University of Applied Sciences
for Business & Society
BFI Vienna



European Economy and Business Management

Bachelor programme I Full-time

Certificate for quality in internationalisation

Follow us



Katharina Reuschel, BA
Graduate and CEO
Atelier Reuschel

KATHARINA REUSCHEL VIENNA

„After my design studies and my training as a couturiere at a well-known Italian fashion label, my goal was to become self-employed. Creative thinking alone does not make a successful entrepreneur, so I decided to start my second degree at the UAS.

Especially the courses in business strategy and business law helped me to found my company and to create my business plan. The degree programme allowed me to combine my craftsmanship with economic logic.“

© Luise Reichert

Dear prospective student,

we are happy that you are interested in the bachelor programme in European Economy and Business Management. Choosing the right degree programme can often be quite challenging and raise many questions. With this brochure, we want to offer you a comprehensive insight into the contents and structure of our programme, as well as the career opportunities you will have upon graduation, offering you the best possible support in making your decision.

The degree programme stands for a generalist business education that provides you with practice-oriented knowledge in the different areas of international business management. With a view beyond the domestic horizon, you will learn how processes function within a company and cover everything from accounting and legal framework conditions to company foundation, location selection and export management. Another focus lies on the economic and political embedding of companies in their national and international environments.

With the unique combination of interdisciplinary business skills and languages, nothing stands between you and your career in international management.

A bachelor programme is an investment in your future, and as a graduate of the programme European Economy and Business Management, you are optimally prepared to successfully master the diverse challenges in companies!



Mag. Albrecht Karlusch MBA Bakk.
Degree programme director

European Economy and Business Management

Bachelor programme I Full-time

What you can expect during your studies

The bachelor programme is optimally tailored towards the current requirements and developments in the world of work and provides you with all the skills and contents relevant to the workplace. As a graduate, you will be able to:

- Analyse and implement international business opportunities.
- Understand the interdisciplinary environment of international developments and implement measures to promote the sustainable development of a company.
- Develop new or modified business models and assist in their implementation.
- Communicate business field decisions to national and international stakeholders.
- Build international relationships and networks.
- Plan and execute international business transactions.

