

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.

Prof. Michael Tumpel

michael.tumpel@jku.at

T +43 732 2468 7061



Mag.^a Claudia Buchinger

claudia.buchinger@jku.at

ba-iba@jku.at

T + 43 732 2468 3072

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.



**SPACE TO
COMMUNICATE.
SPACE TO
FOCUS.**

**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



364,000m²

of space



© JKU Linz

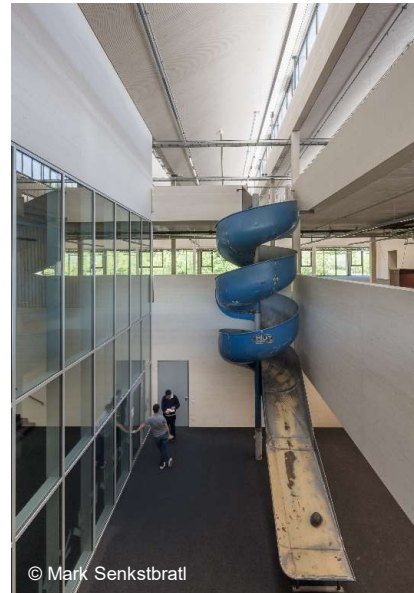
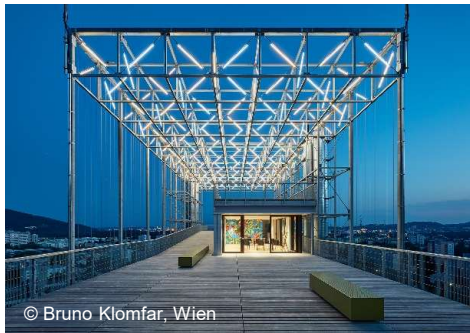
JKU – Space to Spend Time Together.



FUN FACT

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



FUN FACT

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.

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.

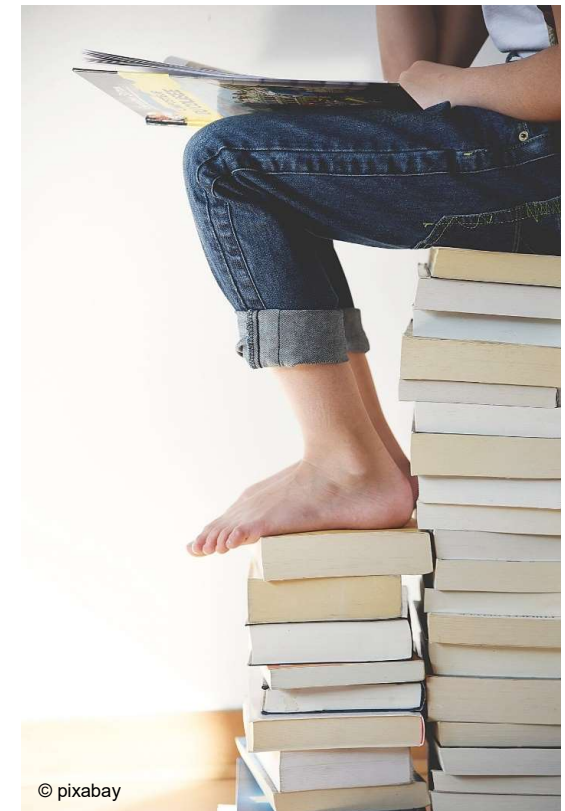
Bachelor's Degree Programs

- 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.



