

BACHELOR'S DEGREE PROGRAM

# INTERNATIONAL BUSINESS ADMINISTRATION.



Globally connected cycles. World-wide networking and cross-border action. Understanding business practices and honing intercultural skills. Study International Business Administration and acquire expertise to become an experienced professional.

**JYU**

BUSINESS  
SCHOOL

# International Business Administration.

Taught entirely in English, the new Bachelor's degree program International Business Administration offered by the JKU Business School prepares you to pursue a career at an international company either in Austria or abroad. The program not only provides you with an insightful overview of a company's business activities, but also helps you hone your managerial skills so you can work effectively as part of an intercultural team.

You will learn just how important core areas of business administration are, ranging from finance, accounting, and tax management to management and marketing, digitalization, and supply chain management.

In addition, students take classes in economics, mathematics/statistics, research methods, social skills, international law, are required to learn a second language (entry level B1).

## YOUR BENEFITS

The program is taught entirely in English.

Studying abroad for a semester (or a year) is mandatory part of the program.

The JKU campus facilitates international and interdisciplinary exchange. You meet fellow students and professors from a wide range of countries.



# Educational Objectives and Career Prospects.

## What You Will Learn

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You acquire skills inherent to internationally active experts in business, such as being a creative problem-solver in regard to intercultural issues. Among other things, you will learn about:

- The criteria used for finance and investment decisions at international companies.
- How a company maximizes the use of human resources and equipment in an international context.
- Estimating digitalization factors and using operational information systems.
- Foundations to conduct academic work, mathematics, statistics, an introduction to research methods and how to conduct academic work, gender and diversity.
- A second language is mandatory. Current options include German, Italian, French or Spanish. The entry level is B1.
- Social skills, including presentation skills and working effectively as part of a multicultural team.

## Career Prospects

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Graduates of the International Business Administration program at the JKU are qualified to pursue a career at, for example, large international and multinational companies as well as at organizations (NPOs, NGOs). Your educational background trains you as a specialist, able to fulfill different functional tasks at a company such as:

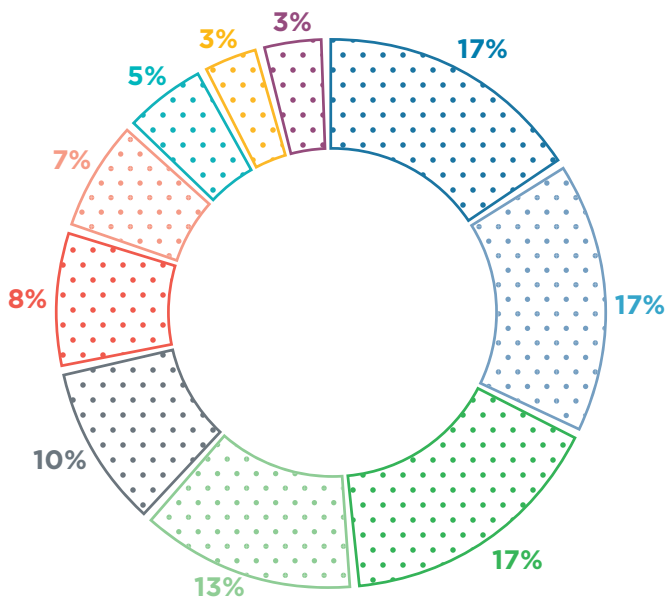
- International Marketing
- International Brand Management/Product Management
- Sales and Export Management
- International Human Resource Management
- Finance and Accounting at International Companies
- International Supply Chain Management
- Academic Career



# Bachelor's Degree Program.

## Recommended Study Plan

As part of the Bachelor's degree program in International Business Administration, students are required to complete courses totaling 180 ECTS credits in the following areas:



- International Finance, Accounting & Taxation
- International Management & Marketing
- Digitalization & Supply Chain Management
- Economics
- Free Electives
- Research Methods & Bachelor's Thesis
- Second International Language
- Social Skills
- Law
- Mathematics & Statistics

### KEY FACTS

#### Degree

Bachelor of Science (BSc)

#### Duration

6 semesters

#### ECTS

180 credits

#### Language

English (Level C1)

#### Location

Linz + mandatory semester abroad

#### Program

Full-Time

See: [jku.at/ba-iba](http://jku.at/ba-iba), the curriculum, or visit the Student Information and Advising Services (SIBS) for detailed information.

## Advanced Degrees at the JKU

- Master's Degree Economic and Business Analytics
- Master's Degree Finance and Accounting\*
- Master's Degree Global Business
- Master's Degree General Management Double Degree I ESC Troyes - JKU Linz
- Master's Degree General Management Double Degree I STUST Tainan - JKU Linz
- Master's Degree Leading Innovative Organizations
- Master's Degree Management
- Master's Degree Civic Studies\*
- Master's Degree Business Informatics\*

\* German-language program

# Getting Started.

## Admission Requirements

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Admission to the Bachelor's degree program is contingent upon:

- Holding general higher education entrance qualifications (such as an Austrian „Matura“ diploma, or passing the University Enrollment Eligibility Examination), etc.
- Providing proof of language proficiency (Level C1 in English) if your first language is not the program language.

Admissions Procedure: Applicants are required to complete an admissions procedure in order to be eligible to enroll in the program. See: [jku.at/ba-iba](http://jku.at/ba-iba) for additional information.

## Additional Information

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The JKU provides academic advising and counseling services to help you choose a major that is right for you. See: [jku.at/study-for-a-day](http://jku.at/study-for-a-day) and [jku.at/campus-tours](http://jku.at/campus-tours) for details and information.

**PROGRAM  
MANAGEMENT**

**Marcel Mrotzek B.A.**

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[jku.at/ba-iba](http://jku.at/ba-iba)**

## The JKU in a Nutshell

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Over 25,000 students are enrolled at the JKU, making it Upper Austria's largest institution for research and higher-level education. Students can choose from around 100 academic degree programs in law, business, economics, social sciences, engineering and natural sciences, computer sciences, education, art x science, digitalization, and medicine. You benefit from a unique campus environment and a low student-to-faculty ratio.

## General Information

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### STUDENT INFORMATION AND ADVISING SERVICES (SIBS)

Bank Building  
P +43 732 2468 2030  
[studium@jku.at](mailto:studium@jku.at)  
[jku.at/sibs](http://jku.at/sibs)

### ADMISSIONS OFFICE

Bank Building  
P +43 732 2468 2010  
[admission@jku.at](mailto:admission@jku.at)  
[jku.at/admission](http://jku.at/admission)

### INTERNATIONAL WELCOME CENTER

Bank Building  
P +43 732 2468 3050  
[jku.at/iwc](http://jku.at/iwc)  
[international@jku.at](mailto:international@jku.at)

## **JOHANNES KEPLER UNIVERSITY LINZ**

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### **Social Media**

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- 🌐 [linkedin.com/school/jkulinz](https://www.linkedin.com/school/jkulinz)
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