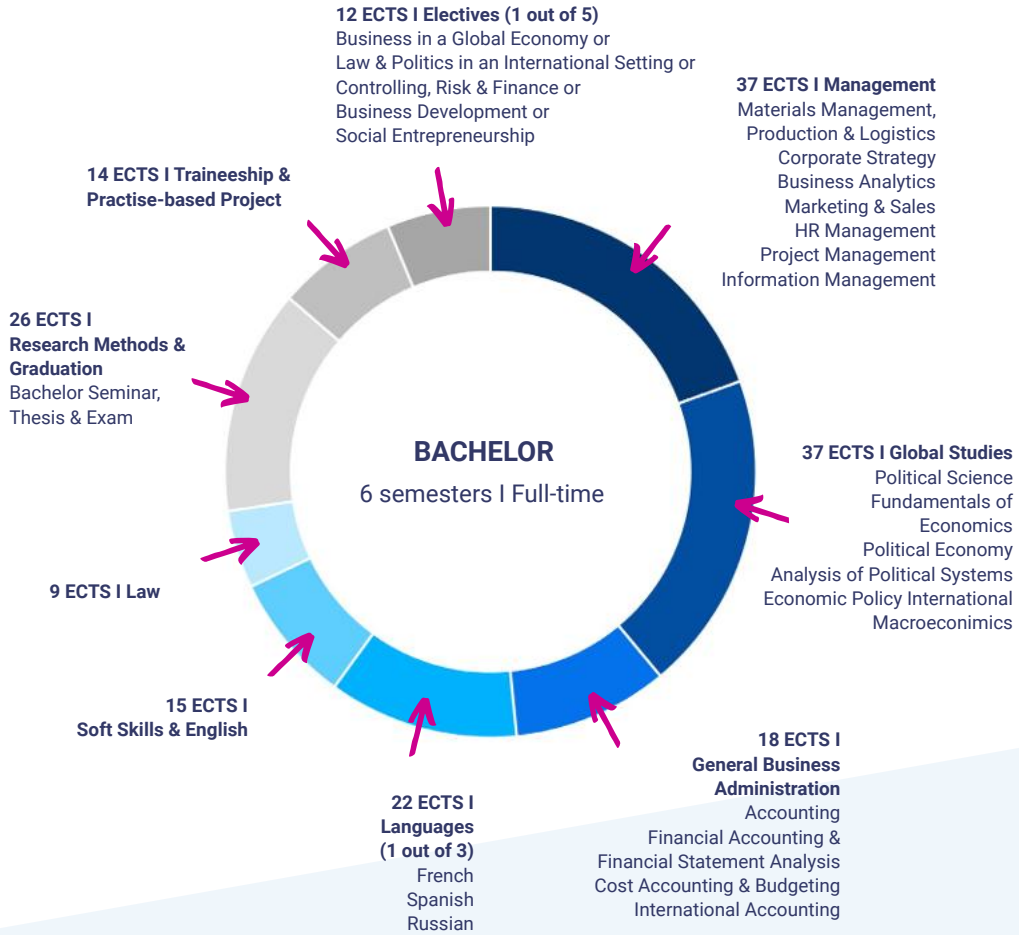
What awaits you after graduation

After completing your studies, a wide range of career opportunities will be open to you:

- Management consultancy
- (International) tax and accounting firms
- Controlling and finance
- Start-ups and company formation
- Export management
- National, European, and international interest groups
- Public sector
- EU institutions, international think tanks

Main focus

The bachelor programme European Economy and Business Management offers you a scientifically sound as well as practice-oriented education at the cutting edge.



Curriculum

1st SEMESTER

Course title	Type of course	Language	Module	ECTS
Study Organisation & Business Skills	UE*	E	**Onboarding & Scientific Methods 1**	1
Business Simulation	UE*	E		1
Teambuilding	UE*	E		1
Mathematics for Management	ILV	E		3
Introduction to Business Administration	ILV	E	**Business Fundamentals 1**	3
Business English 1	UE	E		3
Fundamentals of Accounting	ILV	E	**Business Fundamentals 2**	3
Private Business Law 1	VO	E		3
Introduction to Political Science	ILV	E	**Global Studies – Fundamentals**	3
Fundamentals in Economics	ILV	E		3
French I Spanish I Russian 1	UE	F/S/R	**Communication at Work 1**	6
Total ECTS				**30**

2nd SEMESTER

Course title	Type of course	Language	Module	ECTS
Statistics for Management	ILV	E	**Scientific Methods 2**	3
Business Analytics 1	UE	E		2
Scientific Writing 1: Qualitative Methods	UE	E		1
Materials Management, Production & Logistics	VO	E	**Business Fundamentals 3**	3
Financial Accounting & Statement Analysis	ILV	E		3
Private Business Law 2	UE	E	**Law in a Business Context**	3
Private Business Law 3	VO	E		3
Acting in a Multilevel Governance System	ILV	E	**Global Studies – An Institutional Framework**	3
Political Economy	ILV	E		3
Business English 2	UE	E	**Communication at Work 2**	2
French I Spanish I Russian 2	UE	F/S/R		4
Total ECTS				**30**

3rd SEMESTER

Course title	Type of course	Language	Module	ECTS
Financial Management & Investment Decisions	ILV	E	**Accounting 1**	3
Cost Accounting & Budgeting	ILV	E		3
Scientific Writing 2: Quantitative Methods	UE	E	**Management Methods**	1
Business Analytics 2	UE	E		2
Comparative Analysis of Political Systems	UE	E	**Global Studies – Interdisciplinary Approaches**	2
Policy Analysis in Europe	PS	E		2
Public & European Business Law	VO	E		2
Export Management	ILV	E	**International Management**	3
French I Spanish I Russian 3	UE	F/S/R	**Communication in Business Settings 1**	3
Presentations in Business Settings	UE	E		2
Elective: German Language & Culture or Chinese Language & Culture	UE*	E/D		1
Corporate Strategy	PS	E	**Strategic Management**	3
Marketing	ILV	E	**Management Functions**	3
Total ECTS				**30**