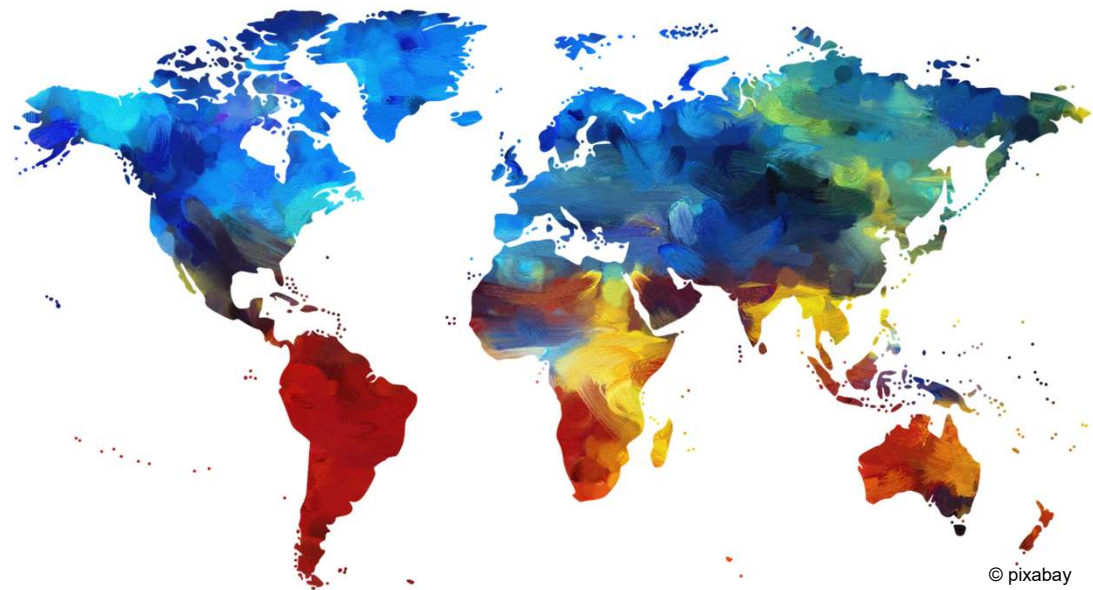
Special Features, Program Structure, Program Content, Career Prospects.

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.”

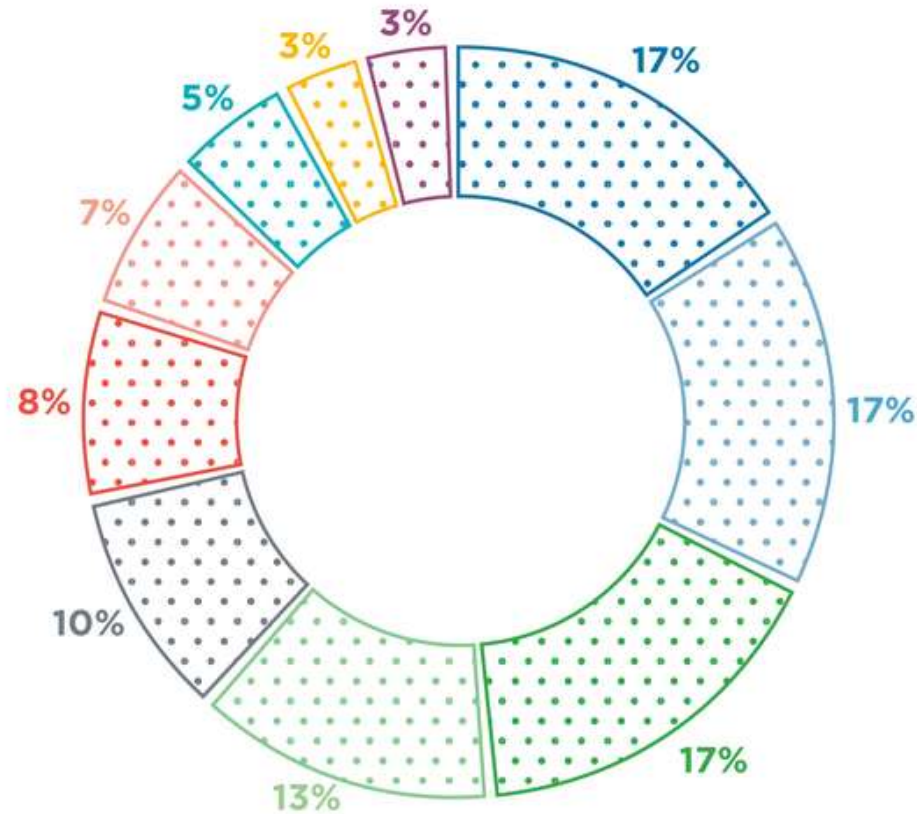
- International Focus!
- Clearly structured program
- Entirely taught in English
- Mandatory semester abroad

