

**M A S T E R**

# INTERNATIONAL BUSINESS AND ECONOMIC DIPLOMACY

Against the backdrop of current economic and political developments, you will recognise the significance of international business relations and capitalise on them in order to achieve success on international markets.

# INTERNATIONAL BUSINESS AND ECONOMIC DIPLOMACY

Our two-year master programme is centred on developing broad-based, forward-looking expertise related to international management and economic diplomacy. This programme gives you managerial skills that will enable you to confidently hold your own in a competitive and constantly changing environment. The programme also comprises wide-ranging practical elements, with a focus on ongoing enhancement of soft skills and research techniques, all of which improve your employability.

## AT A GLANCE



### Part-time

We offer two study-time models: You can attend courses either on Thursdays and Fridays, or on Fridays and Saturdays.



### English

The language of instruction is English. This prepares you for a career in a multi-cultural environment.



### Four semesters

The degree programme lasts two years, with a total workload of 120 ECTS. Graduates receive the academic degree of Master of Arts in Business (MA).



### Admission

An undergraduate degree programme in a relevant business discipline or an equivalent degree with a workload of at least 180 ECTS at a recognised institute of higher education in Austria or abroad. Proof of English language proficiency (Common European Framework of Reference for Languages level C1).



### Study fee

EU/EEA citizens pay a study fee of EUR 363.36 per semester, plus the student union fee.

# HIGHLIGHTS

International and interdisciplinary, with a strong strategic and practical focus: welcome to the International Business and Economic Diplomacy master degree programme.

## The core subjects

The core subject international business focuses on internal company operations that are relevant for internationalisation processes. The emphasis in the core subject economic diplomacy is on external factors that provide the framework for international economic relations, and which in turn have a significant influence on business success abroad.

## Employability and research skills

The topics of international business and economic diplomacy are brought together in the core subject of Employability and Research Skills. The Skill Lab is a place where you can enhance both your hard and soft skills. For example, the Business Analytics course shows you how to understand and analyse business data from an application-led perspective, and how such data can be used to support corporate decision-making processes.

## The electives

**Trade Management Strategies** or **International Economic Relations**. In your chosen elective, you go one step further and take on the role of an expert, focusing on strategic aspects of international trade in a business context, or on international collaboration from an institutional perspective. You can tailor your degree in line with your personal interests – the electives in semesters 2 and 3 give you all the flexibility you need.

## Tip

Do you want to strike the right balance between studying and your work commitments? Or would you prefer to have the weekends off? We offer two study-time models for this part-time master degree programme: you can attend courses either on Thursdays and Fridays, or on Fridays and Saturdays. The programme also includes courses and excursions spread over a total of three block weeks. So the degree is perfectly compatible with professional and/or family commitments.

# CURRICULUM

Semester I	H	ECTS
Strategic Management		
International Management	2	3
Advanced International Marketing	2	3
International Employment Relations	2	3
Financial Management		
Performance Management	2	3
Institutions and Diplomacy		
Economic Diplomacy	2	3
International Business Law	2	4
International Institutions	2	3
Employability Skills		
Business Analytics I	2	4
Negotiation Techniques	1	2
Research Skills		
Quantitative and Qualitative Research Methods	2	2

Semester II	H	ECTS
Strategic Management		
Disruptive Business Models	2	3
Financial Management		
International Finance	2	4
International Taxation	2	3
Political and Economic Strategies		
International Political Economy	2	4
Location Analysis	2	4
Governance and Ethics	2	3
<b>ELECTIVE 1: TRADE MANAGEMENT STRATEGIES*</b>		
Business Development in Export	2	3
<b>ELECTIVE 2: INTERNATIONAL ECONOMIC RELATIONS*</b>		
Foreign Policy Analysis	2	3
Employability Skills		
Business Analytics II	2	4
Crisis Management	1	2

Semester III	H	ECTS
Financial Management		
Mergers and Acquisitions	2	3
Political and Economic Strategies		
International Tendering	2	4
<b>ELECTIVE 1: TRADE MANAGEMENT STRATEGIES*</b>		
Logistics and Supply Management	2	4
International Reporting	2	4
International Business and CSR	2	4
<b>ELECTIVE 2: INTERNATIONAL ECONOMIC RELATIONS*</b>		
European Economic Integration	2	4
Interest Groups and Advocacy	2	4
Development Cooperation and Economic Growth	2	4
Employability Skills		
Consulting	2	3
Diplomatic Protocol	1	2
Research Skills and Master Thesis		
Problems and Challenges in International Business	2	6

Semester IV	H	ECTS
Employability Skills		
International Business Project	2	4
Research Skills		
Master Thesis		22
Master Exam		4

\* Students choose one elective.  
Subject to possible alterations (Version 02/2020)

## PROFILE OF A SUCCESSFUL YOUNG ENTREPRENEUR

**Lukas Renz** did his bachelor degree in Tourism and Leisure Management here at IMC Krems. In 2015 – just before he started the course – he founded a start-up called Bärnstein, which he successfully built up alongside his studies. Lukas was in no doubt that IMC Krems would be the right choice for his master degree, too.

### The big picture

"I chose the International Business master programme because I work as an entrepreneur in the consumer goods industry, which means I'm confronted with many different aspects of business on a daily basis. Export-related topics are obviously crucially important. For me, the biggest benefit is the strong international focus and the international mindset: as a student on this programme you're in permanent contact with a diverse group of people from lots of different countries, and that's helping me to develop as a person.

### Theory meets practice

We don't just study the theory; we also benefit from our lecturers' wealth of real-life experience. This is absolutely amazing! The way that financial and strategic management is so closely linked to practice-based examples is particularly useful for me. It brings the theory to life and makes it easy to understand. 'When I was sitting at the same table as Steve Ballmer [the former CEO of Microsoft] and offered him my advice...' – These sorts of statements bring home to me that I'm studying at the right university.

### Studying and working

I think this English-language programme is definitely the ideal option for enhancing my entrepreneurial skills. However, you should bear in mind that I'm generally an advocate of part-time degree programmes. You can use the time when you're not studying to develop professionally. Of course, it only works if you're strictly disciplined and organise your time very carefully – you can't be lax about this. But the sacrifices you make during your studies are absolutely worth it. If you want to get in touch, I'll be glad to help."

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More stories: [www.fh-krems.ac.at](http://www.fh-krems.ac.at)





Terrific landscape and safe environment



Very personal atmosphere



Historic yet state-of-the-art venues

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