communication 5 ECTS	Financial Statement Analysis 1 ECTS				
Accounting 1 4 ECTS	Accounting 2: Financial Statements 2 ECTS IFRS - 1 ECTS	Competition Law & Intellectual Property 2 ECTS									Elective 5: Cases for Business Intelligence 5 ECTS	Mergers & Acquisitions 2 ECTS			
Principles of Financing & IT Integration 4 ECTS	Corporate Finance & Risk Management 3 ECTS	Elective 1: Consumer Behaviour 3 ECTS										Project: International Business Modelling & Community Work 7 ECTS	Entrepreneurship 3 ECTS		
Mathematics & Statistics 2 ECTS	IT in International Companies 1 ECTS	Elective 2: Business Processes ERP 3 ECTS											Elective 5: Cases for Business Intelligence 5 ECTS	Project: International Business Modelling & Community Work 7 ECTS	
Critical Thinking & Scientific Writing 2 ECTS	Principles of Reporting Using IT 1 ECTS	Presentation Skills 2 ECTS												Elective 5: Cases for Business Intelligence 5 ECTS	Elective 3: Distribution & Sales 5 ECTS
Foreign Language 1 3 ECTS	Cross-Cultural Communication & Negotiations 2 ECTS	Foreign Language 3 3 ECTS													Elective 4: Creative Corporate Communication 5 ECTS
	Foreign Language 2 3 ECTS		Elective 5: Cases for Business Intelligence 5 ECTS												

International Management	Marketing	Accounting	Law	Languages & Soft Skills	Semester Abroad
Bachelor's Thesis	Internship				

