

THE UNIVERSITY OF APPLIED SCIENCES

Study Guide

European Economy
and Business Management
FH-Bachelorstudiengang



Study Guide

European Economy and Business Management

DURATION: 6 semesters

DEGREE:
Bachelor of Arts in Business

LANGUAGE:
English

APPLICATION DEADLINE

Full-time programme:
Mai 15

Applicants outside the EU:
March 15

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corporate sponsors

262

collaborating partners

Full-time and

part-time study programmes

5,749

8 undergraduate programmes | 6 graduate programmes

graduates

1,979 STUDENTS

Degree programmes in English language

1 undergraduate | 3 graduate

76 international
partner universities

Tuition fee
per semester
Euro 363,63
+ Austrian Students
union fee

Study goals

Increased globalisation and the process of European integration result in new challenges for all actors in the global economy. In order to be successful in an international and increasingly connected European economic area, students of the BA study course “European Economy and Business Management” (EWUF) will receive an **economic education** focused on international questions. Students will also receive basic knowledge of the **process of European** integration and enjoy solid **foreign language training**.

The fact that FH study programmes have a strong professional/practical focus has often resulted in a relatively narrow spectrum of subjects taught. This fact is increasingly recognised as a restricting factor for the **graduates’ professional flexibility**. In comparison with university graduates, FH graduates are considered to have a thorough education in a specific field – such as marketing or logistics – which makes them well-trained specialists in said field; they do, however, lack comprehensive economic training in other areas – something that

many large companies consider indispensable for executive positions.

Additionally, the present labour market situation is not favourable and it is difficult for graduates to find work in other professional fields. For this reason, the EWUF bachelor programme aims at providing a **general and interdisciplinary economic education** where the different subjects contained in the curriculum (management skills, legal knowledge, political knowledge, foreign language skills etc.) complement each other in a practice-oriented way, enabling the development of core competences relevant in the professional field.

In this context “generalist” does not mean to know everything but to “comprehend the whole” and to possess the competences to autonomously acquire the specialist knowledge needed at a later point, based on a solid foundation. The second half of the BA study programme offers a **practice-oriented specialisation topic** (European Business Management or the elective Modul Black Sea Region) that enables the achievement of two goals: first, to give the students the experience that acquiring in-depth knowledge of a topic is both instructive and necessary, and, second, to facilitate the transition from student to professional.

General study conditions

Admission criteria

- School-leaving exams (Austrian and foreign equivalent)
- Completed secondary vocational school
- Restricted study qualification for social and economic studies
- Completion of a relevant apprenticeship, vocational secondary school or German certificate for admission to a University of Applied Sciences (Fachhochschulreife) – certificates for additional examinations for English and mathematics must be produced.

In individual cases the Study Programme Director will decide on crediting of courses/certificates.

Admission process

The deadline for **online applications** is on 15 May (admission deadline for applicants from outside the European Union: 15 March due to visa restrictions)

The **admission process** is composed of an online application (see above), a circa 15-minute **structured interview**, and a 60-minute **multiple choice test**.

Receipt of applications will be confirmed by the University of Applied Sciences in writing. Subsequently the applicants are given a date for the interview and the written multiple choice test. The interviews commence at the end of March and should be done by mid-June. The multiple choice test contains questions on the European Union, tests maths and English language skills. The literature for the EU part of the MC test is published on the FH's website in February.

Lateral entry options

The BA study programme EWUF gives graduates of a higher secondary vocational college (= BHS) the possibility for lateral entry in the 3rd term. Such a lateral entry would lead to a shortening of the duration of study and is possible under the following circumstances:

- sufficient number of free study places in the 3rd term
- written request for lateral entry to the 3rd term
- cooperation agreement between the study programme and the respective BHS
- school-leaving certificate with a grade in English and one of the following foreign languages: Spanish, French or Russian
- successful completion of an oral (English, second foreign language) and a written (business administration, economics, political sciences, jurisprudence) test based on a fixed list of literature (around 600 pages of material).

