

WHERE EUROPEAN CAREERS START.



STUDY PROGRAMME

UNDERGRADUATE STUDIES
GRADUATE STUDIES

Study Programme

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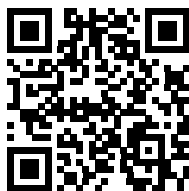
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10 reasons to study at the UAS BFI Vienna

International university
with English-medium
programmes

Combine work
and studies –
study part-time!

Highly qualified
lecturers educate
excellent graduates!

Questions, discussions
and communication –
that's studying in
small groups!

Internationalisation –
thanks to more than
80 partner-universities
world-wide!

Events and activities
about business, politics
and research!

Be part of it!
The Erasmus Student
Network (ESN)
is rewarding!

Graduate within the
minimum duration of
studies – with sustainable
success!

Excellent location close
to premium locations
in central Vienna!

Internationality,
innovation and
interdisciplinarity –
the three pillars of
our university!



INTERNATIONAL OFFERS PROVIDED BY THE UAS BFI VIENNA

Studying and working abroad

Our international network includes more than 80 partner universities worldwide – from St. Petersburg to Istanbul, from Cadiz to Valparaíso in Chile – and with a stay abroad increases your career opportunities.

Double degrees

Depending on the country and type of degree programme, you can graduate in two degrees at the end of the same period of study. So it is possible to have an Austrian degree certificate and another one issued by the host university abroad.

Financial aid for stays abroad

Through the Erasmus+ Mobility Programme, our students can apply for monthly grants as financial support for their semester abroad. Special feature: tuition fees for the UAS during the stay abroad will be waived.

Short-term stays abroad – also for part-time students

Summer schools, International Weeks, and excursions abroad are an interesting alternative to the traditional students exchange programme or internship abroad.

International experience at home

With language courses, international guest lecturers, networking with international students as part of the “Buddy System” and International Weeks, the UAS BFI Vienna provides a wide range of international services at “home”.

Get your language skills certified

In cooperation with the Russian and French Cultural Institute as well as the Instituto Cervantes, our students can complete language certificate courses at different levels.

The international activities have been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Co-funded by the
Erasmus+ Programme
of the European Union

STUDYING WITHOUT SCHOOL-LEAVING EXAM

We offer applicants without school-leaving exam excellent conditions for admission. You need:

EITHER

- The evidence of a relevant professional qualification through the completion of at least three years of secondary vocational school e.g. a commercial school.

OR

- Confirmation of at least three years of completed apprenticeship training in a profession that corresponds to the intended degree programme at the UAS BFI Vienna.

OR

- The German advanced technical college entrance qualification in business.

If you have no school-leaving exams, but believe that you possess the special prerequisites which fulfil the admission requirements, please contact the UAS BFI Vienna for advice.

Applicants with relevant professional qualification:

You are required to submit additional qualifications in English and Mathematics before the commencement of studies. For the degree programme Logistics and Transport Management, additional qualifications in English, Mathematics and German need to be submitted.

STUDYING WITH FOREIGN CERTIFICATES

The UAS BFI Vienna extends a warm welcome to international applicants who have completed their school education or bachelor degree abroad. Please address our Admission Office with your original and translated certificates (German or English).

ECTS “Bridging Courses”

Would you like to continue your studies with a master degree course but lack the necessary ECTS admission prerequisites? Catch up on the missing ECTS-points and continue your studies successfully with our bridging courses.

The project “Bridging Courses” is funded by the MA 23 der Stadt Wien (Viennese Municipal Department 23)



*A variety of opportunities
for your studies.*



PART-TIME STUDY PROGRAMME

The study periods for the part-time study programme are designed to favour students who work and study. Accordingly, classes and lectures take place on weekdays from 6 pm, on Fridays from 4.20 pm and all day on Saturdays. The lecture days vary and depend on the particular degree programme.

INTERNSHIP

In all bachelor degree programmes, an internship for students is intended and planned for the 6th semester. However, if you are already working in a field relevant to the degree programme, don't hesitate to contact the programme director for the accreditation of and exemption from the compulsory internship.



HOW TO SECURE YOUR ADMISSION

UNDERGRADUATE STUDIES: BACHELOR DEGREE PROGRAMMES

Application deadline

15 May part-time and full-time

Admission requirements

Secondary school-leaving certificate

Vocational school-leaving certificate

University entrance examination (for details, see website)
Completion of an apprenticeship that corresponds to the degree programme, secondary vocational school or German advanced technical college entrance qualification with additional exams (see website for details)

Required documents

CV

A passport photo

Birth certificate

Citizenship certificate or a valid passport

Secondary school-leaving certificate
or proof of university entrance examination

Residence registration paper (Meldezettel)
or residence permit

Undergraduate admission procedure

Admission interview

Multiple-choice test

GRADUATE STUDIES: MASTER DEGREE PROGRAMMES

Application deadline

15 May

Admission requirements

A degree from a recognised domestic
or foreign university

Proof of qualifications and any other additional
qualifications in specific fields (see website for details)

Required documents

CV

A passport photo

Birth certificate

Citizenship certificate or a valid passport

Secondary school-leaving certificate
or proof of university entrance examination

Bachelor or master degree certificate/s
Transcript of academic records

Residence registration paper (Meldezettel)
or residence permit

Admission procedure

Admission interview

Multiple-choice test

APPLICATIONS: <http://www.fh-vie.ac.at/en/studies>

CAMPUS AND SERVICES

Main Office

Here you will get all the information you need about your studies, check your exam results, purchase photocopying cards and much more. The members of staff are there to help you:
Mondays – Fridays, 08.00 am – 07.00 pm
Saturdays, 08.00 am – 12.00 noon

The Library

The modern library provides our students with an optimal learning and working environment. You will have access to a total media inventory of 15,000 units. Besides free Internet access, book scanners, a photocopier and Wi-Fi are also available. Borrowed media units can be returned and dropped into the “books box” outside opening hours.

IT Services

Whether you have questions about login, the student portal or Wi-Fi, the IT Services team is ready to provide our students with advice and practical help. You can download important instructions from www.fh-vie.ac.at/Die-FH/IT-Services. You will find the IT support team in the main building of the UAS, Wohlmutstraße 22, 1020 Vienna, on the ground floor, Room E 02.1.

Alumni and career services

Studies completed and friendships cemented. Contact with former classmates is ever so important. Are you also curious about what is going on at your alma mater, and what your old classmates and lecturers are up to?

Then come and join the Alumni Club, visit our career support evenings, get valuable advice from experts about your CVs and much more!

Take advantage of the UAS BFI Vienna network and get acquainted with your potential future employers at our Careers Fairs.

Visit us and find out more!

Visit us at fairs such as, for example, the BeSt at Wiener Stadthalle, or directly at the UAS at our InfoDays or the Open House. For more information on dates go to:

www.fh-vie.ac.at/News-Presse/News/Info-Termine



BACHELOR

Work Design and HR Management

Duration: 6 semesters
Degree: Bachelor of Arts
Application deadline: May 15
Number of study places per year: 50 part-time





The world of work is changing rapidly. In view of the dynamic developments, companies need experts that create attractive work environments and establish an up-to-date HR management. The Bachelor programme “**Work Design and HR Management**” provides students with this expertise. In the course of their studies, students are familiarised with current trends, frameworks and core processes of work design and HR management. In addition, they develop skills to apply them in organizational environments. Graduates are therefore well prepared to positively contribute to the success of organisations.



Content / Modules

- Business Administration
- Law Studies
- Project and Process Management
- Human Resources Management
- Work Design
- English
- Personality Development

Special Subjects

In advanced semesters students will select a special subject:

- Work Design or
- HR Management

Vocational fields

- HR Manager / Area HR Manager
- Recruiter
- Staff Developer / Consultant
- Work Organiser / Technicians
- Health, Safety and Environment Manager
- Labour and Production Process Organiser

Graduates can:

- analyse and plan an enterprise’s personnel environment
- implement and carry out personnel recruitment processes
- apply business admin standard software in personnel management
- plan and implement further training and development models for employees
- assess and design working processes and the working environment in terms of safety features and equipment, health economics, and occupational psychology
- perform in an international work environment due to intercultural management skills combined with work-related English

BACHELOR

Work Design and HR Management

There are two compulsory elective modules:

- Work Design
- HR Management

(E)* = English-medium course

| | ECTS per semester | | | | | |
|---|-------------------|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Human Resources Management 1–4 | | | | | | |
| Introduction to HR Management | 3 | | | | | |
| HR Organisation | 3 | | | | | |
| Recruitment & Redundancy Management | | 3 | | | | |
| Computer-Based Aptitude Diagnostics | | 3 | | | | |
| Compensation & Benefits | | | 3 | | | |
| Personnel Development | | | 3 | | | |
| Career Management | | | | 3 | | |
| Change Management (E)* | | | | 3 | | |
| Introduction to work design 1–3 | | | | | | |
| Introduction to Work Design & Ergonomics | 3 | | | | | |
| Introduction to Employee Protection & Safety Technology | 3 | | | | | |
| Institutions of the Labour Market | | 3 | | | | |
| Work and Organisational Psychology (E)* | | 3 | | | | |
| Organisation of Working Time | | | 3 | | | |
| Corporate Health Management (including the Evaluation of Psychological Stress) | | | 3 | | | |
| New World of Work (D+E)* | | | | | | 6 |
| Law 1–3 | | | | | | |
| Introduction to the Austrian Labour Law | 3 | | | | | |
| Employment Contracts & Employee-Relevant Laws | | 3 | | | | |
| Employee Protection Law | | | 3 | | | |
| Social Law | | | | 3 | | |
| Labour Law in Practice 1+2 | | | | | 3 | 3 |
| Soft Skills | | | | | | |
| Teambuilding | 3 | | | | | |
| Meetings & Presentations (E)* | 3 | | | | | |
| Conflict Management | | | | 3 | | |
| Negotiations (E)* | | | | 3 | | |
| Intercultural Management & Diversity (E)* | | | | | 3 | |
| Systemic Actions & Intervention Techniques | | | | | 3 | |
| Economics 1–3 | | | | | | |
| Introduction to Business Administration | 3 | | | | | |
| Accounting | 3 | | | | | |
| Cost Accounting | | 3 | | | | |
| Introduction to Payroll Accounting | | 3 | | | | |
| HR Controlling | | | | 3 | | |
| Personnel Accounting in Practice | | | | 3 | | |