- **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

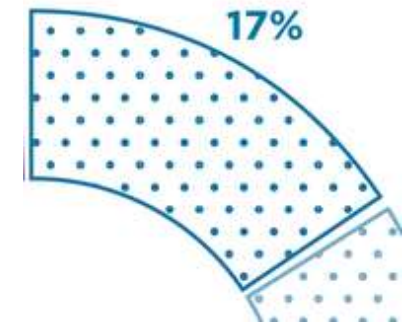


180 ECTS
credits

1 ECTS:
about 25 h
workload /
semester

Program Content – Core Subject 1/3: International Finance, Accounting and Taxation.

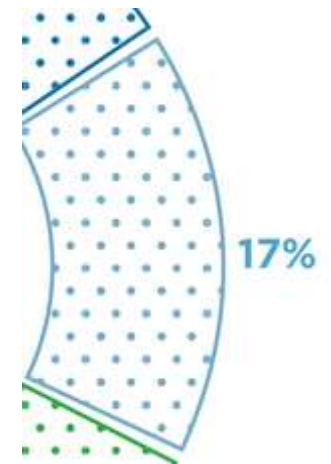
- KS Basics of International Financial Reporting and Perspectives on Digitalization (StEOP)
- KS Cost and Management Accounting
- KS Fundamentals of Financial Management
- KS Basics of Business Taxation
- KS Auditing of Multinational Firms
- IK Management Control
- IK Reporting in International Corporations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



30 ECTS

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

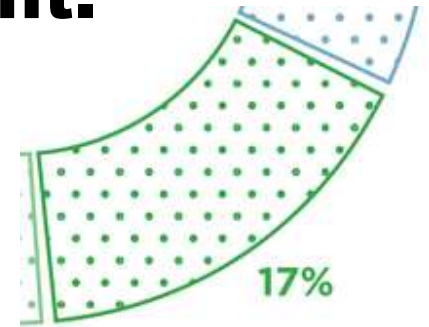
- KS Introduction to Strategy & International Management
- IK Basics in International Business & Market Entry
- KS Introduction to International Marketing
- IK International Marketing Cases
- KS Introduction to Leadership and Change
- IK Special Topics in Leadership and Change
- KS Introduction to Organization
- IK Organization Theory and Behavior
- SE Cross-Cultural Management
- IK Special Topics in International Management



30 ECTS

Program Content – Core Subject 3/3: Digitalization and Supply Chain Management.

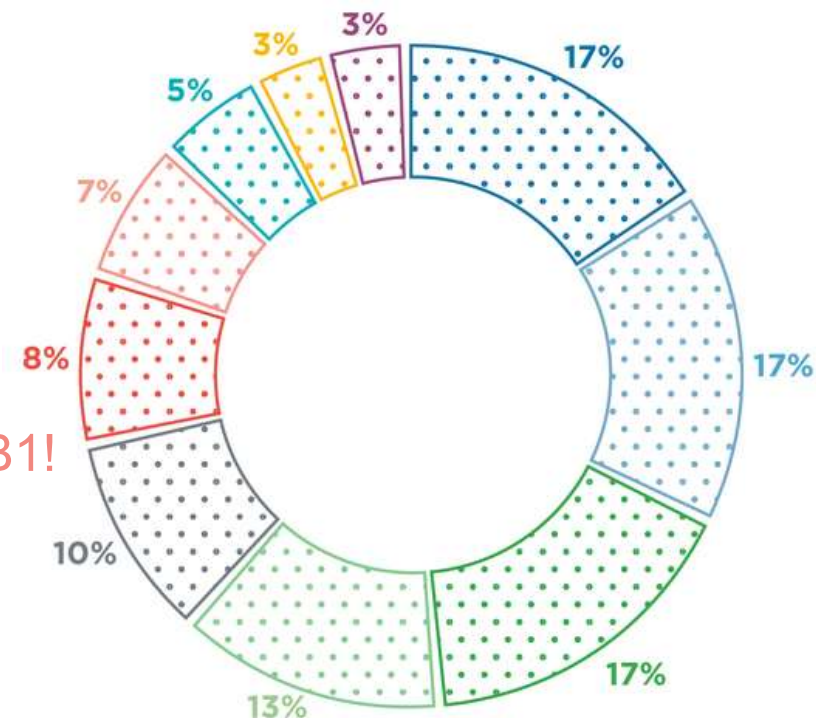
- KS Supply Chain Fundamentals (StEOP)
- KS Technical and methodological Foundations of Digitization
- VL+UE Introduction to Software Development with Python
- VL+UE Management of Digitization and Use of Business Information Systems
- KS Operations and Supply Chain Management
- KS Social Impacts of Digitalization 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
- 2nd 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