Preparation week

During the last week before the beginning of the 1st term (part-time), new students have the option of attending several courses within the framework of the preparation week, the aims of the courses being:

- to give those students who have not participated in any sort of lectures (school, studies, seminars etc.) for a longer period of time the option to **become acclimatised to regular university operation.**
- to give those students who possess little or no knowledge in subjects that constitute main points of the programme (e.g. accounting, political sciences etc.) the option to acquire **basic knowledge of these compulsory subjects** in order to facilitate the start on the subjects during regular university operation. Students may attend these **courses** on a voluntary basis, the courses are free of charge.

The following courses are offered:

- Introduction to accounting
- Fundamentals of statistics
- Fundamentals of maths

Applicants will receive more detailed information on the preparation week in the course of their interviews.

Time requirements and duration of study

Full time programme:

- 21 to 23 hours/week
- ca. 15 weeks/term
- winter term: beginning of October to end of January
- summer term: beginning of March to end of June
- courses take place from Monday to Friday during the day (8:45 am - 5:05 pm)

Core competences and programme structure

Core competences of the study programme

The abovementioned description of the occupational profile of EWUF graduates can be broken down into the following **professional core competences** of the study programme:

- international management and commercial law
- European studies and
- foreign languages

The thematic area “**International Management and Commercial law**” contains competences in the following subjects: intercultural management, exports management, international marketing, international consolidated accounting, European and public economic law, international tax law etc.

The core competence “**European Studies**” is made up of the following contents: EU institutions and political fields, political system in Central and Eastern Europe, European economic policy, business development in Austria and the EU etc.

The core competence “**foreign languages**” is made up of the following contents: English business communication, French business communication OR

Spanish business communication OR Russian business communication (elective language).

The study programme is rounded off by **personality building subjects** such as “presenting” and “negotiation”. The importance such soft skills have for a successful professional career path is emphasised by personnel managers and personnel consultants alike.

The core competence “European integration” serves to **differentiate** the study programme from other economic BA study programmes with a focus on “international management”. As a result, EWUF positions itself as “**the**” **Europe-focused study programme** in Austria. Additionally, the (rare) part-time form, the high intensity of foreign language training and the wide array of subjects taught (business administration, management science, economics, jurisprudence, political science, information systems etc.) also differentiate the study programme from other economic BA programmes with a focus on “international management”.

Programme structure

1st to 3rd term

Grundstudium

4th term

The elective module “Black Sea Region” with a focus on the Black Sea Region can be attended.
Practice oriented specialisation topic

5th term

During the 5th term the first bachelor thesis on a business administration topic is written in the form of a seminar paper.

6th term

During the final 6th term, the following tasks must be completed positively:

- completion of an **internship** (in case the student works in a relevant field, they may not need to do an internship); students may be assisted by an employee of the study programme in their search for a suitable internship;
- **second bachelor thesis** within the framework of a seminar
- passing of an oral **bachelor exam**, students are prepared optimally in the course of repetition courses
- the awarding of the bachelor diplomas takes place within the framework of an **academic ceremony** at the University of Applied Sciences BFI Vienna.

Types of classes

Lectures (VO)

- have the goal of systematically presenting a subject or interdisciplinary connections of several fields and impart the necessary knowledge.

Integrated classes (ILV)

- are made up of a lecture part where knowledge is imparted, an exercise part where the knowledge is applied and deepened. The integrative character where lecture and exercise are combined guarantees ideal practical implementation of acquired knowledge in concrete assignments.

Exercises (UE)

- IT-applications, personality development and English are mostly taught in exercises in order to guarantee maximum applicability. The exercises are supposed to help deepen and/or apply knowledge that was acquired

in the course of the exercise itself, during earlier classes, self-study or in daily business. Students are motivated to work out and discuss independent solutions.

