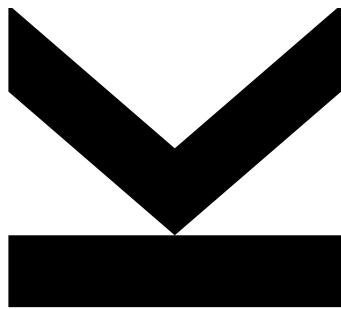


**UK 033/514**

CURRICULUM FOR THE  
BACHELOR'S PROGRAM IN  
**INTERNATIONAL BUSINESS  
ADMINISTRATION.**



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## § 1 Qualification Profile

(1) The Bachelor's degree program in International Business Administration is intended to ensure that comprehensive international business management and economics qualifications are imparted. Graduates of the bachelor's degree program possess skills based on advanced theoretical knowledge in the field of international business administration. In addition to the acquisition of knowledge, graduates achieve cognitive and practical skills necessary for creatively solving complex issues related to intercultural topics. Graduates therefore have the necessary advanced qualifications to start their international career in an intercultural environment as well as have the necessary foundational knowledge for a complementary academic orientation as part of a master's degree program.

(2) The students receive a broad training with an international focus that facilitates the ability to apply technical-methodical knowledge as well as skills to work in an intercultural environment and solve unpredictable issues. The program emphasizes fields of specialization such as International Finance, Accounting and Taxation, International Management and Marketing, and Digitalization and Supply Chain Management. Students also acquire the cognitive and practical skills to work and think in an international and intercultural manner, to look at business topics from different perspectives, and to participate with socially interactive competence in teams. The students gain advanced skills to communicate in English and get business related communication skills in a second language which they can choose apart from their native language.

(3) After completing their studies, thanks to the knowledge and skills they have acquired, graduates will be able to:

- analyze and understand the working behavior of individuals with diverse cultural backgrounds as well as business and economic relationships from different and international perspectives,
- apply research-based analyses in problem areas in the interaction of economics with business administration and social sciences,
- carry out demanding and complex business administration activities in the private sector as well as in the public sector and with non-profit organizations.
- take responsibility for decision making in unpredictable work or study contexts,
- use their abilities responsibly and autonomously in work or study situations and in professional and personal development, with individuals and groups.

(4) The structure of the program ensures global employability. Graduates can be employed in large international and multinational companies and international organizations (NPOs, NGOs) as well as medium sized businesses that focus on a European and global market. Students are prepared to start their career in business in a variety of functions: e.g. International marketing, International brand management, Sales and export management, International human resource management, Finance and accounting in international companies and International supply chain management.

## § 2 Admissions

The bachelor's degree program International Business Administration is taught in English. Applicants have to submit evidence of their English language skills at the level C1.

## § 3 Structure and Outline

(1) In accordance with § 54 (1) of the Austrian Universities Act, the Bachelor's program International Business Administration is a degree program in the category of social sciences, economics and business studies.

(2) The Bachelor's degree program International Business Administration covers six semesters and consists of 180 ECTS credits, which are distributed among the following subjects:

Subject	ECTS
Mandatory Subjects	147
Research Methods	6
Bachelor Thesis (incl. Bachelor Seminar)	9
Free Electives	18
<b>Total</b>	<b>180</b>

(3) For Free Electives students have to pass examinations corresponding to 18 ECTS credits, which can be chosen from any recognized national or international post-secondary educational institution. The Free Electives shall provide additional skills beyond the bachelor's program International Business Administration and can be taken anytime during the program. It is recommended for students to use Free Electives for the semester or year abroad.

(4) The recommended study plan is shown in Annex 1. This recommendation is based on a full-time program. Due to the academic requirements and the mandatory study abroad period, the degree program cannot be reasonably completed alongside a job or for those who have family care responsibilities.

