

International Business Management Course Catalogue
CURRICULUM

Semester	ECTS			
	1	2	3	4
Scientific Principles and Methods				
Fundamentals of Business Management	4			
International Management	3			
International Marketing	3			
Research Methodology and Quantitative Methods	2			
Export Management		5		
International Sourcing		4		
Management Information Systems		1		
Law				
International Accounting	3			
European Business Law		3		
International Finance		3		
International Contract Law			4	
SECE-specific contents				
International Trade and Globalization	3			
Doing Business in SECE 1	3			
Economic Growth and Development	3			
EU Economic and Fiscal Policy		3		
Doing Business in SECE 2		4		
IT Infrastructure in SECE			3	
European Funding			3	
Economic Features of Transition Countries			4	
Language, Soft-Skills and multidisciplinary qualifications				
Intercultural Communication 1	2			
Slovene, Italian, DaF*, Russian, Croatian 1	4			
Intercultural Communication 2		3		
Slovene, Italian, DaF*, Russian, Croatian 2		4		
Interregional Project – Case Study			8	
Intercultural Communication 3			4	
Slovene, Italian, DaF*, Russian, Croatian 3			4	
Master Thesis Seminar				2
Master Thesis				24
Slovene, Italian, DaF*, Russian, Croatian 4				4
TOTAL ECTS	30	30	30	30

*DaF: Deutsch als Fremdsprache (German as a Foreign Language)

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<i>Fachhochschul-Masterstudiengang „International Business Management“</i>																														
ECTS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
1. Semester	Introduction to Int'l Management Fundamentals of Int'l Mgmt. Research Methodology & Quantitative Methods Management Information Systems						Regulatory Frameworks f. Int. Business Activities International Accounting			Structuring International Business Activities International Management International Marketing						SECE Business Environment Doing Business in SECE 1			Economic Conditions of Int. Business Activities International Trade and Globalization Growth Theory and Economic Development						SECE Specific Soft Skills Intercultural Communicat		Language			
2. Semester	European Business Law International Finance						Export Management International Sourcing									Doing Business in SECE 2			EU Economicand Fiscal Policy			Intercultural Communication (2)		Language						
3. Semester	International Contract Law			IT Infrastructure European Funding			Economic Features of Transition Countries Interregional Case Study						Intercultural Communication (3)						Language											
4. Semester	Master-Thesis																											Language		

MODULES

Introduction to International Management – 7 ECTS
Structuring International Business Activities – 15 ECTS
Regulatory Frameworks for International Business Activities – 13 ECTS
SECE Specific Soft Skills – 9 ECTS
SECE Business Environment – 21 ECTS
Economic Conditions of International Business Activities – 13 ECTS
Language – 16 ECTS
Master Thesis – 26 ECTS

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Module: IBM/02	Title: Structuring International Business Activities	ECTS: 15
Study Program	International Business Management	
Curriculum	1 Semester, 2 Semester	
Subject Area	Scientific Principles and Methods	
Level	Introduction and Specialisation	
Contents of the Module	Market barriers; mastering the models and application areas of international management, international marketing (e.g. marketing concepts, market research, brand leadership) and international sourcing. Knowledge of the main decision-making parameters and conditions for export management and foreign trade financing.	
Title of lecture International Management		
ECTS	3	
Semester	1	
Type of Course	INTEGRATED LECTURE	
Assessment	continual assessment	
Contents	This course deals with the problems and characteristics of international management as well as the demands placed on a business in an international environment, including strategic decision-making and planning, cultural differences in management, HR issues, and opportunities and risks of particular businesses/ branches (the difference between SMEs and international companies) in an international environment.	
Title of lecture International Marketing		
ECTS	3	
Semester	1	
Type of Course	INTEGRATED LECTURE	
Assessment	continual assessment	
Contents	Students will become familiar with issues and problems of International Marketing, understand marketing concepts and processes in an international context, evaluating and conceptualising their own marketing programs. Furthermore, the most important methods of international market research will also be covered.	
Title of lecture International Sourcing		
ECTS	4	
Semester	2	
Type of Course	INTEGRATED LECTURE	
Exams	continual assessment	

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Contents	Students will become familiar with the characteristics of international sourcing, whereby particular focus will be placed on investment goods. International sourcing management, international sourcing strategies as well as sourcing controlling will be central elements of this course.	
Title of lecture Export Management		
ECTS	5	
Semester	2	
Type of Course	INTEGRATED LECTURE	
Assessment	continual assessment	
Contents	Course contents cover issues such as international financing, the creation of product and service contracts, as well as the area of risk management in foreign trade (risk analysis, evaluation, policy, instruments). Students will be introduced to documentation and non-documentation means of payment, guarantees and liability as well as long- and short-term financing models (factoring, forfeiting, leasing, financing of major projects). A further topic is export loan insurance and customs procedures.	
Module: IBM/03	Title: Regulatory Frameworks for International Business Activities	ECTS: 13
Study Program	International Business Management	
Curriculum	Semester 1, 2 and 3	
Subject Area	Law	
Level	Introduction and Specialisation	
Contents of the Module	This module highlights the legal requirements as well as questions of financing and accounting. The legal prerequisites include European Business Law and the impact of fundamental freedoms on European Competition Law. Further important aspects are setting up international contracts and e-commerce. In the field of financing and accounting, the ability to analyse balance sheets and knowledge of different bookkeeping standards in an international context are essential. Also international finance policy affects companies, thus, it is important that students understand these influences.	
Title of lecture International Accounting		
ECTS	3	
Semester	1	
Type of Course	INTEGRATED LECTURE	
Assessment	continual assessment	