Seminars (SE)

- aim at processing relevant and topical subject matters in a scientific way, with special emphasis on the present state of science.

Internship:

- The students must complete their internship during the 6th term.

Project Seminar (PS)

- Similar to tutorials, project seminars focus in particular on the practical application of acquired knowledge. Students will be obliged to develop and discuss their own approaches to solving issues within operational practice.

Curriculum-overview

Module	Course Titel	Sem.	Type	SWS	ECTS
Fundamentals of Management	Introduction to Business Administration	1	ILV	2	3
	Business Simulation	1	UE*	1.3	1
	Business Computing	1	UE	1.3	2
Financial Accounting	Fundamentals of Accounting	1	ILV	2	3
	Financial Accounting and Financial Statement Analysis	2	ILV	2	3
Privat Law	Civil Law	1	ILV	2	3
	Corporate Law	2	ILV	2	3
International and European Studies 1 – fundamentals	Political Science	1	VO	2	3
	Micro- and Macroeconomics	2	VO	2	3
English	English Communication advanced	1	UE	2	3
Second Language 1	French 1 / Spanish 1 / Russian 1	1	UE	5.3	6
Mathematics and Statistics	Mathematics & Statistics 1	1	ILV	2	3
	Mathematics & Statistics 2	2	ILV	2	3
Skills	Time Management, Working and Learning Techniques	1	UE*	1.3	1
	Presentation and Moderation	1	UE*	2	2
	Negotiations Management	2	UE*	1.3	2
	Basics of Scientific Writing	2	UE*	1.3	1

Module	Course Titel	Sem.	Type	SWS	ECTS
Operative Management	Supply Chain, Logistics and Operations Management	2	ILV	2	3
	Marketing and Distribution	3	ILV	2	3
Labour Law and Social Protection	Labour Law and Social Protection	2	VO	1.3	2
International and European Studies 2 – policy implications	EU Politics	2	VO	2	3
	Internat. Institutions, Organisations and Relations	2	ILV	2	3
	Political Economy and Economic History	3	ILV	2	3
Second Language 2	French 2 / Spanish 2 / Russian 2	2	UE	4	4
Strategic Management	Corporate Strategy	3	PS	2	3
	HR-Management and Structure	3	ILV	2	3
Corporate Accounting	Company Taxation	3	ILV	2	3
	Spreadsheet analysis for a accounting related topics	4	UE	2	3
Managerial Accounting	Financial management and investment decisions	3	ILV	2	3
	Cost Accounting and Controlling	3	ILV	2	3
International and European Studies 3 – current issues	Interdisciplinary analysis of EU Politics	3	UE	1.3	2
	Comparative Politics: Political Systems in Western Europe	3	UE	1.3	2
	Comparative Politics: Political Systems in Central and Eastern Europe	4	VO	1.3	2
Emerging Markets	Development of Emerging Markets	3	VO	1.3	2
	Current Issues of New Markets	4	ILV	2.7	4
Second Language 3	French 3 / Spanish 3 / Russian 3	3	UE	2.7	3
	French 4 / Spanish 4 / Russian 4	4	UE	2.7	3

Module	Course Titel	Sem.	Type	SWS	ECTS
International Management	Export Management	4	ILV	2	3
	Intercultural Management	4	ILV	2	3
International and European Studies 4 – policy implementations	Economic Policies	4	ILV	2.7	4
	Business Subsidies and Grants in Austria and the EU	4	ILV	1.3	2
European Management 1	European Union Economics	4	ILV	2	3
	Internationalisation and Location Theory	4	ILV	2	3
Information Management	Integration Management with SAP	5	UE	2	3
	Optional Information Systems	5	VO	2	3
European Management International Focus BSR	Interdisciplinary approaches to the Black Sea Region (BSR)	4	VO	1,3	2
	The Black Sea Region from a Business Perspective	4	ILV	1,3	2
	Field Trip to the BSR	4	UE*	2	2
International and European Studies 5 – business framework	International Accounting	5	ILV	2	3
	European and Public Business Law	5	VO	2	3
Second Language 4	French 5 / Spanish 5 / Russian 5	5	UE	2	3
	French 6 / Spanish 6 / Russian 6	6	UE	2	3
Methods of Management	Project Management	5	ILV	2	3
	Public Management	5	UE	2	3
European Management 2	Seminar: European Management	5	SE	1.3	5
	Revision Course for the Bachelor Degree Examination	6	UE*	1.3	1

