



european university

CENTER FOR MANAGEMENT STUDIES

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ITM AUSTRIA EUROPE College

★★★★★

Bachelor of Business Administration in International Management Bachelor of Science in Hospitality Management

New Bachelor Programs in Austria

- 4** semesters at a Tourism College/ HAK College
- + 2** semesters of European University at ITM College in Austria
- A** Bachelor's Degree from European University

A Great Partnership

In business, networking and developing partnerships are part of the new formula for success in the global economy. European University and ITM College have found such a partnership in the world of higher education. Both schools have the same core values in delivering creative, cutting edge business education to the next generation of business leaders.

- A pragmatic, career-focused approach to education
- Small class sizes and personalized attention
- Accessible faculty who care about student success
- Outstanding employment record for our graduates

To find out more about how you can take advantage of this new and exciting opportunity, contact:

European University Austria

Hochstraße 32c
2680 Semmering
Austria

Phone: +43 (0) 2664 / 8630

info.at@euruni.edu

office@itm-semmering.at

www.itm-semmering.at



EU European University



Österreich Werbung/ Graf H.



Österreich Werbung/ Bartl



Österreich Werbung

Language	English
Start	September / October
Duration	2 Semesters
ECTS	60
Certificate	BBA in International Management B.Sc. in Hospitality Management
Option	MBA, Cross MBA
Target group	Austrian graduates from a higher tourism/business school or college who want to top their diploma with a Bachelor's degree.

Bachelor of Business Administration in International Management

Bachelor of Science in Hospitality Management

Prior Education

We accredit higher education: These programmes are designed for students who completed the first 2 years in a tourism college with an equivalent of 120 ECTS and for tourism high school graduates with 3 years of work experience. Graduates from a 2-year HAK college or HAK high school graduates with 3 years of work experience may enter the bachelor programme for International Management.



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Year three

Semester 5	WHS	ECTS
Global Business and Marketing	3	4
Financial Statement Analysis	3	4
Negotiation	3	4
Business Finance	3	4
Industrial Marketing	3	4
Change Management	3	4
Specialization International Management		
Business Logistics	2	3
Decision Analysis	2	3
Total	22	30
Specialization Hospitality Management		
E-Business and Hospitality	2	3
International Hospitality Management	2	3
Total	22	30

WHS - weekly hours per semester
ECTS - European Credit Transfer System

Semester 6	WHS	ECTS
Business Policy & Strategic Management	3	4
Budgeting & Control	3	4
Organizational Communication	3	4
Specialization International Management		
Cases in Marketing	2	3
Cases in Finance	2	3
Leadership & Team Building	2	3
Total Quality Management	2	3
Retail Mgt. & Merchandising	2	3
Portfolio Management	2	3
Total	21	30
Specialization Hospitality Management		
Cases in Hotel Management	2	3
Hospitality Marketing	2	3
Event Management	2	3
Conference Management	2	3
Hospitality and Public Policy	2	3
Trends in Hospitality	2	3
Total	21	30
Final Case in Marketing/ Finance/ Hospitality Mgt.	3	4
Thesis	6	8

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