## § 4 Studies Introductory and Orientation Phase

(1) In accordance with § 66 (1) of the Austrian Universities Act, the Studies Introduction and Orientation Phase (StEOP) consists of mandatory courses designed to provide an overview of the degree program's main content and insight as to how the rest of the program proceeds. The introductory and orientation phase consists of the following courses:

Code	Type	Course Title	ECTS
514IFACIFRK21	KS	Basics of International Financial Reporting and Perspectives on Digitalization	3
515MSIMESIK20	KS	Introduction to Strategy & International Management	3
515SCSMGSCCK20	KS	Supply Chain Fundamentals	3

(2) Before completing the Studies Introduction and Orientation Phase, 21 ECTS may be completed from the following list of courses:

Code	Type	Course Title	ECTS
514MAACCMK21	KS	Cost and Management Accounting	3
514INFIFFMK21	KS	Fundamentals of Financial Management	3
514INMAIMK21	KS	Introduction to International Marketing	3
515OVIMEORK20	KS	Introduction to Organization	3

515DIGITMGK20	KS	Technical and Methodological Foundations of Digitization	6
514INMIIMIK21	KS	Introduction to Microeconomics	3
514INMIIMIU21	IK	Introduction to Microeconomics	3
514INMAIMAK21	KS	Introduction to Macroeconomics	3
514INMAIMAU21	IK	Introduction to Macroeconomics	3
514MASTMATK21	KS	Mathematics	3
514MASTSTAK21	KS	Statistics	3
514?????CSK21	KS	Communicative Skills*	3

\* Each language subject (German, French, Italian, Spanish) consists of four courses: Communicative Skills, Business 1, Business 2, and Business and Culture. The first course "Communicative Skills" may be completed alongside the StEOP.

## § 5 Mandatory Subjects/Modules

(1) The following **mandatory subjects** have to be completed:

Code	Name	ECTS
514IFAT21	International Finance, Accounting and Taxation	30
514IMAM21	International Management and Marketing	30
514DSCM21	Digitalization and Supply Chain Management	30
514ECON21	Economics	24
514IBLA21	International Business Law	6
514MAST21	Mathematics and Statistics	6
514SSGD21	Social Skills and Gender and Diversity	9
514REME21	Research Methods	6
514BATH21	Bachelor Thesis (incl. Bachelor Seminar)	9
514LANG21	Languages	12

(2) The following subjects in **International Finance, Accounting and Taxation** must be completed:

Code	Name	ECTS
514IFAC21	International Financial Accounting	6
514INFI21	International Finance	6
514MAAC21	Managerial Accounting	6
514INTA21	International Taxation	6
514CGRI21	Corporate Governance and Reporting in International Corporations	6

(3) The following subjects in **International Management and Marketing** must be completed:

Code	Name	ECTS
515MIIMVIM20	Specialization in International Management	6
514IMAS21	International Management and Strategy	6
514INMA21	International Marketing	6
514LACH21	Leadership and Change	6
514ORTB21	Organization Theory and Behavior	6

(4) The following subjects and modules in **Digitalization and Supply Chain Management** must be completed:

Code	Name	ECTS
514ISCM21	International Supply Chain Management	6
514IDSC21	Impacts of Digitalization and Supply Chain Management	6
515DIGITMG20	Technical and Methodological Foundations of Digitization	6
515DIGIMAD20	Management of Digital Transformation and Application of Information Systems in Organizations	6
515DIGIESP20	Introduction to Software Development with Python	6

(5) The following subjects in **Economics** must be completed:

Code	Name	ECTS
514INMI21	Introduction to Microeconomics	6
514INMA21	Introduction to Macroeconomics	6
514INEC21	International Economics	6
514IFEK21	International Financial Economics	6

(6) The following subjects in **Social Skills and Gender and Diversity** must be completed:

Code	Name	ECTS
514SOSK21	Social Skills	6
514INGD21	Introduction to Gender and Diversity	3

(7) The subject **Languages** must be completed to the extent of 12 ECTS credits. Students can choose from the following languages:

Code	Name	ECTS
514FREN21	French	12
514GERM21	German	12
514ITAL21	Italian	12
514SPAN21	Spanish	12
514LAB21	Language Abroad	12

Language courses are only available to non-native speakers.

## **§ 6 Courses**

(1) The names and types of all courses in the subjects and modules, as well as their ECTS credits and hours per week, their codes, their registration requirements, the number of participants, and their admission procedures (in case of limited availability of places) are described in the JKU Course Catalog (studienhandbuch.jku.at).

(2) The possible types of courses as well as the examination regulations are described in §§ 13 and 14 of the JKU statute (Section "Studienrecht").

(3) International Business Administration is an English-language program and therefore the courses are to be completed in English, even if the course is also offered in German according to the JKU Course Catalog. However, there is a 20% tolerance for courses taken in languages other than English, and courses taken during the study abroad period are not counted.