Module	Course Titel	Sem.	Type	SWS	ECTS
European Management 3	International Politics and the EU	5	VO	1.3	2
	Special topics on European and Public Law	5	UE	1.3	2
	Business Planning Game	6	UE*	1.3	1
	Career Planning and Work-Life-Balance	6	UE*	1.3	1
International and European Studies 6 – research seminar	Seminar: European Economy	6	SE	1.3	5
	Excursion	6	UE	1.3	1
	Internship	6			12
	Bachelor Examination	6			6

Abbreviations (in German):

- ECTS ECTS Credits
- ILV Integrated Class
- LVA Course
- PS Project seminar
- SE Seminar
- SWS weekly hour(s) per semester
- UE Practice class
- UE* Practice class with limited amount of work for students
- VO Lecture

Professional fields and career prospects

The EWUF BA study programme's primary goal is to impart sufficient knowledge and skills so the graduates can take over diverse management positions (e.g. exports management, finance management, marketing management, HR management, project management etc.) in large companies with a strong international focus (e.g. companies with foreign subsidiaries, companies with a high export ratio etc.). EWUF BA graduates can also take on diverse management positions in non-profit organisations (chamber of commerce, employee representation, umbrella organisations, NGOs etc.) and the national public administration (fiscal administration, court of auditors etc.). Due to their profound knowledge of the process of European integration, they also make suitable candidates for positions in the EU administration in Brussels.

Thanks to a solid business and legal education, EWUF BA graduates can also take on positions as

business consultants (e.g. rating consultancy, tax consultancy, funding consultancy etc.).

Last but not least EWUF graduates can become self-employed, where their practical professional experience and their capability to analyse interdisciplinary contexts will be very useful. Said capability as we see it means our BA graduates have the ability to observe and analyse issues that may arise in a company from the viewpoints of different scientific disciplines and consequently come up with innovative solutions.

As a result of the linguistic and intercultural competences that are acquired during the course of their studies, EWUF BA graduates can assume management positions in other European countries, i.e. professional flexibility is given not only with respect to the tasks but also with respect to their workplace. Resulting from the abovementioned reflections on

the professional fields, the following potential employers for EWUF graduates can be deducted:

- Austrian and foreign company headquarters;
- Austrian companies with a high export ratio;
- Austrian and foreign subsidiaries of international company groups;
- international auditing companies and investment banks;
- other international consultancies (lobbying agencies, rating agencies etc.);
- public service (ministries, fiscal administration, court of auditors etc.);
- EU administration (EU Commission etc.);
- international organisations (OECD etc.);
- advocacy groups (chamber of commerce, employee representation, umbrella organisations etc.)
- other non-profit organisations (political parties, NGOs etc.)
- innovative start-up companies
- etc.

Listed below are several examples of tasks an EWUF BA graduated might fulfil in an internationally focused company:

- handling and planning export transactions including their cover
- economic analyses for the choice of ideal foreign market entry and foreign market cultivation strategies
- selecting international procurement sources (global sourcing) and preparing make-or-buy decisions
- conceiving an international communication policy while taking into account intercultural specifics
- planning and handling of personnel deployment to foreign countries
- applying for EU funding for international projects and leading such projects
- preparing the setting of transfer prices between connected companies

International offer at the FH BFI Vienna

Study and work abroad

Our international network comprises more than 70 partner universities from St. Petersburg to Istanbul and from Cadiz in Spain to Valparaíso. Students who go abroad for a term are exempt from paying tuition fees.

