

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

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 Global Strategic Management or Digital Entrepreneurship.

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 3 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: International Market Entry 4 ECTS		Integrated Internship 14 ECTS	Labour Law 1 ECTS	Digital Marketing 2 ECTS															
Principles of B2B Marketing 2 ECTS	Project Management 3 ECTS	Preparation of Internship 1 ECTS				Bachelor's Thesis 2 10 ECTS	Intern. Business Law 2 ECTS	Strategic Marketing 3 ECTS													
	Process & Operations Management 2 ECTS	Qualitative & Quantitative Empirical Methods 5 ECTS						Bachelor's Thesis 1 4 ECTS	Financial Statement Analysis 1 ECTS	Strategic Marketing 3 ECTS											
Principles of Law 1 3 ECTS	Principles of Law 2 3 ECTS	Accounting 3: Cost Accounting 3 ECTS								Study Abroad 25 ECTS	Entrepreneurship 3 ECTS	Labour Law 1 ECTS									
European Union Law 2 ECTS	Corporate law 2 ECTS	Tax Law 2 ECTS										Internship Reflection 1 ECTS	Project: International Business Modelling & Community Work 5 ECTS	Intern. Business Law 2 ECTS							
Accounting 1 4 ECTS	Accounting 2: Financial Statements 2 ECTS	Competition Law & Intellectual Property 2 ECTS												Bachelor's Thesis 2 10 ECTS	Elective 3: Distribution & Sales 5 ECTS	Financial Statement Analysis 1 ECTS					
Principles of Financing & IT Integration 4 ECTS	IFRS - 1 ECTS	Elective 1: Consumer Behaviour 3 ECTS														Bachelor's Thesis 1 4 ECTS	Elective 4: Creative Corporate Communication 5 ECTS	Mergers & Acquisitions 2 ECTS			
	Corporate Finance & Risk Management 3 ECTS																	Elective 2: Business Processes ERP 3 ECTS	Bachelor's Thesis 1 4 ECTS	Elective 5: Cases for Business Intelligence 5 ECTS	Entrepreneurship 3 ECTS
Mathematics & Statistics 2 ECTS	IT in International Companies 1 ECTS	Critical Thinking & Scientific Writing 2 ECTS																			Bachelor's Thesis 1 4 ECTS
Presentation Skills 2 ECTS	Principles of Reporting Using IT 1 ECTS		Foreign Language 2 3 ECTS															Bachelor's Thesis 1 4 ECTS			
	Foreign Language 1 3 ECTS	Cross-Cultural Communication & Negotiations 2 ECTS		Foreign Language 3 3 ECTS	Bachelor's Thesis 1 4 ECTS																
Foreign Language 1 3 ECTS	Foreign Language 2 3 ECTS	Foreign Language 3 3 ECTS	Bachelor's Thesis 1 4 ECTS			Bachelor Exam 2 ECTS	Elective 5: Cases for Business Intelligence 5 ECTS														
	Foreign Language 1 3 ECTS			Foreign Language 2 3 ECTS			Foreign Language 3 3 ECTS	Bachelor's Thesis 1 4 ECTS	Bachelor Exam 2 ECTS												

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

BOEHLERIT
hard facts for best results

GRAWE



Anton Paar

TDK