4th SEMESTER

Course title	Type of course	Language	Module	ECTS
Business Analytics 3	UE	E	**Strategic Mangement**	3
HR Management	ILV	E	**Management Functions**	3
Economic Policy	ILV	E	**Applied Global Studies**	4
Global Politics	VO	E		2
French I Spanish I Russian 4	UE	F/S/R	**Communication in Business Settings 2**	3
Meetings & Negotiations	UE	E		2
Field Trip 1	UE*	E		1
Project Management	ILV	E	**Management Methods**	3
Intercultural Managament & Diversity	UE	E	**International Management**	3
Electives (1 out of 5 modules)				
Cost Management	ILV	D	**Controlling, Risk & Finance 1**	3
Company Valuation	ILV	D		3
Internationalisation & Location Theory	ILV	E	**Business in a Global Economy 1**	3
Emerging Market Development	ILV	E		3
Law & Accounting of Corporate Groups	ILV	D	**Law & Politics in an International Setting 1**	3
Criminal Business Law	ILV	D		3
Start-up Management	PS	E	**Business Development 1**	4
Early Stage Financing	UE	E		2
Public, Social & Cooperative Economy	UE	E	**Social Entrepreneurship 1**	2
Sustainability & Profit	UE	E		2
Interest Groups in National & International Governance Regimes	UE	E		2
Total ECTS				**30**

5th SEMESTER

Course title	Type of course	Language	Module	ECTS
Integration Management with ERP Systems	VO	E	**Information Management**	3
Operational Information Systems	VO	E		3
International Accounting	ILV	E	**Accounting 2 & International Relations**	3
Internationale Macroeconomics	ILV	E		3
Bacherlor Thesis (Part 1)	SE	E	**Scientific Focus 1**	5
Scientific Writing 3: Academic Writing	UE	E		1
French I Spanish I Russian 5	UE	F/S/R	**Communication in International Settings 1**	3
Englisch Business Skills for Management	UE	E		2
Global Collaboration & Networking	UE	E		1
Electives (1 out of 5 modules)				
Business Analytics 4	UE	D	**Controlling, Risk & Finance 2**	2
Special Forms of Financing	ILV	D		2
Corporate Risk Management	ILV	D		2
New Work	ILV	E	**Business in a Global Economy 2**	4
European Labour Law	UE	E		2
Politics and the Constitution	ILV	D	**Law & Politics in an International Setting 2**	3
International Politics & Security	ILV	D		3
New Business	ILV	E	**Business Development 2**	2
Business Development Project	PS	E		4
Collaborative Economy	ILV	E	**Social Entrepreneurship 2**	3
Society & Economy	ILV	E		3
Total ECTS				**30**

6th SEMESTER

Course title	Type of course	Language	Module	ECTS
Bachelor Thesis (Part 2) Revision Course for Bachelor Exam	SE UE	E E	**Scientific Focus 2**	4 2
French I Spanish I Russian 6 Career Planning Business Simulation Game Field Trip 2	UE UE* UE* UE*	F/S/R E E	**Communication in International Settings 2**	3 1 1 1
Traineeship			**Traineeship**	12
Bachelor Exam		E	**Bachelor Exam**	6
Total ECTS				**30**

VO: Lecture I ILV: Integrated course I UE: Practical course I UE*: Practical course with low assessment load I SE: Seminar I PS: Project seminar



Highlights

of the degree programme European Economy and Business Management



25% of ECTS points offer focus on sustainability and digital competency



50% of ECTS points offer international focus



Customise your programme: choose from 5 electives and 3 compulsory elective languages





To further emphasize the internationality of my studies, I completed a semester abroad in the beautiful French city of Lyon.

