Bachelor
International Business Administration.

Program Director: Prof. Michael Tumpel
Program Manager: Mag. a Claudia Buchinger

Welcome to the JKU Business School.
Programm Director & Programm Manager.

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Topics.

• JKU Linz and JKU Business School
• Information about **BSc International Business Administration**
  ◦ Special features
  ◦ Program structure
  ◦ Program content
  ◦ Mandatory semester abroad
  ◦ Career prospects
• Admissions procedure
• Contact
• Questions?
JKU Linz and the JKU Business School.
The JKU Linz Campus: A Meeting Point and Space to Unwind.
**JKU Linz. Facts & Figures.**

- 25,600+ Registered studies
- ~175 professors at 120 institutes
- 100+ Academic degree programs, 4 faculties and 4 schools
- ~€ 497 million Budget for the 2019–2021 performance agreement period
- ~3,800 employees
- 364,000 m² of space
When it comes to the extracurriculars, we believe sports, food, and recreation bring our ‘university family’ together. The university features a café, sporting a unique atmosphere and green spaces to give your thoughts free rein to all of the possibilities. Whether playing soccer or enjoying a cup of coffee – the day is yours.
JKU: Space for New Things

The JKU campus is continually growing and evolving, becoming a place where students, employees, local residents, and the local business community can come together and communicate. See our website for detailed information about current campus enhancement plans.

FUN FACT

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JKU Linz – JKU Business School (BUS).

- **Regionally** embedded academic hub with an **international** focus
  - JKU Linz = campus university
  - Upper Austria = No. 1 business location in Austria

- **Broad** education, **companies** are brought closer together and **connections** between the different fields are conveyed

- **Transfer of know-how** in order to profitably use leading topics of our time - such as **digitalization** and **sustainability** - and to understand complex issues

- **Interdisciplinary** learning and research: promoting the ability to think outside the box and in a **networked** manner

- Top supervision relationship between **professors** and **students**
BUS Program-portfolio.

Bachelor's Degree Programs
• Business Administration
• Business Informatics
• International Business Administration

Master's Degree Programs
• Business Informatics
• Economic and Business Analytics
• Finance and Accounting
• General Management Double Degree (ESC Troyes, STUST Tainen)
• Global Business (ACT, TROIKA, PAC)
• Leading Innovative Organizations
• Management

The BUS offers a wide range of programs!
Infos about BSc International Business Administration.

Special Features, Program Structure, Program Content, Career Prospects.
Special features of the BSc International Business Administration.

“Globally connected cycles. World-wide networking and cross-border action. Understanding business practices and honing intercultural skills.”

• International Focus!
• Clearly structured program
• Entirely taught in English
• Mandatory semester abroad

• Degree: Bachelor of Science (BSc)
• ECTS: 180 ECTS credits
• Duration: 3 years
IBA Structure.

- International Finance, Accounting & Taxation
- International Management & Marketing
- Digitalization & Supply Chain Management
- Economics
- Free Electives
- Research Methods & Bachelor Thesis
- 2nd foreign Language
- Social Skills
- Law
- Mathematics & Statistics

180 ECTS credits

1 ECTS: about 25 h workload / semester
Program Content – Core Subject 1/3: International Finance, Accounting and Taxation.

- KS Basics of International Financial Reporting and Perspectives on Digitalization (StEOP)
- KS Cost and Management Accounting
- KS Fundamentals of Financial Management
- KS Basics of Business Taxation
- KS Auditing of Multinational Firms
- IK Management Control
- IK Reporting in International Corporations
- IK International Business Taxation
- KS International Investments
- IK Corporate Governance

30 ECTS
Program Content – Core Subject 2/3: International Management and Marketing.

- KS Introduction to Strategy & International Management
- IK Basics in International Business & Market Entry
- KS Introduction to International Marketing
- IK International Marketing Cases
- KS Introduction to Leadership and Change
- IK Special Topics in Leadership and Change
- KS Introduction to Organization
- IK Organization Theory and Behavior
- SE Cross-Cultural Management
- IK Special Topics in International Management
Program Content – Core Subject 3/3: Digitalization and Supply Chain Management.