(E)* = English-medium course

| | ECTS per semester | | | | | |
|---|-------------------|---|---|---|---|----|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| English 1+2 | | | | | | |
| Business English | 3 | 3 | 3 | | | |
| Specific Technical Terms | | | | 3 | | |
| Academic Writing & Methods | | | | | | |
| Introduction to Academic Writing | | 3 | | | | |
| Qualitative Research Methods | | 3 | | | | |
| Statistics & Methods | | | | | | |
| Statistics | | | 3 | | | |
| Quantitative Research Methods Including SPSS | | | 3 | | | |
| Introduction to IT | | | | | | |
| Software-Supported Processes | | | 3 | | | |
| Social Media in the HR Administration (E)* | | | 3 | | | |
| Project Management | | | | | | |
| Project Management | | | | 3 | | |
| Bachelor Thesis Work Design | | | | | | |
| BA Seminar Work Design | | | | 3 | 3 | |
| Bachelor Thesis Human Resources Management | | | | | | |
| BA Seminar HRM | | | | | 3 | 3 |
| Sociology | | | | | | |
| Work & Organisational Sociology | | | | | 3 | |
| Optional Module: Human Resources | | | | | | |
| Project Seminar Human Resources | | | | | 3 | |
| Strategy & HR Management (E)* | | | | | 3 | |
| Optional Module: Work Design | | | | | | |
| Project Seminar Work Design | | | | | 3 | |
| Health-Promoting Leadership | | | | | 3 | |
| BA Exam | | | | | | 6 |
| Internship | | | | | | 12 |

BACHELOR

Banking and Finance

| | |
|----------------------------------|-------------------------------|
| Duration: | 6 semesters |
| Degree: | Bachelor of Arts |
| Application deadline: | May 15 |
| Number of study places per year: | 45 part-time, 40 full-time |





Risk management, banking and corporate finance are among the core businesses of the banking and finance industry. The focus of the bachelor degree programme “**Banking and Finance**” is to grasp, both practically and theoretically, the complex relationships in the sector and the derivations thereof. The programme further entails extensive knowledge of the insurance industry. This combination could be the foundation stone of a career set in the banking and finance sector.



Content / Modules

- General Business Administration
- Statistics
- Retail Banking
- Financial Accounting
- Financial Markets
- The Banking Industry
- Insurance Business
- The Insurance Industry
- Bank Management
- English
- Personality Development

Special Subjects

In advanced semesters students will select a special subject:

- Insurance Industry or
- Banking Industry

Vocational fields

- Account Manager
- Asset Manager
- Account Executive
- Financial Analyst
- Portfolio Manager
- Auditor, Certified Tax Advisor

Graduates can:

- identify and analyse the operations carried out by banks and insurance companies
- apply ideas and methods in the fields of banking customers, risk management, mathematics, and corporate finance
- distinguish and assess insurance products
- apply insurance controlling methods
- analyse and answer questions of finance (e.g. portfolio selection, fixed income, option contracts) and corporate finance (corporate finance and assessment)
- perform in an international work environment due to intercultural management skills combined with work-related English

BACHELOR

Banking and Finance

There are two compulsory elective modules:

- Insurance Industry
- Banking Industry

(E)* = English-medium course

| | ECTS per semester | | | | | |
|---|-------------------|-----|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Customer Business | | | | | | |
| Introduction: Banking Industry | 3 | | | | | |
| Introduction: Customer Business | 3 | | | | | |
| Private Customers | | 3 | | | | |
| Corporate Customers | | 3 | | | | |
| Financial Mathematics & Statistics | | | | | | |
| Financial Mathematics | 3 | | | | | |
| Descriptive Statistics | 3 | | | | | |
| Interpretative Statistics | | 3 | | | | |
| General Business Administration | | | | | | |
| Introduction: General Business Administration | 3 | | | | | |
| Financial Accounting | | | | | | |
| Accounting | 3 | | | | | |
| Financial Accounting | | 3 | | | | |
| Private / Civil Law | | | | | | |
| Basics of Civil Law | 3 | | | | | |
| Corporate Law | | 3 | | | | |
| Soft Skills | | | | | | |
| Study Skills, Time & Self-Management | 1,5 | | | | | |
| Presentation & Moderation | 1,5 | | | | | |
| Teamwork | | 1,5 | | | | |
| Communication, Conflicts & Change | | 1,5 | | | | |
| Information Technology | | | | | | |
| Business IT | 3 | | | | | |
| IT in Finance | | 3 | | | | |
| English 1+2 | | | | | | |
| Business English | 3 | 3 | | | | |
| Specific Terms in Finance | | | 3 | | | |
| Specific Terms in Economics | | | | 3 | | |
| Insurance Business | | | | | | |
| Introduction: Insurance Operations | | 3 | | | | |
| Insurance Products | | | 3 | | | |
| Insurance Industry: Steering | | | | | | |
| Distribution of Financial Products | | | | 3 | | |
| Risk Management in Insurance | | | | | 3 | |



(E)* = English-medium course

| | ECTS per semester | | | | | |
|---|-------------------|---|---|---|---|----|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Financial Markets | | | | | | |
| Fixed Income | | 3 | | | | |
| Equity, Portfolio Selection (E)* | | | 3 | | | |
| Options | | | 3 | | | |
| Steering | | | | | | |
| Bank Controlling (E)* | | | 3 | | | |
| Credit Risk Management | | | 3 | | | |
| Portfolio Management | | | | 3 | | |
| Management of Market & Operational Risks | | | | 3 | | |
| Corporate Finance | | | | | | |
| Investment & Finance (E)* | | | 3 | | | |
| Enterprise Valuation & Credit Rating | | | | 3 | | |
| Economics | | | | | | |
| Introduction to Economics (E)* | | | 3 | | | |
| Monetary Theory, Monetary Policy (E)* | | | | 3 | | |
| Economic & Fiscal Law | | | | | | |
| Public & European Economic Law | | | 3 | | | |
| Fiscal Law | | | | 1 | | |
| Banking Law | | | | 2 | | |
| Consolidated Accounts & IFRS | | | | | | |
| Consolidated Accounts & IFRS | | | 3 | | | |
| Political Economics | | | | | | |
| International Political Economics & Economic Policy | | | | | 6 | |
| Bank Management | | | | | | |
| Sales & Job Application Training | | | | 3 | | |
| Revision & Compliance | | | | | 3 | |
| Banking Organisation & HR (E)* | | | | | 3 | |
| Asset & Liability Management | | | | | 3 | |
| Finance | | | | | | |
| Project Seminar Finance | | | | 3 | | |
| Quantitative & Qualitative Methods | | | | | 3 | |
| Seminar Finance | | | | | 6 | |
| Methodology | | | | | | |
| Basics in Academic Research | | | | 3 | | |
| Project Management | | | | | 3 | |
| Seminar in Banking or Insurance | | | | | | 6 |
| Mandatory Internship | | | | | | 17 |
| Internship-Related Tutorial | | | | | | 1 |
| Bachelor Exam | | | | | | 6 |

BACHELOR

European Economy and Business Management

Duration: 6 semesters
Degree: Bachelor of Arts
Application deadline: May 15
Number of study places per year: 75 part-time,
55 full-time





In the bachelor degree programme “**European Economy and Business Management**”, the courses offered are political science, micro and macroeconomics, European studies, certified language skills and corporate strategies. With students specialising in European management, financial auditing and finance or European management international focus Black Sea Region, they are taught and exposed to the key factors that are indispensable for the successful management of multinational companies. With the combination of business knowledge and foreign languages, the graduates of the course are optimally prepared for internationally oriented management careers.



Content / Modules

- Operative Management
- Strategic Management
- Political Science
- Financial Accounting
- Labour Law and Social Protection
- Economic Policies
- Business Promotion in Austria

Special Subjects

In advanced semesters students will select a special subject:

- European Management
- Controlling and Finance
- European Management International Focus Black Sea Region

Vocational fields

- International Marketing
- Funding Consultancy
- Export and Internationalisation Consulting
- International Project Management Personnel Management
- Management Consultancy

Graduates can:

- plan and carry out export trade transactions including insurance cover
- carry out feasibility studies in order to choose optimal foreign market entry and market handling
- select international suppliers (“global sourcing”) and prepare make-or-buy decisions
- draw up an internal communication policy considering intercultural characteristics
- arrange for employees to be posted abroad
- apply for EU aid for international projects, and run these international projects



BACHELOR

European Economy and Business Management

There are three compulsory elective modules:

- European Management
- Controlling and Finance
- European Management International Focus BSR

(E)* = English-medium course

| | ECTS per semester | | | | | |
|--|-------------------|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Fundamentals of Management | | | | | | |
| Introduction to Business Administration | 3 | | | | | |
| Business Simulation | 1 | | | | | |
| Business Computing | 2 | | | | | |
| Financial Accounting | | | | | | |
| Fundamentals of Accounting | 3 | | | | | |
| Financial Accounting & Financial Statement Analysis | | 3 | | | | |
| Private Law | | | | | | |
| Civil Law | 3 | | | | | |
| Corporate Law | | 3 | | | | |
| International & European Studies 1 – Fundamentals | | | | | | |
| Political Science | 3 | | | | | |
| Micro- & Macroeconomics | | 3 | | | | |
| English | | | | | | |
| Business English 1+2 | 3 | 3 | | | | |
| Business English Topics – Presentations | | | 2 | | | |
| Business English Topics – Meetings & Negotiations | | | 4 | | | |
| Mathematics & Statistics | | | | | | |
| Mathematics & Statistics | 3 | 3 | | | | |
| Skills | | | | | | |
| Time Management, Working & Learning Techniques | 1 | | | | | |
| Presentation & Moderation | 2 | | | | | |
| Negotiations Management | | 2 | | | | |
| Basics of Scientific Writing | | 1 | | | | |
| Labour Law & Social Protection | | | | | | |
| Labour Law & Social Protection | | 2 | | | | |
| Compulsory Elective Languages | | | | | | |
| French / Spanish / Russian | 6 | 4 | 3 | 3 | 3 | 3 |
| Operative Management | | | | | | |
| Supply Chain, Logistics & Operations Management | | 3 | | | | |
| Marketing & Distribution | | | 3 | | | |
| Strategic Management | | | | | | |
| Corporate Strategy | | | 3 | | | |
| HR Management & Structure | | | 3 | | | |
| Corporate Accounting | | | | | | |
| Company Taxation | | | 3 | | | |
| Spreadsheet Analysis for Accounting Related Topics | | | | 3 | | |