During my stay, I was not only able to significantly improve my language skills, but also discover the region and its local cuisine through joint activities with other students, thereby making friends for life.



Annemarie Farkas, BA
Graduate and Junior Marketing Manager, MM Group

Experience internationality

University of Applied Sciences for Business & Society cooperates with more than 80 partner universities all over the world. Our international network results in many joint projects and an intensive exchange of lecturers and students.

A stay abroad offers you the unique opportunity to make international contacts, hone your foreign language skills, get to know other cultures, and develop professionally and personally. In addition, gaining international experience opens up a wide range of career opportunities for you.

Options for your stay abroad

You can take advantage of our long-term mobility programmes (semester or traineeship abroad) and short-term mobility programmes (International Bachelor Weeks, summer schools). During the short-term mobilities, you will spend one to several weeks at one of our partner universities and have the opportunity to receive inspiring input from experts in workshops and lectures and work together in intercultural teams.

APPLICATION DEADLINE
For semester abroad in the summer semester: 15 september

SHORT-TERM & LONG-TERM MOBILITY OFFERS
Semester abroad or traineeship abroad
International Bachelor Weeks
Summer schools

PARTNER UNIVERSITIES
e.g. in Canada, Chile, China, Japan, Mexico, Malaysia, Peru, Spain, France, UK, Finland, Norway, Turkey & Ireland

STAY ABROAD
in 4th semester



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Studying at UAS for Business & Society

Admission requirements

If you meet one of these admission requirements for the bachelor programme, nothing more stands in the way of your application:

- Austrian secondary school-leaving certificate („Matura“) **or**
- Vocational matriculation qualification (“Berufsreifeprüfung”) **or**
- University entrance qualification exam (“Studienberechtigungsprüfung”) for social and business studies **or**
- A foreign certificate that is equivalent to one of these Austrian certificates **or**
- Completion of a relevant apprenticeship or a relevant school for intermediate vocational education plus supplementary exams in English and mathematics.

For this degree programmes you require English CEFR-competence **level C1**. German language competence is not necessary for this programme.

Your application in 6 steps

1. Check the application deadlines
   Start of application period: 1 October
2. Register on our online application portal
3. Receive your personal access code via email
4. Select your desired degree programme (several are also possible)
5. Fill in the required fields and upload all mandatory documents
6. Submit your application

Admission test for your desired degree programme

The admission test for bachelor programmes consists of the following test sections: reading comprehension, English, maths, business administration and a degree programme-specific part. The test takes place online between March and June. As soon as we have checked your application and you meet the admission requirements, we will invite you to the admission test via email. From the date of the email onwards, you will have seven days to book your test date yourself via the application portal. From the end of January/ beginning of February, preparation materials for the admission test will be available on our website, which you can use to prepare yourself optimally.

In the guide „Application and admission“ we give you a comprehensive overview of the admission procedure at our UAS – from your registration on the application portal to the admission to your chosen degree programme.

