



BA

International Business Bachelor's Degree

Creativity, perseverance and the will to transform ideas into marketable products are some of the key factors behind a company's success. The managers of tomorrow are catalysts of change and renewal. The curriculum for the undergraduate degree programme in International Business is designed to educate students in business process optimization and project management as well as in entrepreneurship and in the criteria that are decisive for business success. Students learn to implement business solutions, to work in teams, to be responsible for results and to be multi-culturally aware. The strong focus on case studies, group work and project work throughout the course of this degree programme ensures that students have ample opportunity to work on and improve their management and research skills in an international business environment.

Degree Content

The degree in International Business comprises the following areas:

- ◆ Business Administration basics: 14%
- ◆ European and Business Law: 5%
- ◆ IT Management: 6%
- ◆ International Finances: 25%
- ◆ International Marketing: 14%
- ◆ Organisational Behaviour and HRM: 15%
- ◆ Global Supply Chain Management: 13%
- ◆ English and/or another foreign language: 8%

Special Infrastructure for International Business

- ◆ Management Training Center
- ◆ Logistics Simulation Center
- ◆ Business Project work in regional Companies

International Business

1. Semester	ECTS	SWS
Business Administration	6	4
Economics	4	3
Mathematics	4	3
Accounting	3	2
Management Accounting	3	3
European and Public Economic Administration Law	1	1
Private Business Law 1	2	3
Research and Academic Writing Skills 1	2	1
Team and Communication Training 1	2	3
English for Professional Presentations	3	2
30	25	

2. Semester	ECTS	SWS
Statistics	2	2
Private Business Law 2	2	2
Annual Reporting	3	2
Financing and Investment	3	2
Operational Project Management	3	3
Information Technology	3	2
Purchasing, Production and Logistics	4	5
Strategic Marketing	5	5
Research and Academic Writing Skills 2	2	1
English for Moderating Discussions	3	2
30	26	

3. Semester	ECTS	SWS
Tax Law	1	1
Company Analysis	4	3
Bachelor's Thesis 1	5	
Strategic Project Management	2	2
Business Process Management	3	3
Information Systems	3	2
Supply Chain Management	5	6
Operational Marketing	2	2
Team and Communication Training 2	2	2
English for Academic Purposes	3	2
30	23	

4. Semester	ECTS	SWS
Information Management	3	2
Business Process Management with ERP Systems	2	2
Product Life Cycle Management	4	3
Team and Communication Training 3	4	3
Human Resource Management	5	4
Business Management	3	2
Business Project	6	4
English for Job Applications	3	2
30	22	

5. Semester	ECTS	SWS
General Electives 2 out of options	4	2
• Business Ethics		
• European and International Law		
• International Business Management		
• Intercultural Management		
• Critical Thinking		
• American Organisational Culture		
• Principles of Entrepreneurship		
Special Electives: 2 out of options	24	12
• International Finances		
• International Marketing		
• International Human Resource Management		
• Global Supply Chain Management		
English for Storytelling	2	2
30	16	

6. Semester	ECTS	SWS
Bachelor's Degree Integration Seminar	6	4
Bachelor's Thesis 2	8	
Internship (regional or international)	15	
English for Future Careers	1	1
30	5	

Subjects with integrated English language or instruction by native speakers

ECTS: European Credit Transfer System (full workload of a fulltime student per semester = 30 ECTS)

SWS: Teaching units per week

ENGLISH COURSES OFFERED



During the winter (autumn) semester the whole 5th semester (30 ECTS) in the International Business bachelor's degree programme is taught in English.

The 5th semester offers the possibility for specialising in the fields of:

- ♦ International Finances
- ♦ International Marketing
- ♦ International Human Resource Management
- ♦ Global Supply Chain Management

FH VORARLBERG

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Fundamental knowledge in business administration basics (marketing, finances, operations management) are prerequisites for the admission into this exchange semester for international students.



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