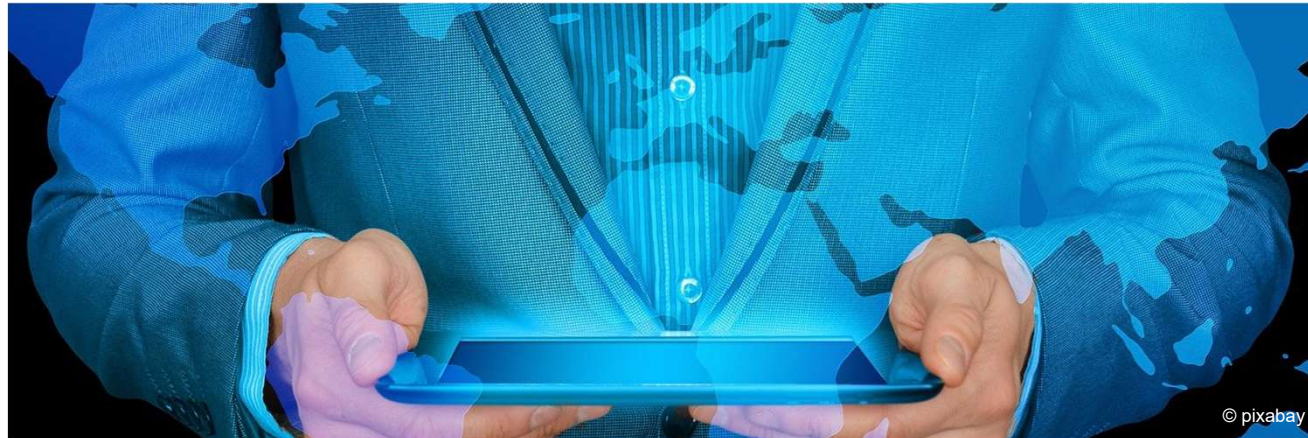


STUDY ABROAD

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.

	What do do?	When?
STEP 1	Online registration	March 7 to May 12, 2022
STEP 2	Submit your application video	May 20 to May 30, 2022
STEP 3	Submit your essay	June 24 to July 4, 2022 (Time slot: 72 h!)
You will receive an email with the results by July 23, 2022 at the latest!		
STEP 4	Complete your admission	For WS 2022/23, by September 5, 2022 For SS 23, within the general enrollment period
STEP 5	Pay your Austrian Student Union fee and tuition	Within the general enrollment period

Contact.



Important Contact Addresses (1/2).

Program Manager

Mag.^a Claudia Buchinger

T +43 732 2468 3072

claudia.buchinger@jku.at or

ba-iba@jku.at



Program Director

Prof. Michael Tumpel

T +43 732 2468 7061

michael.tumpel@jku.at

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

Student Information and Academic Advising (SIBS)

T +43 732 2468 3450

studium@jku.at

jku.at/sibs

Examination and Recognition Services

T +43 732 2468 2020

pas@jku.at

jku.at/pas

Space for News.