- KS Supply Chain Fundamentals (StEOP)
- KS Technical and methodological Foundations of Digitization
- VL+UE Introduction to Software Development with Python
- VL+UE Management of Digitization and Use of Business Information Systems
- KS Operations and Supply Chain Management
- KS Social Impacts of Digitalization and Supply Chain Management
- KS Business Impacts of Digitalization and Supply Chain Management

30 ECTS
Program Content.

• Economics

• Free Electives: recommended for semester abroad

• Research Methods and Bachelor Thesis

• 2\textsuperscript{nd} Language: German/Spanish/French/Italian - Level B1!

• Social Skills and Gender & Diversity

• International Business Law

• Mathematics / Statistics
Studies Introduction and Orientation Phase (StEOP).

StEOP provides an overview of the program mandatory courses that must be taken and passed at the beginning. Before completing StEOP, limited number of courses can be taken.

StEOP: (out of the three core subjects)
- Basics of International Financial Reporting and Perspectives on Digitalization
- Introduction to Strategy & International Management
- Supply Chain Fundamentals
Mandatory Semester Abroad.

• Over 200 partner universities all over the world!
• The requirements must be met by the beginning of the stay abroad:
  ◦ 40 ECTS and successful StEOP

• What can be completed abroad?
  ◦ All courses in the program with the exception of the StEOP and the Bachelor Colloquium
  ◦ Min. 12 ECTS – max. 60 ECTS

• Special info events
Career Prospects.

• International Marketing
• International Brand/Product Management
• Sales and Export Management
• Finance and Accounting at International Companies
• International Supply Chain Management
•...

→ In all business management areas with an international focus!
Admissions Procedure.
Register to Enroll.

Admission Requirements

• Hold general higher education entrance qualifications
• Proof of C1 level of language proficiency in English (f.ex. passing grade in English on the school-leaving certificate, TOEFL 100, Cambridge English certificates, ...)

Admissions Procedure

• Once a year
• Successfully completed admissions procedure → enrollment winter term or summer term
• 80 students can be accepted!
## Admissions Procedure.

<table>
<thead>
<tr>
<th>What do do?</th>
<th>When?</th>
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<tbody>
<tr>
<td>STEP 1  Online registration</td>
<td>March 7 to May 12, 2022</td>
</tr>
<tr>
<td>STEP 2  Submit your application video</td>
<td>May 20 to May 30, 2022</td>
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<tr>
<td>STEP 3  Submit your essay</td>
<td>June 24 to July 4, 2022 (Time slot: 72 h!)</td>
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<td>You will receive an email with the results by July 23, 2022 at the latest!</td>
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<tr>
<td>STEP 4  Complete your admission</td>
<td>For WS 2022/23, by September 5, 2022</td>
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<td></td>
<td>For SS 23, within the general enrollment period</td>
</tr>
<tr>
<td>STEP 5  Pay your Austrian Student Union fee and tuition</td>
<td>Within the general enrollment period</td>
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</tbody>
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You get detailed information on the [webpage](#)!
Contact.
Important Contact Addresses (1/2).

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**JKU Business School Office**
T +43 732 2468 3070  
jku.at/bus  
businessschool@jku.at
Important Contact Addresses (2/2).

Admissions Office
T +43 732 2468 2010
admission@jku.at
jku.at/zus

Examination and Recognition Services
T +43 732 2468 2020
pas@jku.at
jku.at/pas

Student Information and Academic Advising (SIBS)
T +43 732 2468 3450
studium@jku.at
jku.at/sibs
Any Questions?

For further information, write your email-address in the chat or send us an email: ba-iba@jku.at
Thank you.
International Finance, Accounting & Taxation
30 ECTS

Economics
24 ECTS

Free Electives
18 ECTS

International Management & Marketing
30 ECTS

Research Methods & Bachelor Thesis
15 ECTS

Social Skills, and Gender & Diversity
9 ECTS

Mathematics & Statistics
6 ECTS

Digitalization & Supply Chain Management
30 ECTS

2nd Language
12 ECTS

International Business Law
6 ECTS