European mobility is supported through the Erasmus exchange programme with monthly scholarships. During a 1-2 term long stay abroad our students can expand their intercultural competences, foreign language skills, career chances as well as their personal horizon.

Depending on the study programme and the type of programme in the respective country there also is the possibility of a double degree or joint degree where not only an Austrian degree can be obtained but an academic degree in the host country, too – in roughly the same study time. Additionally, FH students have the possibility to complete an internship abroad which is also funded by the Erasmus programme.

International experiences at the FH BFI Vienna

For part time students who are unable to go abroad for a lengthy period of time, the FH BFI Vienna has a comprehensive offer for making international experiences.

Shorter mobility options within the framework of international weeks and excursions pose an interesting alternative to classic terms abroad and they are offered in both the bachelor and the master programmes. Students also have the option of attending an international week at the FH or at one of our numerous partner universities across Europe. Lectures by international experts, company excursions, learning and teaching in international teams as well as an exciting cultural and social framework programme make this educational offer a special international and intercultural learning experience.

Curricula with international contents are the ideal preparation for acting in an international work environment and society. Numerous guest lecturers from our partner universities ensure intense transfer of know-how.

Our buddy system offers a special option of connecting with international students where FH students tutor one or more foreign exchange students and profit personally and linguistically.

Get your language skills certified: In cooperation with the Russian and the French cultural institutes and the Instituto Cervantes our students can get language certificates for different levels.

Outlook on the master programme

Following the bachelor programme, the three-semester master programme can be done. Within the framework of the programme the skills and competences acquired during the bachelor programme are deepened and complemented. The master programme is finished with a master thesis and an oral master examination.

The programme structure is as follows:

Module	Course Title	Sem.	Type	SWS	ECTS
Business Law	Capital Market Law	1	ILV	2	3
	International Contract Management	1	ILV	1	2
	International Fiscal Law	2	ILV	1,5	3
Business Management 1	Corporate Governance	1	VO	1	2
	Value-Based Management	2	ILV	1,5	3
	Quantitative Business Administration	1	ILV	2	4
International Management	International Accounting	1	ILV	2	3
	International Management	1	ILV	2	3
	International Marketing	1	ILV	1,5	3
English	Business English Advanced 1	1	UE	1,5	3
	Business English Advanced 2	2	UE	1,5	3
Compulsory Elective Languages	French 1 / Spanish 1 / Russian 1	1	ILV	2	4
	French 2 / Spanish 2 / Russian 2	2	UE	2	4
Business Management 2	HR Management, Personnel Development and Change Management	3	PS	2	4
	Innovation Management	2	UE	1	2
	Investor Relations	3	ILV	1	2
	Regional European Economics and Disparities	2	ILV	1,5	2

Module	Course Title	Sem.	Type	SWS	ECTS
Scientific Methodology	Academic Research: Empirical Studies and Methodology	2	UE	1	2
International Relations	International Economics & European Relations	2	ILV	1,5	3
	Fundamentals of Economics	2	VO	1	2
	International Politics	2	ILV	1,5	3
	European Integration	3	UE	2	2
Personality Development	Conflict Management and Mediation	1	UE*	1,5	2
	Public Affairs	3	UE	1	2
Coaching	Integrated Business Management	1	UE*	1	1
	Workshop for Graduates	3	UE*	1	1
	Revision Course for the Final Examination	3	UE*	2	2
Master Thesis and Final Examination	Master Thesis	2			3
	Master Thesis	3			12
	Final Examination	3			5

Detailed course information (course goals, course contents, types of classes, literature, lecturers etc.) can be downloaded via the FH BFI Vienna's website (<http://www.fh-vie.ac.at> www.fh-vie.ac.at) in the section "ECTS".