(E)* = English-medium course

| | ECTS per semester | | | | | |
|--|-------------------|---|---|---|---|----|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| International & European Studies – Current Issues | | | | | | |
| Comparative Politics: Political Systems in Western Europe | | | 2 | | | |
| Interdisciplinary Analysis of EU Politics | | | 2 | | | |
| Comparative Politics: Political Systems in Central & Eastern Europe | | | | 2 | | |
| Managerial Accounting | | | | | | |
| Financial Management & Investment Decisions | | | 3 | | | |
| Cost Accounting & Budgeting | | | 3 | | | |
| International & European Studies – Policy Implementations | | | | | | |
| EU Politics | | 3 | | | | |
| Political Economy & Economic History | | | 3 | | | |
| Economic Policies | | | | 4 | | |
| Business Subsidies and Grants in Austria & the EU | | | | 2 | | |
| International & European Studies – Business Framework | | | | | | |
| International Accounting | | | | | 3 | |
| European & Public Business Law | | | | | 3 | |
| International Management | | | | | | |
| Intercultural Management | | | | 3 | | |
| Export Management | | | | 3 | | |
| Methods of Management | | | | | | |
| Project Management | | | | | 3 | |
| Public Management | | | | | 3 | |
| Information Management | | | | | | |
| Operational Information Systems | | | | | 3 | |
| Integration Management with SAP | | | | | 3 | |
| Elective Module: European Management | | | | | | |
| European Union Economics (E)* | | | | 3 | | |
| Internationalisation & Location Theory | | | | 3 | | |
| International Politics & the EU | | | | | 2 | |
| European & Public Commercial Law | | | | | 2 | |
| Seminar: European Business Management | | | | | 5 | |
| Business Planning Game | | | | | | 1 |
| Career Management & Work-Life-Balance | | | | | | 1 |
| Revision Course for the Bachelor Degree Examination | | | | | | 1 |
| Elective Module: Controlling & Finance | | | | | | |
| Cost Management | | | | 3 | | |
| Business Evaluation & Due Diligence | | | | 3 | | |
| Corporate Risk Management | | | | | 2 | |
| Special Forms of Financing | | | | | 2 | |
| Seminar: Controlling & Finance | | | | | 5 | |
| Business Planning Game | | | | | | 1 |
| Career Management & Work-Life-Balance | | | | | | 1 |
| Revision Course for the Bachelor Degree Examination | | | | | | 1 |
| Elective Module: European Management International Focus BSR | | | | | | |
| Interdisciplinary Approaches to the Black Sea Region (BSR) (E)* | | | | 2 | | |
| The Black Sea Region from a Business Perspective (E)* | | | | 2 | | |
| Field Trip to the BSR (E)* | | | | 2 | | |
| International Politics & the EU (E)* | | | | | 2 | |
| European and Public Commercial Law | | | | | 2 | |
| Seminar: European Business Management | | | | | 5 | |
| Business Planning Game | | | | | | 1 |
| Career Management & Work-Life-Balance | | | | | | 1 |
| Revision Course for the Bachelor Degree Examination | | | | | | 1 |
| International & European Studies – Research Seminar | | | | | | |
| Seminar: European Economy | | | | | | 5 |
| Field-Trip | | | | | | 1 |
| Internship | | | | | | 12 |
| Bachelor Examination | | | | | | 6 |

BACHELOR

European Economy and Business Management

| | |
|----------------------------------|------------------|
| Duration: | 6 semesters |
| Degree: | Bachelor of Arts |
| Application deadline: | May 15 |
| Applicants outside the EU: | March 15 |
| Number of study places per year: | 40 full-time |

Language: English

In the English-medium bachelor degree programme “**European Economy and Business Management**” the courses offered are future oriented, management focused and practice oriented. The programme’s orientation towards international business and innovative priority areas guarantees an outstanding preparation for today’s demand for specialists in the international business environment.

Graduates start their careers as management trainees or assistants to CEOs in internationally oriented companies.

The curriculum of the English-medium bachelor degree programme European Economy and Business Management is similar to the programme offered in German. However, the focus is on the area of global studies with an emphasis on emerging markets.

Content / Modules

- International and European Studies
- Operative Management
- Methods of Management
- Labour Law and Social Protection
- Strategic Management
- Corporate Accounting
- Managerial Accounting
- Emerging Markets

Vocational fields

- International Marketing
- Funding Consultance
- Export and Internationalisation Consulting
- International Project Management
- Personnel Management
- Management Consultancy

Graduates can:

- plan and carry out export trade transactions including insurance cover
- carry out feasibility studies in order to choose optimal foreign market entry and market handling
- select international suppliers (“global sourcing”) and prepare make-or-buy decisions
- draw up an internal communication policy considering intercultural characteristics
- arrange for employees to be posted abroad
- apply for EU aid for international projects, and run these international projects



BACHELOR

European Economy and Business Management

English-medium programme

| | ECTS per semester | | | | | |
|---|-------------------|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Fundamentals of Management | | | | | | |
| Introduction to Business Administration | 3 | | | | | |
| Business Simulation | 1 | | | | | |
| Business Computing | 2 | | | | | |
| Financial Accounting | | | | | | |
| Fundamentals of Accounting | 3 | | | | | |
| Financial Accounting & Financial Statement Analysis | | 3 | | | | |
| Privat Law | | | | | | |
| Civil Law | 3 | | | | | |
| Corporate Law | | 3 | | | | |
| European Studies – Fundamentals | | | | | | |
| Political Science | 3 | | | | | |
| Micro- & Macroeconomics | | 3 | | | | |
| English | | | | | | |
| English Communication Advanced | 3 | | | | | |
| Mathematics & Statistics | | | | | | |
| Mathematics & Statistics | 3 | 3 | | | | |
| Skills | | | | | | |
| Time Management, Working & Learning Techniques | 1 | | | | | |
| Presentation & Moderation | 2 | | | | | |
| Negotiations Management | | 2 | | | | |
| Basics of Scientific Writing | | 1 | | | | |
| Labour Law & Social Protection | | | | | | |
| Labour Law & Social Protection | | 2 | | | | |
| Second Language | | | | | | |
| French / Spanish / Russian | 6 | 4 | 3 | 3 | 3 | 3 |
| Operative Management | | | | | | |
| Supply Chain, Logistics & Operations Management | | 3 | | | | |
| Marketing & Distribution | | | 3 | | | |
| Strategic Management | | | | | | |
| Corporate Strategy | | | 3 | | | |
| HR Management & Structure | | | 3 | | | |
| Corporate Accounting | | | | | | |
| Company Taxation | | | 3 | | | |
| Spreadsheet Analysis for a Accounting Related Topics | | | | 3 | | |
| Managerial Accounting | | | | | | |
| Financial Management & Investment Decisions | | | 3 | | | |
| Cost Accounting & Controlling | | | 3 | | | |
| European Studies – Current Issues | | | | | | |
| Interdisciplinary Analysis of EU Politics | | | 2 | | | |
| Comparative Politics: Political Systems in Western Europe | | | 2 | | | |
| Comparative Politics: Political Systems in Central & Eastern Europe | | | | 2 | | |



English-medium programme

| | ECTS per semester | | | | | |
|--|-------------------|---|---|---|---|----|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| European Studies – Policy Implications | | | | | | |
| EU Politics | | 3 | | | | |
| International Institutions, Organisations & Relations | | 3 | | | | |
| Political Economy & Economic History | | | 3 | | | |
| Economic Policies | | | | 4 | | |
| Business Subsidies & Grants in Austria and the EU | | | | 2 | | |
| European Studies – Business Framework | | | | | | |
| International Accounting | | | | | 3 | |
| European & Public Business Law | | | | | 3 | |
| International Management | | | | | | |
| Intercultural Management | | | | 3 | | |
| Export Management | | | | 3 | | |
| Emerging Markets | | | | | | |
| Development of Emerging Markets | | | 2 | | | |
| Current Issues of New Markets | | | | 4 | | |
| Specialisation: European Management | | | | | | |
| European Union Economics | | | | 3 | | |
| Internationalisation & Location Theory | | | | 3 | | |
| Seminar: European Management | | | | | 5 | |
| Revision Course for the Bachelor Degree Examination | | | | | | 1 |
| International Politics & the EU | | | | | 2 | |
| Special Topics on European & Public Law | | | | | 2 | |
| Business Planning Game | | | | | | 1 |
| Career Planning & Work-Life-Balance | | | | | | 1 |
| Specialisation: European Management International Focus BSR | | | | | | |
| Interdisciplinary Approaches to the Black Sea Region (BSR) | | | | 2 | | |
| The Black Sea Region from a Business Perspective | | | | 2 | | |
| Field Trip to the BSR | | | | 2 | | |
| Seminar: European Management | | | | | 5 | |
| Revision Course for the Bachelor Degree Examination | | | | | | 1 |
| International Politics & the EU | | | | | 2 | |
| Special Topics on European & Public Law | | | | | 2 | |
| Business Planning Game | | | | | | 1 |
| Career Planning & Work-Life-Balance | | | | | | 1 |
| Methods of Management | | | | | | |
| Project Management | | | | | 3 | |
| Public Management | | | | | 3 | |
| Information Management | | | | | | |
| Optional Information Systems | | | | | 3 | |
| Integration Management with SAP | | | | | 3 | |
| International and European Studies 6 – Research Seminar | | | | | | |
| Seminar: European Economy | | | | | | 5 |
| Field Trip – Europe | | | | | | 1 |
| Internship | | | | | | 12 |
| Bachelor Examination | | | | | | 6 |

BACHELOR

Film- TV- and Media Production

Duration: 6 semesters
Degree: Bachelor of Arts
Application deadline: May 15
Number of study places per year: 45 full-time





The film industry is developing rapidly. Essential for media production are sound economic and legal knowledge, combined with project management skills. The bachelor degree programme “**Film, TV and Media Production**” offers students this combination. The lecturers are drawn from the film and media industry and are producers of renowned and distinguished productions, who apply very innovative teaching concepts.

