

International Business

Certificate Program – CP
2 Semesters, part-time

www.donau-uni.ac.at/internationalbusiness





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 Certificate Program “International Business” aims to enrich students’ understanding of the economic facets of globalization and seeks to enhance their managerial expertise associated with international business. This encompasses, among other aspects, the analysis of future market potential, formulation of market entry strategies, development of suitable corporate structures, and a profound understanding of diverse cultural and political contexts. The Certificate Program imparts practical solutions and always aims to reflect on current issues in the rapidly changing realm of international business.

Modular Structure

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

Module 1
(6 ECTS)

International Leadership and Business Dynamics

Module 2
(6 ECTS)

International Finance and Supply Chain Dynamics

Module 3
(6 ECTS)

International and European Business Law

Study Trip
(6 ECTS)

Study Trip to e.g., Asia, Colorado, Lisbon,
Washington DC., Silicon Valley (availability of
options may differ between terms)

Overview



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 resolution
- > Real-life case studies in complex eco-systems

The Program

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The Certificate Program imparts practical solutions and always aims to reflect on current issues in the rapidly changing realm of international businesses.

Students enrolled for the Certificate Program can later also enroll for the MBA Program "International Business". Students completing the Certificate Program as a component of the MBA Program must meet the admissions requirements for the MBA Program.

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.



Program Directors

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

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

International Business

Target Group

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, **or**
- > Students with a general university entrance qualification and a minimum of two years of professional experience (Education and further education periods can be recognized). The qualified professional experiences will be assessed within the framework of an admission procedure, **or**
- > Students without a general university entrance qualification and a minimum of at least 5 years professional experiences (Education and further education periods can be recognized). The qualified professional experiences will be assessed within the framework of an admission procedure **and**
- > All entry qualifications will be assessed during the admission procedure at the University for Continuing Education Krems.

Quick Facts

Degree

Certificate Program – CP

Language

English

Location

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

Duration

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

ECTS Points

24

Fees

EUR 6,900 (the fees do not include 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 7,500 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

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