## **§ 7 Study Abroad**

(1) Completion of a semester abroad is mandatory and a year abroad is recommended. The semester or year abroad is recommended in the 4th and/or 5th semesters.

(2) A minimum of 12 ECTS credits must be successfully completed abroad. For the transfer of credits completed abroad, up to a maximum of 80 ECTS credits, the provisions below apply:

1. All courses of the mandatory subjects according to § 5, with the exception of the SE Bachelor Seminar, can be chosen for credit transfer.
2. Students can select courses at bachelor level or above at the host university.
3. Credits for these courses can be transferred according to § 78 of the Austrian Universities Act, regardless of the type of course or exam, that have similar learning outcomes (a minimum of 50%).
4. For a transfer of language courses or courses in another language a minimum starting level of B1 (according to CEFR or an equivalent) is required. For languages other than French, Spanish, Italian or German, a minimum of 12 ECTS credits must be transferred in order to fulfill the curriculum requirements in accordance with § 5 (7).

## **§ 8 Bachelor's Thesis**

(1) As part of the Bachelor's degree program International Business Administration, a bachelor thesis in accordance with § 80 of the Austrian Universities Act must be completed. The bachelor thesis is an independent written work that is composed according to scientific criteria and quantitatively and qualitatively exceeds the level of a seminar paper.

(2) The bachelor thesis must be written in one of the three core subjects ("International Finance, Accounting and Taxation", "International Management and Marketing" or "Digitalization and Supply Chain Management").

(3) In order to begin the bachelor thesis, successful completion of the following courses is required: StEOP courses (9 ECTS credits), KS Academic Writing English (3 ECTS credits), KS Introduction to Research Methods (3 ECTS credits) and 24 ECTS credits from the core subject where the bachelor thesis will be written.

(4) The topic of the bachelor thesis is to appear on the certificate.

## **§ 9 Examination Regulations**

(1) The regulations for subject exams and the examination criteria for course exams can be found in the JKU Course Catalog (Studienhandbuch).

(2) The bachelor's program is concluded with a bachelor's examination. The bachelor's examination is an overall examination of subject and module exams for the mandatory subjects and modules and the subject Research Methods. The successful completion of Free Electives is a prerequisite for graduation.

## **§ 10 Academic Degree**

(1) Graduates of the Bachelor's degree program International Business Administration are awarded the academic degree „Bachelor of Science“, abbreviated „BSc“ or „BSc (JKU)“.

(2) The certificate about the academic degree is issued in German and in English translation.

## **§ 11 Legal Validity**

This Curriculum will come into effect on October 1, 2021.



**Annex 1: Recommended Study Plan – Bachelor’s Degree Program International Business Administration**

1st Semester (WS)		2nd Semester (SS)		3rd Semester (WS)		4th Semester (SS)		5th Semester (WS)		6th Semester (SS)	
Subject	ECTS	Subject	ECTS	Subject	ECTS	Subject	ECTS	Subject	ECTS	Subject	ECTS
International Finance, Accounting and Taxation	6	International Finance, Accounting and Taxation	6	International Finance, Accounting and Taxation	6	International Finance, Accounting and Taxation	6	International Finance, Accounting and Taxation	6		
International Management and Marketing	9	International Management and Marketing	3	International Management and Marketing	6	International Management and Marketing	3	International Management and Marketing	3	International Management and Marketing	6
Digitalization and Supply Chain Management	3	Digitalization and Supply Chain Management	6	Digitalization and Supply Chain Management	6	Digitalization and Supply Chain Management	6	Digitalization and Supply Chain Management	3	Digitalization and Supply Chain Management	6
Economics	6	Economics	6	Economics	6			Economics	3	Economics	3
								International Business Law	3	International Business Law	3
Language	3	Language	3	Language	3	Language	3				
						Social Skills	3	Social Skills	3	Introduction to Gender and Diversity	3
Mathematics	3	Statistics	3								
				Introduction to Research Methods	3						
		Academic Writing in English	3								
										Bachelor Thesis (incl. Bachelor Seminar)	9
						Free Electives	9	Free Electives	9		
<b>Summe</b>	<b>30</b>		<b>30</b>		<b>30</b>		<b>30</b>		<b>30</b>		<b>30</b>

**ECTS Gesamt: 180**