Content / Modules

- Production Techniques
- Film and Media Technology
- Project Management
- Law
- Media and Society
- Drama
- Media Innovation
- Public Work for the Film and Media Industry

Special Subjects

In advanced semesters students will select a special subject:

- Production Management or
- Production Controlling

Vocational fields

- Producer, executive producer, leading producer of film and media productions
- Creative producer
- Line producer
- Production manager film/advertisement
- Film managing director
- Film floor manager
- Visual effects expert
- Games and multimedia producer
- Film and media marketing expert
- Rental and distribution expert for film, TV and multimedia products
- Interface manager in multimedia companies
- Digital data manager

Core industries

- Production companies (cinema, TV productions; industrial film)
- Broadcasters (ORF, ATV, Puls4, Okto, Servus TV etc.)
- Companies of the “TIME” industry
 - Telecommunication companies such as Telekom-Austria, UPC, T-mobile
 - Media companies with cross-media and digital offers (Styria, Mediaprint, Standard/online etc.)
 - Game and animation studios
- Secondary: advertising agencies, PR and communication departments of companies, if they have any need of multimedia production

Graduates can:

- work in leading positions in the production and economic utilisation of cinema and TV films, and documentary formats
- run web-based multimedia animation projects in a qualified manner
- produce AV-formats in convergent contexts (e.g. in multimedia houses, cultural projects, for the integration of social media formats in mass media communication, corporate publishing etc.)
- exercise top controlling functions in film, TV and media production

BACHELOR

Film- TV- and Media Production

There are two compulsory elective modules:

- Production Management
- Financial Controlling

(E)* = English-medium course

| | ECTS per semester | | | | | |
|---|-------------------|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Production Engineering & Planning 1+2 | | | | | | |
| Introduction to Film, TV & Media Production | 3 | | | | | |
| Techniques of Film Production Schedule Development | | 3 | | | | |
| Logistics in Film, TV & Media Production | | | 2 | | | |
| Workflow Management | | | | 3 | | |
| 1 Film & Media Technology 1+2 | | | | | | |
| Equipment | 3 | | | | | |
| Introduction to Convergent Technology | | 3 | | | | |
| Equipment and Aids on Set | | | 2 | | | |
| Production Calculation | | | 6 | | | |
| Animation & Technology ("Visual Effects") | | | | 3 | | |
| Business Management 1, 2+3 | | | | | | |
| Introduction to Business Economics | 3 | | | | | |
| Accounting | 3 | | | | | |
| Introduction to Balancing & Payroll Accounting | | 3 | | | | |
| Book-Keeping & Controlling | | | 3 | | | |
| Finance & Risk Management | | | 3 | | | |
| Finance & Risk Management in the Film, TV & Media Production | | | 3 | | | |
| Marketing & Distribution in the Film, TV & Media Industry | | | | 3 | | |
| Business Management 3 | | | | 6 | | |
| Bachelor Seminar | | | | | 6 | |
| Project Management 1+2 | | | | | | |
| Introduction to Project Management | 3 | | | | | |
| Project & Idea Development | | 3 | | | | |
| Project Start & Software Use in Project Management | | | 3 | | | |
| Project Completion & Controlling with Software Use in Project Management (E)* | | | | 3 | | |
| International Financing | | | | | | |
| European Financing | | | | | 3 | |
| Applied Project Management | | | | | | |
| Project Internship | | | | | 6 | |
| Media & Society 1+2 | | | | | | |
| Film, Media & Technology History | 2 | | | | | |
| Media Landscape & Media Politics | 3 | | | | | |
| Austrian & International Film Industry | | 3 | | | | |
| Specialization TV: Programming & Production Planning | | | | 3 | | |



(E)* = English-medium course

| | ECTS per semester | | | | | |
|--|-------------------|---|---|---|---|----|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Public Relations | | | | | | |
| Film Awards, Festivals & Film Evaluation Criteria (E)* | | | | | 3 | |
| Distribution & PR for the Film, TV & Media Industry | | | | | 3 | |
| Media Innovation / Society | | | | | | |
| Current Developments in Technology & Design | | | | | | 3 |
| Law 1+2 | | | | | | |
| Civil Law & Contract Law | 3 | | | | | |
| Copyright & Trademark Law | | 3 | | | | |
| Labor Law & Social Insurance | | | | 3 | | |
| Corporate & Tax Law | | | | | 3 | |
| Introduction to Dramaturgy | | | | | | |
| Introduction to Dramaturgy | 3 | | | | | |
| Non-Fictional Dramaturgy | | 3 | | | | |
| Specialization Dramaturgy | | | | | | |
| Fictional Dramaturgy | | | 3 | | | |
| Introduction to Program & Format Development (E)* | | | | 3 | | |
| Introduction to the Academic Discipline | | | | | | |
| Introduction to Academic Writing | | 3 | | | | |
| Audience & Target Audience Research | | 3 | | | | |
| Social Skills 1+2 | | | | | | |
| Presentation Techniques | 1 | | | | | |
| Conflict Management (E)* | | 1 | | | | |
| Presentation: Pitching | | | 1 | | | |
| Negotiations | | | 1 | | | |
| English 1+2 | | | | | | |
| Business English | 3 | 2 | | | | |
| English Technical Language | | | 3 | 3 | | |
| Specialization Production Controlling | | | | | | |
| Film Management: Project Accounting & Controlling | | | | | 3 | |
| Film Management: Project HRM & Accounting | | | | | 3 | |
| Bachelor Thesis: Production Controlling | | | | | | 6 |
| Specialization Production Management | | | | | | |
| Digital Production | | | | | 3 | |
| Postproduction | | | | | 3 | |
| Bachelor Thesis: Production Management | | | | | | 6 |
| Media Innovation / Technology | | | | | | |
| Specialization Gaming: Industry-Specific Reflection | | | | | | 3 |
| Internship | | | | | | |
| Preparation for the Bachelor Exam | | | | | | 12 |
| | | | | | | 6 |

BACHELOR

Logistics and Transportation Management

Duration: 6 semesters
Degree: Bachelor of Arts
Application deadline: May 15
Number of study places per year: 20 part-time
50 full-time





The globalised market, rising volume of goods traffic and the steadily growing logistics industry require highly trained professionals and managers. The degree programme “**Logistics and Transportation Management**”, in close cooperation with international logistics companies provides students with this technical expertise. In addition to traditional topics like traffic and transport, the programme also covers supply chain management, sustainability management and risk management. As a special feature, students can develop their careers further by participating in a business simulation game.

Content / Modules

- Traffic and Transport
- Statistics and Mathematics
- Supply Chain Management
- Commercial Law
- Rail, Road, Sea and Air Traffic
- Investment Appraisal
- Integrated Logistics
- Emerging Markets

Special Subjects

In advanced semesters students will select a special subject:

- Logistics and Supply Chain Management or
- Transport and Traffic
- Emerging Markets A or
- Emerging Markets B

Vocational fields

- Supply Chain Management
- Procurement, Production, Distribution and Disposal Logistics
- Logistics and Traffic Systems
- Logistics, Transport and Traffic Services
- Management Consultancy

Graduates can:

- coordinate internal and cross-plant supply and logistics chains
- draw up and realise logistic and transport systems
- calculate logistic, transport and traffic services for national and international calls for bids
- carry out stock and inventory measures
- evaluate and carry out cooperation options like partnerships and alliances
- assess the legal aspects of transport, traffic and logistic activities
- carry out international business location or regional planning projects



BACHELOR

Logistics and Transportation Management

There are four compulsory elective modules:

- Logistics and Supply Chain Management or Transport and Traffic
- Emerging Markets A or Emerging Markets B

(E)* = English-medium course

| | ECTS per semester | | | | | |
|---|-------------------|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Logistics | | | | | | |
| Introduction to Logistics | 3 | | | | | |
| Fundamentals of Logistics Management | 3 | | | | | |
| Traffic & Transportation | | | | | | |
| Fundamentals of Transportation Systems | 2 | | | | | |
| Economic & Transport Geography | 2 | | | | | |
| Economic & Transport Policy | | 2 | | | | |
| Modes of Transport 1+2 | | | | | | |
| Rail Traffic | | 2 | | | | |
| Road Traffic | | 2 | | | | |
| Waterway Transport | | 2 | | | | |
| Sea Traffic | | | 2 | | | |
| Air Transportation (E)* | | | 2 | | | |
| Forwarding Systems & Multimodal Transport Chains | | | 2 | | | |
| Financial Accounting | | | | | | |
| Accounting | 3 | | | | | |
| Financial Reporting | | 3 | | | | |
| Business and Economy 1+2 | | | | | | |
| Introduction into General Business Administration | 3 | | | | | |
| Fundamentals of Economics | | 3 | | | | |
| Fundamentals of Project Management | | | | 3 | | |
| International Management & Foreign Trade (E)* | | | | | 3 | |
| Civil Law | | | | | | |
| Fundamentals of Civil Law | 3 | | | | | |
| Corporate Law | | 3 | | | | |
| Methods | | | | | | |
| Mathematics & Statistics | 3 | 3 | | | | |
| Self Development | | | | | | |
| Learning Techniques & Time Management | 1 | | | | | |
| Team Training | 1 | | | | | |
| Presentation, Moderation, Rhetoric | | 1 | | | | |
| Elective Language | | | | | | |
| Spanish / Russian | 3 | 3 | 3 | 3 | | |
| English | | | | | | |
| Business English | 3 | 3 | | | | |
| Logistics English | | | 4 | | | |
| English Presentations | | | | 1 | | |
| English Negotiations | | | | 1 | | |



