

MBA – Specialization

International Business

Master of Business Administration – MBA
4 semesters, part-time | 3 semesters, full-time

www.donau-uni.ac.at/ib-mba





Boost your international career

International Business presents a captivating, dynamic, and interdisciplinary challenge in management and leadership. It encompasses intricate economic opportunities and challenges that arise from global markets and the actions of organizations worldwide.

This MBA Program, specializing in “International Business,” aims to enrich students’ understanding of the economic facets of globalization and seeks to enhance their managerial expertise associated with international business.



“Doing business in an international context is an enriching, yet also quite challenging task. This program provides students with both science-based knowledge and first-hand practitioner insights to navigate the complexities of international business.”

— Dr. Markus Wabnegg, MSc, MIM
Assistant Professor at University for Continuing Education Krems

Modular Structure

3 Specialization Modules "International Business" and one Study Trip (24 ECTS)

- > International Leadership and Business Dynamics
- > International Finance and Supply Chain Dynamics
- > International and European Business Law
- > Study Trip to e.g., Asia, Colorado, Lisbon, Washington DC., Silicon Valley (availability of options may differ between terms)

12 Compulsory Modules „General Management“ (36 ECTS)

Courses in: Controlling and Reporting, Financial Management, Strategy, Marketing, Managing People, Business Ethics, Managing Complexity and others

3–5 Elective Modules „General Management“ (15 ECTS)

Students select courses out of the core curriculum e.g. Transformative Management, Business Law, etc.

MBA-Thesis (15 ECTS)



Study Contents

The specialization modules offer state-of the art international business knowledge, and help shape a mindset for operating in global ecosystems.

- > Strategic management in volatile global environments
- > Diversity management and leadership across cultures
- > Communication, conflict management and negotiation
- > Foreign exchange markets and financial instruments
- > Global supply chain management
- > Artificial intelligence in global supply chains
- > Principles of European and international business law
- > International and European tax law
- > International dispute solution
- > Real-life case studies in complex eco-systems

The Program

The modules of the blended learning program are taught in English over the period of two years. The face-to-face units onsite foster an intensive exchange of knowledge and experiences with renowned faculty members and professionally experienced fellow students from international organizations.

Students study timewise based on a fixed schedule of all modules over 4 semesters.

The evaluation of the students' learning process will be based on written coursework after each module and/or students' participation in group works, discussions and presentations.

All General Management modules and all International Business modules are offered onsite on Campus Krems whereas the study trip will lead students into global business ecosystems and new cultures.

It is possible to finalize the Certificate Program "International Business" first. Completed modules can then be credited towards the MBA continuing education program with specialization "International Business".

Qualification Profile

Graduates of the **MBA Specialization Curriculum** "International Business" are enabled to:

- > Develop strategies in a dynamic global business environment,
- > critically reflect on their management style in relation to the diversity requirements of international companies,
- > solve legal issues against the background of different legal frameworks in a European and international context,
- > assess the advantages and disadvantages of different forms of dispute resolution in an international business context,
- > evaluate international financial markets and exchange rate risks,
- > assess the opportunities and risks of global value chains, and
- > transfer central theories international management to the practical context.

Graduates of the **MBA Core Curriculum** are enabled to:

- > Discuss interrelationships between the core disciplines of business administration and aspects of cross-cutting economic and societal issues,
- > deal with topic-, function- and/or industry-specific contexts within the chosen area of specialization,
- > to categorize the methods of action acquired in business practice by dealing with the theoretical foundations and to link them with new findings,
- > to apply theoretical knowledge from the core disciplines of business administration, economically relevant societal cross-cutting issues and their chosen specialization in independent planning and implementation in their areas of work and in projects as managers,
- > identify key cross-sector challenges and develop appropriate approaches,
- > explain relevant aspects with regard to gender and diversity in various core business disciplines,
- > analyze their personal and professional management skills in self-reflection and derive potential for development from this,
- > systematically develop solutions to practical problems in an original written paper using the knowledge they have acquired.

International Business

Target Group

Academically qualified professionals with managerial experience in international organizations who want to master their interdisciplinary management challenges by investing in a strong academic background.

Admission Requirements

- > Students who have an Austrian or equivalent foreign university degree of any relevant higher education studies of any subject (at least a Bachelor-degree) **and**
- > minimum of two years of professional experience **and**
- > English language skills at the C1 level as well as a positive completion of the selection procedure at Danube Business School.

Scientific Director

Univ.-Prof. Dr. **Barbara Brenner**
Head of Department for Management and Economics

Program Directors

Dr. **Doris Burger**
Department for Management and Economics

Ass.-Prof. Dr. **Markus Wabnegg**, MSc, MIM
Academic Coordinator

Quick Facts

Degree

Master of Business Administration – MBA

Language

English

Location

University for Continuing Education Krems and another venue abroad (study trip)

Duration

18 days onsite – International Business (including the duration of one study trip)

34 days onsite – General Management

ECTS Points

90

Fees

EUR 23,900 (the fees do not include any taxes, travel or accommodation costs)

Learning Format

Blended Learning (combination of on-campus learning and distance learning)

Accreditation



PRME



The University for Continuing Education KREMS specializes in academic continuing education for working professionals. As a public university for continuing education, it works with its expertise in research and teaching to overcome societal challenges and tailors its study programs to address them. The continuing education study programs cover ten fields of study and meet the specific requirements of students with work experience. With over 8,000 students coming from 90 countries, the University for Continuing Education KREMS combines its many years of experience in university-based continuing education with innovation to provide outstanding quality in research and teaching at an international level. The University holds the AQ Austria quality seal. Situated 60 km from Vienna in the alluring world heritage region Wachau, Campus KREMS is a highly attractive location.

Information und Application

University for Continuing Education KREMS
Department for Management and Economics
– Danube Business School
Dr.-Karl-Dorrek-Strasse 30
3500 KREMS, Austria

Dr. Doris Burger
+43 (0)2732 893-2113
doris.burger@donau-uni.ac.at

www.donau-uni.ac.at/ib-mba