Abkürzungen:	ECTS	ECTS Credits
	ILV	Integrated Class
	LVA	Course
	PS	Projektseminar
	SE	Seminar
	SWS	Weekly hours per semester
	UE	Practice class
	UE*	Practice class with limited amount of work for students
	VO	Lecture

Rights and obligations for students, costs

Rights

- Use of the teaching and research facilities of the Bachelor Programme
- To demand the observance of the class schedule, examination regulations and agreement for the studies
- To point at the violation of duties by members of the teaching staff and request the correction of the deficiencies
- Evaluation of the courses and instructors
- Active and passive voting rights for the student council

Obligations

- To observe the agreement for the studies
- To attend the classes (compulsory attendance) and to participate in the studies in accordance with the class schedule and the examination regulations
- To study in the groups to which they are assigned
- To sit exams at the first examination date offered in each case (exception only with the consent of the Director of the Programme)
- To observe the instructions of the supervisors during the examinations
- To observe the regulations on the use of teaching and research facilities
- To observe the security instructions and the corresponding requests of the staff responsible for the security

Costs

- Costs for teaching material (books, scripts, etc.)
- Tuition fee € 363,36 pro semester, to be paid before the beginning of the semester
- The Austrian Students Union fee has to be paid each semester Study

How to find us

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Admin Office – opening hours:

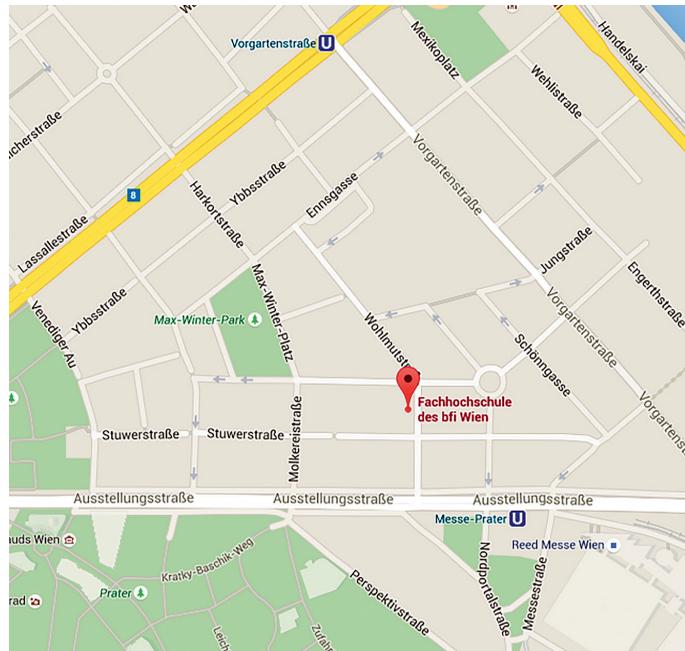
Mondays - Fridays 8.00 a.m. – 7.00 p.m.
Saturdays 8.00 a.m. – 12.00 noon

How to reach us by public transport:

Underground metro line: U2 – Messe/
Prater Station, Staircase exit: Prater –
3 minutes on foot, U1 – Vorgartenstraße
Station, Staircase exit: Radingergasse –
7 minutes on foot

By car:

From Praterstern: Ausstellungsstraße,
take the 4th side street on the
left – Wohlmutstraße. From Handel-
skai: Machstraße, Elderschplatz,
Ausstellungsstraße, take the 4th side
street – Wohlmutstraße



© Google Maps 2015

By bicycle:

From Praterstern:
Ausstellungsstraße (bike path),
take the 4th side street on the left –
Wohlmutstraße. Alternatively: take
the bike path through Venediger Au
Park, go straight ahead to Stauer-
straße until Wohlmutstraße

For your directions
to 1020 Vienna:



Contact

Up-to-date information is available on the FH BFI Vienna homepage (www.fh-vie.ac.at)
the master programme please feel free to
contact the following people in charge and/or arrange for a counselling interview:

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