



# INTERNATIONAL BUSINESS, BA

## English course offer for autumn / winter semester 2024

In the International Business bachelor's degree programme, you can attend courses from the **5th semester** in **ENGLISH** and choose from a variety of different **specialization fields**:

- Accounting & Finance
- Marketing & Sales
- Supply Chain Management
- Human Resources & Organisation
- Digital Transformation
- Entrepreneurship & Innovation

### Helpful Links

#### ECTS course descriptions

<http://www.fhv.at/incomings/international-business>

#### More info about the study programme

<https://www.fhv.at/en/studies/business/international-business-administration-full-time-ba>

#### Organize your stay

[www.fhv.at/incomings](http://www.fhv.at/incomings)

### International Office contact

#### Robert Natter, BA, BSc

Student Exchange  
Coordinator

+43 5572 792 1200  
[exchange@fhv.at](mailto:exchange@fhv.at)



### Semester Duration

- Welcome week: 26.08.2024 – 29.08.2024
- Study period: 02.09.2024 – 20.12.2024

### Academic contacts

#### Annika Persson, MSc

Administration International  
Business

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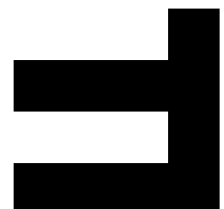
### Prerequisites for exchange students

- English language skills (at least level B2)
- Basic knowledge of business administration (students need to be at least in their second year of business studies).

#### Prof. (FH) Dr. Martin Hebertinger

Head of Degree  
Programme

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# Course Work

## How many credits should I choose?

- **Goal: 30 ECTS per semester**  
Applies to all full-time students. One credit, requires approx. 25 hours of work, counting the time spent in class as well as self-study, group work, etc. adding up to 750 hours of work for a whole semester or 50 hours per week.
- **Minimum: 18 ECTS per semester**  
While we recommend taking on 30 ECTS, we understand that your home institution might have different rules. We're flexible and want to ensure your learning experience fits your needs. The minimum course attendance for exchange students is 18 ECTS credits per semester.

## What are the offered specialization tracks?

- Accounting & Finance (A&F)
- Marketing & Sales (M&S)
- Supply Chain Management (SCM)
- Human Resources & Organization (HR&O)
- Digital Management & IT (DigM&IT)
- Entrepreneurship & Innovation (E&I)

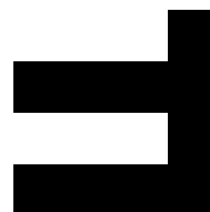
## How are the courses organized?

### Elective courses:

- **Blocked teaching:** The courses follow a dynamic and engaging teaching style with short, intensive blocked sessions delivered either in 4 whole-day sessions within one week or 2 afternoon/evening sessions spread over two successive weeks. Attendance for the blocked units is compulsory.
- **Pre- & post assignments:** To make the most of your learning experience, you'll be challenged with individual or group assignments before and/or after the blocked teaching units. Please remember to reserve enough time for working on your pre-assignments and post-assignments.
- **Course workload:** Each course has 3 ECTS and hence demands a total of 75 hours of commitment. This includes your active participation during class as well as time allocated for research, pre- and post-assignments.
- **Optimal class size** for a focused and enriching experience with maximum enrolment of 30 students.

### Weekly courses:

- The additional business course as well as language & culture classes can be chosen additionally to the elective courses and are scheduled weekly.



<b>Business and Management Electives</b> (you can chose one from each time block)	<b>ECTS</b>	<b>Track</b>
<b>Time Block 1   06.09.2024 - 17.09.2024</b>		
• Brand Management	3	M&S
• Strategic Decision Making	3	E&I
<b>Time Block 2   20.09.2024 - 26.09.2024</b>		
• Leadership	3	HRO
• International Tax Planing	3	A&F
<b>Time Block 3   04.10.2024 - 11.10.2024</b>		
• Knowledge Management	3	HRO
• Data Analytics	3	DigM&IT
<b>Time Block 4   18.10.2024 – 24.10.2024</b>		
• Financial Services & Technology	3	A&F
• Global Supply Chain Management	3	SCM
<b>Time Block 5   31.10.2024 – 07.11.2024</b>		
• Online Marketing	3	M&S
• Operations Research	3	DigM&IT
<b>Time Block 6   15.11.2025 – 21.11.2024</b>		
• Green Supply Chain Management	3	SCM
• Corporate Entrepreneurship & Innovation	3	E&I
<b>Time Block 7   29.11.2024 - 05.12.2024</b>		
• Early Stage Financing	3	A&F
• Audit, Fraud Prevention & Risk Management	3	HRO
<b>Time Block 8   16.12.2024 – 19.12.2024</b>		
• Disruptive Technology & Marketing	3	E&I
• Digital Leadership	3	DigM&IT



<b>Simulation Games, 6 different Games</b> (suitable for each specialization)	<b>ECTS</b>	<b>Time Block</b>
• Accounting & Finance	3	27.09.2024 – 30.09.2024
• Human Resources & Organization	3	27.09.2024 – 30.09.2024
• Marketing & Sales	3	27.09.2024 – 30.09.2024
• Entrepreneurship & Innovation	3	27.09.2024 – 30.09.2024
• Supply Chain Management	3	27.09.2024 – 30.09.2024

<b>Additional courses</b>	<b>ECTS</b>	<b>Schedule</b>
• Storytelling in Business	3	weekly
• Exploring Austrian Culture and Values	3	weekly
• German for International Students I	3	weekly
• German for International Students II	3	weekly