(E)* = English-medium course

| | ECTS per semester | | | | | |
|---|-------------------|---|---|---|---|----|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Operations Management | | | | | | |
| Process & Quality Management | | 3 | | | | |
| Capacity & Inventory Management | | | 3 | | | |
| Supply Chain Management | | | | | | |
| Operations Management (E)* | | | 3 | | | |
| Procurement & Distribution Management (E)* | | | | 3 | | |
| Managerial Accounting | | | | | | |
| Investment & Financing | | | 3 | | | |
| Cost Accounting & Controlling | | | 3 | | | |
| Information Technology | | | | | | |
| Introduction to IT | | | 2 | | | |
| IT in Logistics, Transport and Traffic | | | | 4 | | |
| Fundamentals of Academic Research | | | | | | |
| Fundamentals of Academic Research | | | 3 | | | |
| Integrated Logistics | | | | | | |
| Warehouse Management | | | | 3 | | |
| Contract Logistics | | | | 3 | | |
| Commercial Law | | | | | | |
| European & Public Commercial Law | | | | 3 | | |
| Traffic and Transport Law | | | | | 3 | |
| Sustainability | | | | | | |
| Environmental & Sustainability Management | | | | | 3 | |
| Risk Management (E)* | | | | | | 3 |
| Bachelor-Seminar 1 | | | | | | |
| Personality Development / Career Planning / Career Development | | | | | | |
| Personality Development, Career Planning | | | | | 1 | |
| Negotiating & Conflict Management | | | | | 2 | |
| Internship-Related Tutorial | | | | | | 1 |
| Trends in Logistics, Transport and Traffic | | | | | | 1 |
| Business Management Simulation | | | | | | 1 |
| Bachelor-Seminar 2 | | | | | | |
| Elective Traffic & Transport | | | | | | |
| Controlling in Traffic & Transport | | | | | 2 | |
| Mobility Management, Traffic Planning & Security | | | | | 2 | |
| Transport Management Systems | | | | | 2 | |
| Elective Logistics & SCM | | | | | | |
| ERP Systems | | | | | 2 | |
| Advanced Planning Systems | | | | | 2 | |
| Logistics Controlling | | | | | 2 | |
| Elective Emerging Markets A | | | | | | |
| Cross-Cultural Management (E)* | | | | | 3 | |
| Economic Aspects of Emerging Markets (E)* | | | | | 3 | |
| Elective Emerging Markets B | | | | | | |
| Interdisciplinary View on the Black Sea Region (E)* | | | | | 2 | |
| BSR as an Economic & Innovation Area (E)* | | | | | 2 | |
| Excursion to BSR or The Eastern Neighbourhood of the EU (E)* | | | | | 2 | |
| Internship | | | | | | 18 |
| Bachelor Examination | | | | | | 6 |

BACHELOR

Project Management and IT

| | |
|----------------------------------|------------------------------|
| Duration: | 6 semesters |
| Degree: | Bachelor of Arts |
| Application deadline: | May 15 |
| Number of study places per year: | 35 part-time 35 full-time |





Information technology and project management are vital for the development of a company. Already during the programme, students of “**Project Management and IT**” will complete project internships in close cooperation with partner companies. This deepens students’ theoretical knowledge and they also are given the opportunity to be actively involved in the development of companies. The students are therefore prepared for the constant challenge in a rapidly developing, project-oriented environment and thus wider career fields open up for them.



Content / Modules

- IT and Programming
- Project Management
- Financial Accounting
- Managerial Accounting
- Process and Quality Management
- Business Management
- Project Internship
- Vocational Internship

Special Subjects

In advanced semesters students will select a special subject:

- Project Management or
- Information Technology

Vocational fields

- Project Manager
- Systems Analyst
- Service Manager
- Sales Manager
- Quality Manager
- Knowledge Manager

Graduates can:

- work in project teams and complete project-specific tasks on their own responsibility
- assess organisations based on their IT expertise accordingly
- grasp an enterprise holistically in its enterprise-relevant environment
- apply principles of data and process modelling in the enterprise context
- perform in an international work environment due to intercultural management skills combined with work-related English
- run small teams as project managers, and realise projects successfully



BACHELOR

Project Management and IT

There are two compulsory elective modules:

- Information Technology
- Project Management

(E)* = English-medium course

| | ECTS per semester | | | | | |
|---|-------------------|-----|-----|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Introduction to Project Management | | | | | | |
| Introduction to Project Management & Project Work | 4 | | | | | |
| Use of IT in Project Management 1 | 2 | | | | | |
| Introduction to Information Technology | | | | | | |
| Algorithms | 2 | | | | | |
| Introduction to Information Technology | 4 | | | | | |
| Accounting Systems 1+2 | | | | | | |
| Accounting | 3 | | | | | |
| Management Accounting | 3 | | | | | |
| Accounting & Ratio Analysis | | 3 | | | | |
| Investment & Financing (E)* | | 3 | | | | |
| Civil Law and Mathematics 1+2 | | | | | | |
| Introduction to Civil Law | 3 | | | | | |
| Mathematics | 3 | | | | | |
| Introduction to Business & Corporate Law | | 3 | | | | |
| Statistics | | 3 | | | | |
| English | | | | | | |
| Business Communication I + II (E)* | 3 | 3 | | | | |
| Listening & Discussion (E)* | | | 3 | | | |
| Presentations (E)* | | | | 2 | | |
| Events & Conferences (E)* | | | | 1 | | |
| Meetings & Negotiations (E)* | | | | | 2 | |
| Abstracts, Reports & Contracts (E)* | | | | | 2 | |
| PM Situations (E)* | | | | | 2 | |
| Interdisciplinary Qualifications | | | | | | |
| Team Building Training | 2 | | | | | |
| Study skills & Self-Management | 1 | | | | | |
| Presentation Techniques | | 1,5 | | | | |
| Moderation & Process Consulting | | 1,5 | | | | |
| Introduction to Leading PM Teams | | | 1,5 | | | |
| Negotiation Techniques & Conflict Management | | | 1,5 | | | |
| Career Management | | | | 1 | | |
| Virtual & Intercultural Cooperation (E)* | | | | 1 | | |
| Counseling Approaches | | | | 1 | | |
| Advanced Project Management | | | | | | |
| Complex PM Processes & Tools | | 4 | | | | |
| Use of IT in Project Management 2 | | 2 | | | | |

(E)* = English-medium course

| | ECTS per semester | | | | | |
|---|-------------------|---|---|---|---|----|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Advanced Information Technology | | | | | | |
| Introduction to Programming | | 3 | | | | |
| Network & Security | | 3 | | | | |
| Agile Projects & Scope Management | | | | | | |
| Agile Approaches on Projects (E)* | | | 4 | | | |
| Requirements Engineering & Testing (E)* | | | 2 | | | |
| OO-Programming & Databases | | | | | | |
| Introduction to Object Oriented Programming | | | 3 | | | |
| Introduction to Databases | | | 3 | | | |
| Management 1+2 | | | | | | |
| Human Resources & Organisation | | | 3 | | | |
| Marketing (E)* | | | 3 | | | |
| Strategic Corporate Management | | | | 3 | | |
| Business Planning | | | | 3 | | |
| Process Management & Quality Management | | | | | | |
| Introduction to Quality Management | | | 3 | | | |
| Introduction to Process Management | | | 3 | | | |
| Applied Project Management | | | | | | |
| Project Management Cycle (E)* | | | | 4 | | |
| Project Tutorial – Preparation | | | | 2 | | |
| Advanced Programming | | | | | | |
| Advanced Databases | | | | 2 | | |
| Software Project (E)* | | | | 4 | | |
| Bachelor Thesis 1 (PM) Bachelor Thesis 1 (IT) | | | | | | |
| Bachelor Thesis 1 | | | | 4 | | |
| Academic Writing | | | | 2 | | |
| Project Tutorial – Execution | | | | | 6 | |
| PM Future Trends (Specialisation PM) | | | | | | |
| Current Trends in Project Management | | | | | 4 | |
| PM Business Game | | | | | 2 | |
| Specific PM Skills (Specialisation PM) | | | | | | |
| Mgt. of Virtual & International Projects (E)* | | | | | 2 | |
| Mgt. of Stakeholders & Change Projects (E)* | | | | | 2 | |
| Risk & Claim Management (E)* | | | | | 2 | |
| Law & Research Methods (Specialisation PM) | | | | | | |
| PM Law | | | | | 3 | |
| Research Methods & Concepts | | | | | 3 | |
| IT Future Trends & Risks (Specialisation IT) | | | | | | |
| Cybersecurity (E)* | | | | | 3 | |
| Current Trends in IT (E)* | | | | | 3 | |
| Spezifische IT-Kompetenzen (Specialisation IT) | | | | | | |
| Mobile App Development | | | | | 2 | |
| Software Architecture & Design | | | | | 2 | |
| Web Development & eCommerce | | | | | 2 | |
| Law & Research Methods (Specialisation IT) | | | | | | |
| IT Law | | | | | 3 | |
| Research Methods & Concepts | | | | | 3 | |
| Bachelor Thesis 2 (PM) Bachelor Thesis 2 (IT) | | | | | | |
| Internship | | | | | | 6 |
| Internship | | | | | | |
| Internship Tutorial | | | | | | 1 |
| Internship | | | | | | 17 |
| Bachelor Examination | | | | | | |
| | | | | | | 6 |

BACHELOR

Technical Sales and Distribution Management

Duration: 6 semesters
Degree: Bachelor of Arts
Application deadline: May 15
Number of study places per year: 30 part-time





In the fields of technology, sales and marketing, companies today are confronted with major challenges: production engineering, how to increase sales figures and new marketing tools. Therefore there is a need for experts who can respond to these challenges proactively. Know-how carriers are required, who are equipped with in-depth technical and business knowledge, and who know and can apply the latest marketing trends. This is exactly the knowledge that the degree programme “**Technical Sales and Distribution Management**” provides by combining technology, marketing and sales. It thereby trains students to be solution- and practice-oriented sales experts.