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Contents of the Module	Knowledge of culture concepts and theories; knowledge of national cultures and specifically the value orientation in Austria and SECE countries; developing (personal) strategies for conflict management and dealing with negotiations in an international context; the ability to effectively work in intercultural teams.
Title of lecture Intercultural Communication 1	
ECTS	2
Semester	1
Type of Course	INTEGRATED LECTURE
Assessment	continual assessment
Contents	The first of three semesters of Intercultural Communication aims to raise students' awareness of cultural differences. Stereotypes and prejudices about one's own and other cultures will be explored, in particular, South-eastern and Central Europe. Reasons for cultural misunderstandings will be investigated. Practical examples and role plays will help learners to understand cultural differences.
Title of lecture Intercultural Communication 2	
ECTS	3
Semester	2
Type of Course	INTEGRATED LECTURE
Assessment	continual assessment
Contents	The second course will focus mainly on corporate culture and how to manage increasing intercultural business contact, in particular, international negotiations in an international business context, again focusing on southeast and central Europe.
Title of lecture Intercultural Communication 3	
ECTS	4
Semester	3
Type of Course	INTEGRATED LECTURE
Assessment	continual assessment
Contents	The primary aim of the last course on Intercultural Communication is to encourage cultural sensitivity and to see diversity as an opportunity, as well as analysing how to identify and deal with potential areas of conflict and look at the corporation of the future in an increasingly global working environment. The learners will be expected to focus on their role as potential international business manager and interculturally competent individual in society.

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Module: IBM/05	Title: SECE Business Environment	ECTS: 21
Study Program	International Business Management	
Curriculum	Semester 1, 2 and 3	
Subject Area	SECE- specific contents	
Level	Introduction and Specialisation	
Contents of the Module	Economic framework, history and politics of SECE countries. Enable ability to critically reflect regional analyses and country studies. This course will also cover the peculiarities of technical infrastructure in SECE countries with a particular emphasis on IT infrastructure. European Structural Funding and the possibility to acquire European funds; knowledge of responsible institutions and regulations for national subsidies. Enable learners to process a model for the internationalisation of value creation.	
Title of lecture	Doing Business in SECE 1	
ECTS	3	
Semester	1	
Type of Course	INTEGRATED LECTURE	
Assessment	continual assessment	
Contents	Country and regional studies regarding the history, politics, culture and economy of SECE countries.	
Title of lecture	Doing Business in SECE 2	
ECTS	4	
Semester	2	
Type of Course	INTEGRATED LECTURE	
Assessment	continual assessment	
Contents	Development of economic ties between SECE countries and western Europe (the EU, in particular Austria); cultural and institutional barriers for the transfer of material, financial and information resources. Market entry strategies in SECE countries (Non-Equity Cooperations, Licence Agreements, Export, DI, Joint Venture). Connection between transfer barriers and market entry strategies.	
Title of lecture	IT Infrastructure in SECE	
ECTS	3	
Semester	3	
Type of Course	INTEGRATED LECTURE	
Assessment	continual assessment	

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Contents	The IT infrastructure in SECE is partially different to the infrastructure in western Europe. This course will aim to make that clear, offering a general overview on IT infrastructure and then highlighting particular topics in detail. Structure and development of networks for data transfer, data exchange (regulations) and general make-up of IT landscapes (HW-Infrastructure, SW-Architectures, Middleware etc.)	
Title of lecture	European Funding	
ECTS	3	
Semester	3	
Type of Course	INTEGRATED LECTURE	
Assessment	continual assessment	
Contents	Design, development and institutions of European Structural Policy; Regional financial means; practical exercises on the acquisition of subsidies.	
Title of lecture	Interregional Project – Case Study	
ECTS	8	
Semester	3	
Type of Course	INTEGRATED LECTURE	
Assessment	continual assessment	
Contents	Creation of a practical model for managing international projects in SECE countries.	
Module: IBM/06	Title: Economic Conditions of International Business Activities	ECTS: 13
Study Program	International Business Management	
Curriculum	Semester 1, 2 and 3	
Subject Area	SECE specific contents	
Level	Introduction and Specialisation	
Contents of the Module	<p>The main aim of this module and the courses therein is for students to gain the economic understanding necessary for international business activities. This covers in particular:</p> <ul style="list-style-type: none"> • basic understanding of the functioning and economic impact of international trade activities and policy, • general knowledge of the impact of economic growth and regional development, • detailed knowledge of content and impact of European Economic and Financial Policy, • ability to analyse economic framework data of southern and central eastern European economies as a consequence of the particular regional focus of the study program. 	