APPLY NOW

7 good reasons

for studying at University of Applied Sciences for Business & Society

1 Practical focus

Close ties with companies and lecturers from the economy

2 Innovative

Outstanding academic expertise

3 Compatible with employment

Specially timetabled and online courses

4 Forward-looking

Cutting-edge degree programmes

5 International

Part of a worldwide network

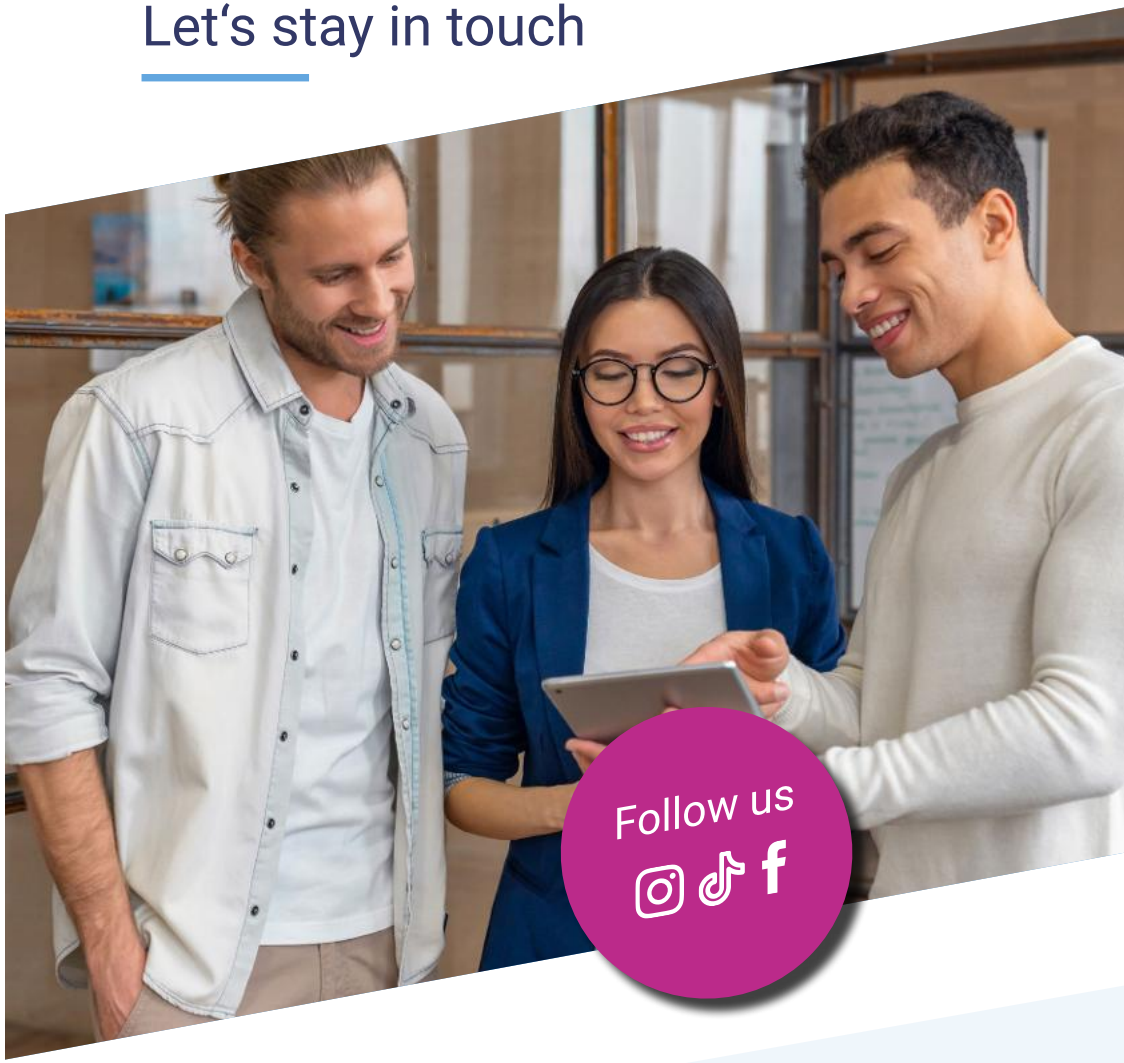
6 People-centered

Small, motivated groups and supportive teaching staff

7 Top location

In the heart of Vienna, the most liveable city in the world

Let‘s stay in touch



instagram.com/hwg.wien
tiktok.com/@hwg.wien
facebook.com/hochschulefuerwirtschaftundgesellschaft

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European Economy and Business Management

At a glance

DEGREE
Bachelor of Arts in Business (BA)

COURSE LANGUAGE
English

DURATION OF STUDIES
6 semesters I 180 ECTS

STUDY PLACES
Full-time: 40

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Study programme coordinator
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STUDY LOCATION
Campus Wohlmutstrasse
1020 Vienna

STUDY TIMES
Full-time: Monday to Friday during the day

TUITION FEES
€ 363.36 per semester
(+ student union fee)

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