Content / Modules

- Marketing and Sales
- Social Media
- Time Management
- Sales Management
- Business Administration
- Technology
- Electronics
- Mechanical and Plant Engineering

Special Subjects

In advanced semesters students will select a special subject:

- Machine and Plant Construction or
- Electrical Engineering and Electronics

Vocational fields

- Account Manager for Technical Products
- Key Account Manager
- Sales Representative
- Sales Manager
- Marketing Director
- Export Manager, Export Executive

Graduates can:

- plan and run sales-and-marketing-specific projects on their own responsibility
- build and optimise distribution organisations and distribution processes
- carry out sales and marketing controlling
- apply CRM principles in the contexts of enterprises and distribution
- grasp and communicate technical processes in mechanical and plant engineering as well as in electrical engineering and electronics
- integrate legal and business administration aspects of business management, and consider them in decision-making
- lead distribution and marketing projects, as well as teams





Technical Sales and Distribution Management

There are two compulsory elective modules:

- Machine and Plant Construction (M&P)
- Electrical Engineering and Electronics (E&E)

(E)* = English-medium course

| | ECTS per semester | | | | | |
|---|-------------------|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Fundamentals of Technology | | | | | | |
| Fundamentals of Machine Construction | 2 | | | | | |
| Fundamentals of Electrical Engineering | 2 | | | | | |
| Fundamentals of Engineering Physics | 2 | | | | | |
| Mathematics, Statistics | | | | | | |
| Mathematics | 3 | | | | | |
| Statistics | 3 | | | | | |
| Social Skills 1-3 | | | | | | |
| Time Management, Learning Techniques | 2 | | | | | |
| Team Building | 2 | | | | | |
| Presentation | 2 | | | | | |
| Moderation | | | | 2 | | |
| Conducting Negotiations | | | | 2 | | |
| International Sales Lab (E)* | | | | 2 | | |
| Conflict Management | | | | | 1 | |
| Business Leadership Skills (E)* | | | | | 4 | |
| Digital Sales Competences (E)* | | | | | 1 | |
| Fundamentals of General BA | | | | | | |
| Fundamentals of General BA | 3 | | | | | |
| Cost Accounting | | 3 | | | | |
| Englisch 1-3 | | | | | | |
| Business English Basics | 3 | | | | | |
| Business English | 3 | | | | | |
| Techn. English 1 + 2 | | 6 | | | | |
| Meetings & Negotiations | | | 4 | | | |
| International Marketing & Sales Basics | | | 2 | | | |
| Fundamentals of Electrical Engineering and Electronics 1 (E&E) | | | | | | |
| Special Applications: E&E | | 4 | | | | |
| Laboratory: E&E | | 2 | | | | |
| Fundamentals of Machine and Plant Construction 1 (M&P) | | | | | | |
| Special Applications: M&P | | 4 | | | | |
| Laboratory: M&P | | 2 | | | | |
| Fundamentals of Marketing and Sales | | | | | | |
| Fundamentals of Distribution | | 2 | | | | |
| Fundamentals of Marketing | | 2 | | | | |
| Social Media | | 2 | | | | |

(E)* = English-medium course

| | ECTS per semester | | | | | |
|---|-------------------|---|---|---|---|----|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Business Administration 1-4 | | | | | | |
| Process and Quality Management (E)* | | | 3 | | | |
| Project Management | | | 3 | | | |
| Finance | | | | 3 | | |
| Fundamentals of Academic Research | | | | 2 | | |
| Writing workshop | | | | 1 | | |
| Innovations- & Technologiemanagement | | | | | 4 | |
| Intercultural Management (E)* | | | | | | 2 |
| Foreign Trade | | | | | | 2 |
| Internship Tutorial | | | | | | 2 |
| Financial Accounting | | | | | | |
| Accounting | 3 | | | | | |
| Balancing | | 3 | | | | |
| Sales Management 1+2 | | | | | | |
| New Sales Management (E)* | | | 3 | | | |
| International Reporting & Sales Ratios (E)* | | | 3 | | | |
| International B2B Marketing & Sales € | | | | 2 | | |
| Sales Psychology & Sales Strategies (E)* | | | | 4 | | |
| Technology Advanced | | | | | | |
| Mechatronics | | | 2 | | | |
| Drive Systems | | | 2 | | | |
| Technical Systems | | | 2 | | | |
| Civil Law | | | | | | |
| Fundamentals of Civil Law | | | 3 | | | |
| Corporate Law | | | 3 | | | |
| IT-Supported Distribution | | | | | | |
| CRM Practice (E)* | | | | 4 | | |
| Distribution Software (E)* | | | | 2 | | |
| Compulsory Elective Module: Technological Applications in Electrical Engineering and Electronics | | | | | | |
| Technological Aspects of Distribution: E&E | | | | | 3 | |
| International Technical Documentation: E&E | | | | 3 | | |
| Bachelor's Thesis: E&E 1 | | | | | 3 | |
| Bachelor's Thesis: E&E 2 | | | | | | 3 |
| Integrated Applications Technology and Distribution Project Paper: E&E | | | | 3 | | |
| Integrated Applications Technology and Distribution Project Paper Technical Distribution | | | | | 3 | |
| Compulsory Elective Module: Technological Applications in Distribution: Machine and Plant Construction | | | | | | |
| Technological Aspects of Distribution: M&P | | | | | 3 | |
| International Technical Documentation: M&P | | | | 3 | | |
| Bachelor's Thesis: M&P 1 | | | | | 3 | |
| Bachelor's Thesis: M&P 2 | | | | | | 3 |
| Integrated Applications Technology and Distribution Project Paper: M&P | | | | 3 | | |
| Integrated Applications Technology and Distribution Project Paper Technical Distribution | | | | | 3 | |
| Law Studies 2 | | | | | | |
| Distribution Law & EU-Data Protection | | | | | 3 | |
| Business Game (Business Simulation) (E)* | | | | | 3 | |
| Distribution | | | | | | |
| Bachelor's Thesis: Distribution 1 | | | | | 3 | |
| Bachelor's Thesis: Distribution 2 | | | | | | 3 |
| Internship | | | | | | 12 |
| Bachelor Examination | | | | | | 6 |

MASTER

European Economy and Business Management

| | |
|---|-------------------------------|
| Duration: | 3 semesters |
| Degree: | Master of Arts in Business |
| Application deadline: | May 15 |
| Number of study places per year: | 66 part-time |

The main aspects of the master degree programme “**European Economy and Business Management**” are the transfer of skills and competencies to future business leaders in companies focused on international markets. In particular, students are taught management and personnel management skills, organisational expertise and acquire sound knowledge of change management, controlling instruments and acquisition transactions.

Content / Modules

- Business Management
- Business Law
- International Management
- International Relations
- Compulsory Language: English
- Elective Languages: French / Spanish / Russian
- Personality Development
- Coaching

Vocational fields

- International Marketing
- Funding Consultancy
- Export and Internationalisation Consulting
- International Project Management
- Human Resource Management
- Management Consultancy

Admission requirements

- completion of a Law / Social / Engineering studies business degree (in Austria or equivalent degree abroad)
- proven qualifications in:
 - Business Administration (8 ECTS)
 - Controlling and Finance (8 ECTS)
 - Law Studies (6 ECTS)
 - English (4 ECTS, native speakers are exempt)

Applicants missing the required ECTS can attend bridging courses at the UAS prior to their study.

Graduates can:

- develop internationalisation strategies for enterprises
- initiate change management processes (Change Management) and accompany the follow-up projects
- prepare the selection of suitable takeover targets, and assist in the ensuing organisational restructuring process
- produce value-oriented controlling instruments for performance-measuring in domestic and foreign subsidiaries
- draw up the annual accounts according to international accounting regulations (IAS/IFRS)
- prepare business location decisions in foreign direct investment (FDI)





(E)* = English-medium course

| | ECTS per semester | | |
|---|-------------------|---|---|
| | 1 | 2 | 3 |
| Compulsory Elective Languages & Skills | | | |
| Planning & Reporting Communication (E)* | 2 | | |
| Critical Thinking Skills (E)* | | 2 | |
| French / Spanish / Russian | 4 | 4 | |
| Global Managerial Decision Making | | | |
| Marketing Perspective (E)* | 3 | | |
| Supply Chain Perspective (E)* | 3 | | |
| International Accounting & Value-Based Management | | | |
| International Accounting | 4 | | |
| Value-Based Management | 2 | | |
| European & International Studies | | | |
| Political Economy of European Integration | 2 | | |
| National Tax Law | 2,5 | | |
| Global Working Environment (E)* | 1,5 | | |
| Scientific Methodology & Master Thesis 1 | | | |
| Academic Writing and Scientific Methodology | 3 | | |
| Academic English Writing & Presentations (E)* | 3 | | |
| Strategy & Innovation | | | |
| Thinking Strategically (E)* | | 3 | |
| Innovation Practice (E)* | | 3 | |
| States & International Enterprises in a Global Environment | | | |
| International Political Risk Management | | 2 | |
| Management Theories & Practices | | 2 | |
| International Tax Law | | 2 | |
| Specialization, Coaching on Scientific Methodology | | | |
| Political Science or Corporate Law or Economics | | 4 | |
| Coaching on Scientific Methodology | | 2 | |
| Scientific Methodology & Master Thesis 2 | | | |
| Master Thesis 1 | | 5 | |
| Workshop & Coaching for the Master Thesis | | 1 | |
| Stakeholder Management | | | |
| Corporate Social Responsibility (E)* | | | 2 |
| Investor Relations (E)* | | | 2 |
| Public Affairs (E)* | | | 2 |
| Leadership | | | |
| Topics on Leadership, HR Development, Change & Conflict Management (E)* | | | 6 |
| Applied Business Management in a Global Environment | | | |
| European Integration | | | 2 |
| Excursions | | | 3 |
| Processes of Cross-Functional Decision Making | | | 1 |
| Master Thesis & Master Examination | | | |
| Master Thesis 2 | | | 5 |
| Final Workshop for the Master Thesis | | | 5 |
| Revision Course for the Master Examination | | | 1 |
| Master Examination | | | 1 |



MASTER

International Banking and Finance

| | |
|---|-------------------------------|
| Duration: | 3 semesters |
| Degree: | Master of Arts in Business |
| Application deadline: | May 15 |
| Applicants outside the EU: | March 15 |
| Number of study places per year: | 54 part-time |

Language: English

At the core of this internationally oriented English language based master degree programme “**International Banking and Finance**” is the acquisition of practically relevant management skills, tailored to the needs of the international banking and finance industry. Speakers who are drawn from leading international banking and financial institutions and the highly qualified lecturers of the UAS pass on their expert knowledge to the students and encourage in-depth discussions. The international nature of the master degree and the resulting professional exchange are the foundations of an academic education of highly qualified internationally oriented graduates.