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Title of lecture		International Trade and Globalization
ECTS		3
Semester		1
Type of Course		INTEGRATED LECTURE
Assessment		continual assessment
Contents		The main focus of this course will be the theory and policies of international trade from an economic perspective. This includes basic models and political instruments from economic international trade theory as well as the analysis of the impact of exchange rates on relevant economic factors (foreign exchange markets, price, interest, production, etc.) and the discussion of selected problems concerning international macro-economic policy in times of globalisation (global capital markets, optimal currency area, integration and developing countries, etc).
Title of lecture		Economic Growth and Development
ECTS		3
Semester		1
Type of Course		INTEGRATED LECTURE
Assessment		continual assessment
Contents		This course focuses on the analysis of determining factors for economic development. In light of new growth theories, students will be introduced to central influences on innovation-oriented behaviour of entrepreneurs and their significance for the growth of an economy. In addition to economically relevant factors (technical advancement, human capital, etc) the meaning of state, cultural, geographical and natural factors will be considered. In particular, the process of 'catching up' will be analysed, which is common for economies in transformation processes.
Title of lecture		EU Economic and Fiscal Policy
ECTS		3
Semester		2
Type of Course		INTEGRATED LECTURE
Assessment		continual assessment
Contents		Students will be made familiar with the economic aspects of the European integration process, covering the historical background, institutional particularities and relevant economic data regarding the European Union, including the theory of economic integration as well as measuring the economic impact of the integration process. Furthermore, students will be enabled to analyse the different political areas of the European Union (domestic market policy and competition policy, money and currency policy, transport,

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	environmental policy, etc). This includes analysis of EU finances as well as an evaluation of the future enlargement process.	
Title of lecture Economic Features of Transition Countries		
ECTS	4	
Semester	3	
Type of Course	INTEGRATED LECTURE	
Assessment	continual assessment	
Contents	This course combines the material covered in previous economic lectures (International Trade and Globalization, Economic Growth and Development, EU Economic Policy) in the context of the macro-economic conditions of the south- and central eastern European transition countries. Based on national case studies, the status quo and economic development potential and evaluation of the aforementioned nations will be economically analysed and evaluated based on their economic and finance policies.	
Module: IBM/07	Title: Language	ECTS: 16
Study Program	International Business Management	
Curriculum	Semester 1, 2, 3 and 4	
Subject Area	Interdisciplinary, Language	
Level	Introduction, Specialisation, Advanced	
Title of lecture Language 1		
ECTS	4	
Semester	1	
Type of Course	Exercise	
Assessment	continual assessment	
Contents	Students choose between the foreign languages Slovene, Italian, German (as a foreign language), Russian and Croatian. Students start as total beginners to also benefit from the effects of experiencing a completely new environment in which everything is unknown. During the first semester students acquire basic communication skills, for example, how to introduce themselves, or cope with everyday situations, such as in a restaurant or shop. Topics of everyday life will be covered (family, hobbies, etc).	
Title of lecture Language 2		
ECTS	4	
Semester	2	
Type of Course	Exercise	
Assessment	continual assessment	

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Contents	The second semester of language builds on the basic skills acquired in the first semester and expands vocabulary and grammar as well as overall communication skills. Students will be expected to write simple texts and discuss topics of the day. Country studies will also be briefly addressed.	
Title of lecture Language 3		
ECTS	4	
Semester	3	
Type of Course	Exercise	
Assessment	continual assessment	
Contents	Building on past semesters, this course now aims to slowly expand learners' specific vocabulary in the area of international business. Telephoning skills, short dialogues and business meetings will be practised.	
Title of lecture Language 4		
ECTS	4	
Semester	4	
Type of Course	Exercise	
Assessment	continual assessment	
Contents	The fourth semester covers primarily business language. Dealing with business correspondence, successful meetings, appropriate business behaviour, rejection, persuasion and making recommendations.	
Module: IBM/08	Title: Master's Thesis	ECTS: 26
Study Program	International Business Management	
Curriculum	Semester 4	
Subject Area	interdisciplinary	
Level	Master's Thesis	
Contents of the Module	The ability to formulate and write an extended piece of academic writing in the form of a master's thesis.	
Title of lecture Master Thesis Seminar		
ECTS	2	
Semester	4	
Type of Course	INTEGRATED LECTURE	
Assessment	continual assessment	
Contents	This course supports students in finding a topic for their master's thesis, including the stages of synthesis, execution and documentation.	

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Title of lecture		Master Thesis
ECTS	24	
Semester	4	
Type of Course	Master's Thesis	
Assessment	Master's thesis	
Contents	Independent composition of an academic paper (Masters thesis).	