Bachelor of Science
IN INTERNATIONAL MANAGEMENT

MODUL UNIVERSITY VIENNA
WKO WIEN PRIVATE UNIVERSITY

BSc International Management – Spring Intakes

Semester 1 Spring 14 units Course ECTS: 26	**0301 Math & Statistics I** *LX21 – 3h – 6 ECTS*	**0101 Accounting & Managemment Control I** *LX21 – 3h – 6 ECTS*	**0401 Microeconomics** *IL – 2h – 4 ECTS*	**0201 Information Systems** *LX21 – 3h – 6 ECTS*	**0601 Advanced Business Communication** *PT – 3h – 4 ECTS*
Semester 2 Fall 15 units Course ECTS: 30	**0302 Math & Statistics II** *LX21 – 3h – 6 ECTS*	**0102 Accounting & Management Control II** *LX21 – 3h – 6 ECTS*	**0103 Organizational Behavior & Corporate Social Responsibility** *LS21 – 3 h – 6 ECTS*	**0104 Marketing & Consumer Behavior** *LS11 – 4h – 8 ECTS*	**0850 Philosophy of Science** *IL – 2h – 4 ECTS*
Semester 3 Spring 14 units Course ECTS: 28	**0105 Marketing Research & Empirical Project** *LX11 – 4h – 8 ECTS*	**0403 Financial Management & Investment Planning** *LX21 – 3h – 6 ECTS*	**0721 Marketing Intelligence** *LS12 –3h – 6 ECTS*	**0851 Research Design** *SE – 2h – 4 ECTS*	**0602 Academic Writing** *SE – 2h – 4 ECTS*
Semester 4 Fall 14 units Course ECTS: 28	**0303 Operations Research & Forecasting** *LX12 – 3h – 6 ECTS*	**0106 HR Management & Managemnt Development** *LS11 – 4h – 8 ECTS*	**0402 Macroeconomics** *IL – 2h – 4 ECTS*	**0202 New Media & E-Business Applications** *LX21 – 3h – 6 ECTS*	**0107 Operations and Supply Chain Management** *IL – 2h – 4 ECTS*
Semester 5 Spring 12 units Course ECTS: 24	**0501 Law & Introduction to Business Law** *LS21 – 3h – 6 ECTS*	**0404 Economic Geography** *LS21 – 3h – 6 ECTS*	**0724 Latest Trends in International Management** *SE – 1h – 2 ECTS*	**0725 Strategic Planning** *LS12 – 3h – 6 ECTS*	**09xx Enrichment Course** *SE – 2h – 4 ECTS*
Semester 6 Fall 12 units Course ECTS: 24	**0502 European Law** *IL – 2h – 4 ECTS*	**0108 Entrepreneurship, Innovation & Business Planning** *LS12 – 3h – 6 ECTS*	**0720 Project Management** *LS12 – 3h – 6 ECTS*	**0722 Foreign Investment Strategies** *IL – 2h –4 ECTS*	**0723 International Economics** *IL– 2h – 4 ECTS*

Notes:
1) Optional Language Courses possbile
2) → Prerequisites
3) Legend:
IL – Interactive Lecture
SE – Seminar
LS – Lecture/Seminar
LX – Lecture/Exercise
PT – Practical Training

Courses offered every semester

Enrichment Courses are offered in the fields of:
E-marketing, Web Design, Event Management, Sustainable Tourism, Hospitality Management, Mentoring , Aviation Management, Corporate Social Responsibility, Diversity Management, Social Entrepreneurship, Sports Marketing
Note: Enrichment Course offerings are subject to change.

1002 Bachelor Thesis
20 ECTS

DURATION 3 years (180 ECTS)

I: Business Administration - 52 ECTS	IV: Economics & Financial Mgmt - 20 ECTS	VII: International Business - 28 ECTS
II: Information Management - 12 ECTS	V: Law - 10 ECTS	VIII: Principles of Science - 8 ECTS
III: Quantitative Methods - 18 ECTS	VI: Communication Skills - 8 ECTS	IX: Enrichment Course - 4 ECTS
NoteS: Optional language courses are available through the MU Language Program		X: Bachelor Thesis – 20 ECTS