Content / Modules

- Customer and Product Management
- Treasury and Compliance
- Cost Accounting
- Management / Personality Development
- Risk Management
- International Bank Management

Vocational fields

- Asset Manager
- Relationship Manager
- Bank Auditor
- Financial Analyst
- Treasury Manager

Admission requirements

- completion of a business degree (in Austria or equivalent degree abroad)
- proven qualifications in:
 - Business Administration (4 ECTS)
 - Accounting and Controlling (4 ECTS)
 - Economics (4 ECTS)
 - Mathematics and Statistics (4 ECTS)

Applicants missing the required ECTS can attend bridging courses at the UAS prior to their study.

Graduates can:

- apply methods and ideas in customer and product management, treasury, cost accounting, controlling, liquidity and risk management at master’s level
- analyse the connections and effects of central banking processes, plan measures to steer these processes, and implement them in an international environment
- identify and analyse key topics of bank management in order to infer context-specific recommendations and measures
- realise ideas and methods of modern management theories (Corporate Social Responsibility, Systemic Organisation Development, Collaboration, Change and Innovation Management) and apply them appropriately
- collaborate in implementation and research projects in banking and finance



English-medium programme

| | ECTS per semester | | |
|---|-------------------|---|----|
| | 1 | 2 | 3 |
| Personal Development 1 | | | |
| (Self) Leadership & (Online) Collaboration | 3 | | |
| Intercultural Management | 3 | | |
| Strategy Change | | | |
| Strategy, Organization, Change & Innovation | 4 | | |
| Change Management – Managing Complexity & Uncertainty | 2 | | |
| Banking | | | |
| International Banking & Business Models | 4 | | |
| Distribution Strategies & Customer Perspectives | 3 | | |
| ALM, Risk Management & International Banking Regulation | 4 | | |
| Bank Controlling | 2 | | |
| Sustainability & Ethics in Finance | 2 | | |
| Master Thesis Tutorial | 3 | | |
| International Bank Management | | | |
| International Bank Management | | 3 | |
| International Banking Business | | 6 | |
| Business Model Challenge | | 4 | |
| Current Issues | | | |
| Current Issues & Innovations in International Finance | | 6 | |
| Economics | | | |
| International Political Economy & Finance | | 3 | |
| Emerging Markets | | 3 | |
| Economics Tutorial | | 3 | |
| English | | | |
| Academic English | | 2 | |
| Banking Business Game | | | |
| Banking Business Game | | | 3 |
| Law | | | |
| Fundamentals of European Banking Law | | | 3 |
| Legal Framework for International Banking | | | 3 |
| Master's Exam | | | 6 |
| Master's Thesis | | | 15 |

MASTER

Logistics and Transport Management

| | |
|----------------------------------|-------------------------------|
| Duration: | 3 semesters |
| Degree: | Master of Arts in Business |
| Application deadline: | May 15 |
| Number of study places per year: | 33 part-time |

Building on the theoretical and practical knowledge conveyed in their undergraduate studies, students get the chance in the master degree programme “**Logistics and Transport Management**” to gain in-depth knowledge and skills that will qualify them for leadership positions in industry, trade and logistics services companies. Through teaching which combines practice with sound theoretical knowledge, graduates of the programme will be familiar with all relevant areas and problems of the economy. This will arm and empower them with the specialised knowledge for management positions in the logistics sector in particular.

Content / Modules

- Logistics, Transport, Supply Chain Management
- Legal Aspects
- Methods and Transfer
- Leadership & Sustainability
- Management & Entrepreneurship

Vocational fields

- Supply Chain Management
- Procurement, Production, Distribution and Disposal Logistics
- Logistics and Traffic Systems
- Logistics, Transport and Traffic Services
- Management Consultancy

Special Subjects

In advanced semesters students will select a special subject:

- Logistics and Supply Chain Management or
- Transport and Traffic

Admission requirements

- completion of a law/social/Engineering studies/business/geography/industrial logistics degree (in Austria or equivalent degree abroad)
- proven qualifications in:
 - Logistics, Transport, Traffic (4 ECTS)
 - Business Administration (10 ECTS)
 - Law Studies (4 ECTS)
 - IT (4 ECTS)
 - English (4 ECTS, native speakers are exempt)

Applicants missing the required ECTS can attend bridging courses at the UAS prior to their study.

Graduates can:

- build and implement internal and cross-plant supply and logistics chains
- calculate logistic, transport and traffic services for national and international calls for bids
- draw up stock and inventory management project measures
- draw up business location and regional planning projects
- assess the sustainable nature of logistic processes and realise corresponding change plans evaluate and carry out cooperation options like partnerships and alliances
- run R&D projects in logistics and transport management
- advise enterprises and politicians in charge in logistics, transport and traffic matters



There are two compulsory elective modules:

- Logistics and Supply Chain Management
- Transport and Traffic

(E)* = English-medium course

| | ECTS per semester | | |
|---|-------------------|---|----|
| | 1 | 2 | 3 |
| Excellence | | | |
| Fundamentals of Logistics, SCM, Transport & Traffic | 4 | | |
| Concepts & Best Practices: Logistics & SCM | 4 | | |
| Concepts & Best Practices: Transport & Traffic | 4 | | |
| Business Tools | | | |
| Decision-Oriented Business Administration | 4 | | |
| Applied Economics (E)* | 2 | | |
| Legal Aspects | | | |
| Law in Logistics, Transport & Traffic | 2 | | |
| Law in Management | | 4 | |
| Methods & Transfer 1+2 | | | |
| Scientific Research & Practice Transfer | 3 | | |
| Statistical Data Analysis & Evaluation | 3 | | |
| Information Systems | | 3 | |
| Operations Research | | 3 | |
| English | | | |
| Business & Logistics English | 4 | | |
| Meetings & Negotiations (E)* | | 2 | |
| Leadership & Sustainability | | | |
| HR, Leadership & Diversity | | 3 | |
| Sustainability (E)* | | 3 | |
| Elective 1 – Logistics & SCM | | | |
| Application Project Logistics & SCM | | 6 | |
| Elective 1 – Transport & Traffic | | | |
| Application Project Transport & Traffic | | 6 | |
| Elective 2 – Logistics & SCM | | | |
| Future Lab: Digital Transformation | | | 3 |
| Smart Mobility | | | 3 |
| Elective 2 – Transport & Traffic | | | |
| Digital Supply Chains an Internet of Things | | | 3 |
| Intelligent Mobility Concepts | | | 3 |
| Management & Entrepreneurship | | | |
| Entrepreneurship & Bestseller | | | 3 |
| Management Systems | | | 3 |
| Master Thesis | | | |
| Master Thesis Workshop | | 1 | |
| Master Thesis Development | | 5 | |
| Master Thesis & Exam | | | |
| Master Thesis Workshop | | | 1 |
| Master Thesis Development | | | 11 |
| Diploma-Exam | | | 6 |

MASTER

Project Management and Organisation

| | |
|----------------------------------|-------------------------------|
| Duration: | 3 semesters |
| Degree: | Master of Arts in Business |
| Application deadline: | May 15 |
| Number of study places per year: | 50 part-time |

Project management serves as one of the pillars of a company's economic success. For the realisation of projects, executives need comprehensive in-depth knowledge of project management, business analytical skills and social skills. The monitoring of change processes (change management) is one of the tasks of project managers, just as managing international projects. The master degree programme "**Project Management and Organisation**" offers an innovative, practical and at the same time scientific and profound academic training, which is suited to the needs of the economy.

Content / Modules

- Project Management and Leadership
- General Management
- Project Portfolio Management
- Management of Change
- Empirical Social Research
- International Communication

Special Subject

In advanced semesters students will select a special subject:

- International Projects or
- Risk- and Claim Management

Vocational fields

- Management of complex temporary projects
- Managing project-oriented enterprises
- Managing business processes

Admission requirements

- degree in Law/Social Sciences/Economic and Management, Management Information System/ Information System, Technology (in Austria or equivalent degree abroad)
- proven qualifications in:
 - Project Management (4 ECTS)
 - Mathematics / Statistics (4 ECTS)
 - Business Administration (12 ECTS)
 - Law Studies (4 ECTS)
 - English (4 ECTS, native speakers are exempt)

Applicants missing the required ECTS can attend bridging courses at the UAS prior to their study.

Graduates can:

- run strategically complex projects by portfolio and multi-project management in leading project management positions
- analyse and assess principles of the foundation of enterprises from an economic point of view
- apply the intercultural management methods in international projects
- analyse, assess, model, and steer processes
- run projects and hold leading management positions in international projects



There are two compulsory elective modules:

- International Projects
- Risk- and Claim Management

(E)* = English-medium course

| | ECTS per semester | | |
|---|-------------------|---|----|
| | 1 | 2 | 3 |
| Project Management | | | |
| Consolidating Aspects of PM | 6 | | |
| International Communication | | | |
| English Advanced | 3 | | |
| Virtual Collaboration (E)* | | 1 | |
| Intercultural Management (E)* | | 2 | |
| Personnel Management & Leadership | | | |
| HR Management | 3 | | |
| Leadership Techniques & Strategies | 2 | | |
| Socio-Economic Context | 2 | | |
| Selected Legal Questions regarding the Project | | 3 | |
| English on the Job (E)* | | 2 | |
| General Management | | | |
| Strategic Perspectives on Management (E)* | 3 | | |
| Organisational Concepts | 3 | | |
| Management Systems | | | |
| Process Management (E)* | 2 | | |
| Quality Management (E)* | | 2 | |
| Specialization in Integrated Management | | 2 | |
| Empirical Social Research | | | |
| Quantitative Methods | 3 | | |
| Scientific Methods | 3 | | |
| Managing Project-Oriented Enterprises | | | |
| Seminar: Project-Oriented Enterprise | | 3 | |
| IT Applied in Project-Oriented Enterprises | | | 3 |
| Project Portfolio & Programme Management | | | |
| Project Portfolio Management (E)* | | 3 | |
| Programme Management (E)* | | | 3 |
| Managing Change | | | |
| Starting a Business | | 3 | |
| Change Management | | 3 | |
| Elective Module International Projects | | | |
| Managing International Projects (E)* | | | 3 |
| International Contract Law (E)* | | | 2 |
| Negotiations (E)* | | | 1 |
| Elective Module Risk & Claim Management | | | |
| Controlling & Risk Management | | | 3 |
| Contract & Liability Law | | | 2 |
| Negotiations (E)* | | | 1 |
| Diploma Thesis | | | |
| Diploma Thesis | | 4 | 11 |
| Workshop Thesis Outline | | 2 | |
| Workshop Diploma Thesis | | | 1 |
| Final Exam | | | 6 |

MASTER

Quantitative Asset and Risk Management

| | |
|---|-------------------------------|
| Duration: | 4 semesters |
| Degree: | Master of Arts in Business |
| Application deadline: | May 15 |
| Applicants outside the EU: | March 15 |
| Number of study places per year: | 25 part-time |

Language: English

The internationally oriented, English language based master's degree programme "**Quantitative Asset and Risk Management**" is aimed at students with high affinity to (financial) mathematics and statistics. The course offers extensive know-how in the area of asset and risk management and is very convincing with its practical applications. The international orientation of the degree offers graduates numerous opportunities for successful careers in the finance and insurance sector. This internationally-focussed master's degree programme is run in English. Graduates qualify with a Double Degree from the University of Applied Sciences BFI Vienna and one of its partner universities: University of Bologna (Italy), University of Economics (Katowice, Poland) and Alexandru Ioan Cuza University (Iasi, Romania).