Follow us, like us, join us:

 [jku.at](http://www.jku.at)

 [facebook.com/jku.edu](https://www.facebook.com/jku.edu)

 [instagram.com/jkulinz](https://www.instagram.com/jkulinz)

 [youtube.com/user/jkulinz](https://www.youtube.com/user/jkulinz)

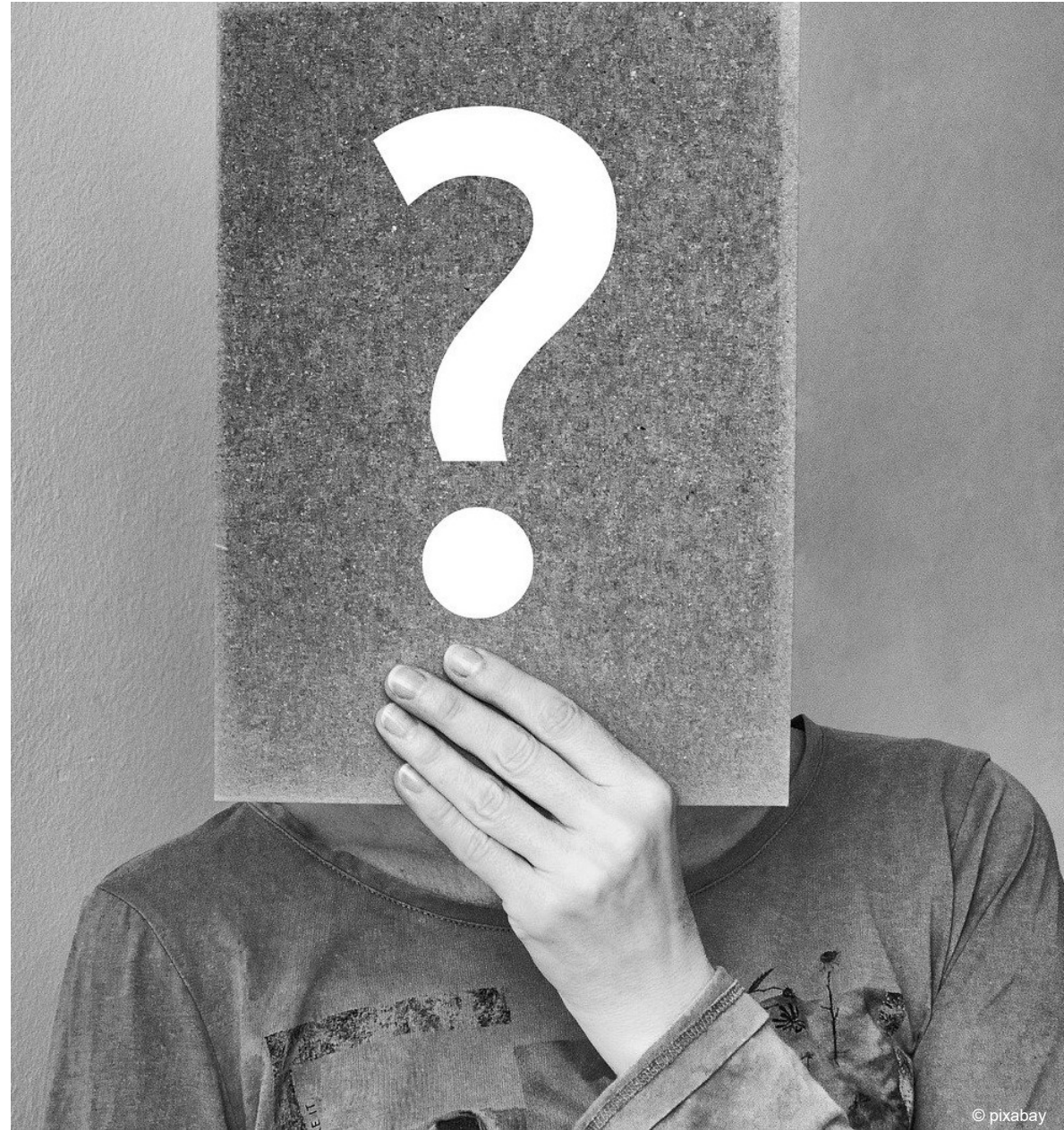
 twitter.com/jkulinz

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

Facebook group:
JKU Bachelor International Business Administration
<https://www.facebook.com/groups/280032923551621/>

Any Questions?

For further information,
write your email-adress in the chat or
send us an email: ba-iba@jku.at



Thank you.