Content / Modules

- Fundamentals in Quantitative Methods and Finance
- Financial Econometrics
- Derivative Pricing
- Risk Measurement
- Asset Management
- Research Methods
- Asset Liability Management and Risk Management for Banks, Insurances and Pension Funds

Mandatory stay abroad for at least 2 blocked weeks in the 2nd year at one of our partner universities.

Vocational fields

- Asset Management
- Risk Management
- Treasury
- Asset Liability Management
- Private Banking and Family Office

- Compliance and Regulatory Reporting

Admission requirements

- completion of a social studies/business/natural science/law/technical degree (in Austria or equivalent degree abroad);
- proven qualifications in:
 - Economic Sciences (9 ECTS)
 - Mathematics and Statistics (6 ECTS)
 - good English knowledge

Applicants missing the required ECTS can attend bridging courses at the UAS prior to their study.

Graduates can:

- describe and analyse the connections between asset and risk management in finance
- quantify and assess risk types in risk management, and infer measures for integrated steering of banks and insurance companies
- analyse various asset classes and their products
- carry out portfolio selections, and calculate key performance and risk figures
- apply the methods of financial mathematics and statistics to model development





English-medium programme

| | ECTS per semester | | | |
|---|-------------------|---|---|----|
| | 1 | 2 | 3 | 4 |
| Fundamentals in Quantitative Methods & Finance | | | | |
| Fundamentals of Mathematics & Statistics | 4 | | | |
| Programming & Databases | 4 | | | |
| Fundamentals of Finance | 5 | | | |
| Fundamentals of Economics | 3 | | | |
| Financial Econometrics | | | | |
| Multivariate Methods | 5 | | | |
| Time Series Analysis | 3 | | | |
| Derivative Pricing | | | | |
| Equity & Foreign Exchange Derivatives | 2 | | | |
| Fixed Income & Credit Derivatives | 4 | | | |
| Asset Management | | | | |
| Introduction to Asset Management | | 2 | | |
| Asset Class Interest Rate Products | | 2 | | |
| Asset Class Equity | | 2 | | |
| Asset Class Foreign Exchange | | 1 | | |
| Asset Class Credit Products | | 2 | | |
| Alternative Investments | | 2 | | |
| Structured Products | | 2 | | |
| Risk Measurement | | | | |
| Measurement of Market Risk | | 4 | | |
| Measurement of Credit Risk | | 4 | | |
| Measurement of Life Risk | | 3 | | |
| Measurement of Non-Life Risk | | 2 | | |
| Research Methods | | | | |
| Research Methods | | 1 | | |
| Research Seminar | | 3 | | |
| Applied Asset Management | | | | |
| Integrating Aspects of Asset Management | | | 6 | |
| Legal Framework & Ethics | | | 3 | |
| Asset Liability Management & Risk Management for Banks | | | | |
| Bank Management | | | 5 | |
| Risk Controlling & Organisation Market Risk | | | 2 | |
| Risk Controlling & Organisation Credit Risk | | | 3 | |
| Operational Risk for Banks | | | 2 | |
| Asset Liability Management & Risk Management for Insurances | | | | |
| Management of Life Risk | | | 3 | |
| Management of Non-Life Risk | | | 3 | |
| Asset Liability Management & Insurance Management | | | 3 | |
| Applied Research in Asset & Risk Management – Advanced Topics in Asset Management | | | | 6 |
| Master Thesis & Master Examination | | | | 24 |

MASTER

Strategic HR Management in Europe

| | |
|----------------------------------|-------------------------------|
| Duration: | 4 semesters |
| Degree: | Master of Arts in Business |
| Application deadline: | May 15 |
| Applicants outside the EU: | March 15 |
| Number of study places per year: | 40 part-time |

Language: English

Companies are increasingly confronted with a dynamic labour market. Integrating professionals in workflows, providing corporate loyalty and implementing strategic HR development on an international level, are at the core of the English language based master degree programme “**Strategic HR Management in Europe**”. International and experienced lecturers from business and science provide students with the latest knowledge and prepare them for management positions in an international human resources context.

Content / Modules

- Inter-disciplinary Approach to HR Management
- Strategic Human Resources Planning
- Theoretical Perspectives for Strategic HR Management
- HRM systems and Practices in International Organisations
- Information and Communication Technologies
- Regional Distinction of HR in Europe
- Change Management
- Expatriate Management
- Employer Branding, Selection and Recruitment

Vocational fields

- HR Business Partner
- HR Generalist/HR Department Manager
- HR Expert, e.g. Recruiting, Total Rewards, Diversity
- HR Consultant

Admission requirements

- completion of a social studies / business / psychology degree
- certified qualifications in:
 - Business Administration and Management (16 ECTS)
 - English competence level: C1 in the Common European Framework of References (CEFR)

Applicants missing the required ECTS can attend bridging courses at the UAS prior to their study.

Graduates can:

- analyse and plan HR in international enterprises from a strategic vantage point
- implement structures which can address the required staff in a market-adequate way, and which can create long-term loyalty (Employer Branding, Talent Management, Demographic Management, Worklife-Balance, modern Compensation Management)
- initiate and manage change in HR successfully
- manage international and intercultural HR processes successfully
- analyse European and international labour market policies from a strategic perspective, and design concepts of strategic change
- successfully run projects in European and international labour market policies



English-medium programme

| | ECTS per semester | | | |
|--|-------------------|---|---|----|
| | 1 | 2 | 3 | 4 |
| Interdisciplinary Approach to HR Management | | | | |
| Introduction to European Economy | 2 | | | |
| European Integration | 3 | | | |
| Industrial Relations in European HRM | 3 | | | |
| Psychological & Sociological Aspects of HR Management | 2 | | | |
| Empirical Social Research 1 | 2 | | | |
| Strategic HR Planning | | | | |
| Process of Strategic Human Resource Planning | 6 | | | |
| Basics in Economic & Labour Law | 3 | | | |
| Strategic HR Management Measurement Systems | 3 | | | |
| Theoretical Perspectives for Strategic HR Management | | | | |
| Basic Theories in HR Management | 3 | | | |
| Strategic HR Management: The Concept of Aligning Organisational Strategy and HRM | 3 | | | |
| HR Management Practices in International Organisations | | | | |
| Employer Branding, Selection & Recruitment | | 3 | | |
| Performance Management | | 3 | | |
| Competency & Talent Management | | 3 | | |
| Business Process Management | | 2 | | |
| Total Rewards | | 3 | | |
| Project Seminar | | 4 | | |
| Information & Communication Technology & HR Management | | | | |
| HR Management Information Systems & Decision-Making | | 3 | | |
| Information & Communication Technology-Based Communication in HR Management | | 3 | | |
| International Cooperation | | | | |
| Intercultural Management | | 3 | | |
| International Project Management | | 3 | | |
| Organising International HR Management | | | | |
| HR Management & the Business Organisation | | | 3 | |
| Organisation & Group Dynamics | | | 3 | |
| Legal Aspects in International HR Management | | | 6 | |
| Regional Distinctions of HR Management in Europe | | | | |
| Specialisation: HR Management Region Specifics | | | 6 | |
| Region-Specific Labour & Social Law | | | 3 | |
| Benchmarking and Comparative HR Studies | | | 3 | |
| Research Seminar/Master Thesis 1 | | | | |
| Empirical Social Research 2 | | | 2 | |
| Master Thesis 1: Conception | | | 4 | |
| Master Thesis 2 & Diploma Exam | | | | |
| Master Thesis | | | | 13 |
| Workshop Supervision | | | | 1 |
| Human Aspects of Human Resource | | | | |
| Leadership & Motivation | | | | 2 |
| Diversity, Ethics & Social Responsibility in HR Management | | | | 2 |
| Negotiations | | | | 2 |
| Organisational Behaviour & HR Management | | | | |
| Change Management | | | | 2 |
| Expatriate Management | | | | 2 |



HOW TO FIND US

The University of Applied Sciences

BFI Vienna

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Tel.: +43/1/720 12 86

Main Office – opening hours:

Mondays – Fridays 8.00 am – 7.00 pm

Saturdays 8.00 am – 12.00 noon

How to reach us by public transport:

Underground U2 – Messe/Prater Station,

U1 – Vorgartenstraße Station

The degree programmes:

- “Work Design and HR Management”
- “Film, TV and Media Production”
- “Strategic HR Management in Europe”
- “Technical Sales and Distribution Management”

are held at: **Media Quarter Marx 3.4**,
Maria Jacobi Gasse 1, 1030 Vienna

How to reach us by public transport:

Underground U3: Schlachthausgasse Station

Urban railway: St. Marx Station

Tram Line 18: Viehmarktgasse Station

Bus Line 74A: Viehmarktgasse Station

Please note that parking in the 2nd and 3rd districts of Vienna is allowed with valid “parking vouchers” only. This applies from Mondays to Fridays:

9.00 am – 10.00 pm



For your directions to 1020 Vienna:



For your directions to 1030 Vienna:

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