



FH Salzburg
Business and
Tourism

Certificate Program International Business Manager

competent
relevant
sustainable

Contents

The International Business Manager Certificate Program equips you for a career in globally operating companies and organizations. You will gain valuable business management skills specifically for international work and business contexts.

For companies, globalization brings both challenges and opportunities, with intense competition in a constantly changing international environment on the one hand, and possibilities to access new markets and develop new business strategies on the other hand. Specialists with solid business management expertise and foresight are needed to operate in such international settings.

Who is this Certificate Program for?

This Certificate is designed for bachelor's degree students in the Department of Business and Tourism with an interest in international business aspects. The certificate courses must be completed in addition to the regular curriculum of their bachelor's program. The International Business Manager Certificate is intended for students who wish to

- **study in an international environment**
- **improve their foreign language skills**
- **build up an international network**
- **acquire intercultural skills.**

By attending courses together with incoming students from our international partner universities, you will gain valuable insights into other cultures and can build up an international network.

Contents and Areas of Focus

In your first year of study, you complete two courses from the Business Studies Module.

In your second and third year of study, you choose a total of four courses from the following modules*:

- International Human Resource Management
- International Marketing Management
- International Supply Chain Management
- International Finance Management

If you spend a semester abroad at a partner university in the fifth or sixth semester, additional ECTS earned abroad can be used to compensate a course.

In addition, participation in the Tandem Learning Program or completion of an elective subject (languages) is mandatory. Participation in the FH Buddy Program is recommended.

In your final year of study, you need to write your bachelor's thesis in English.

For successful completion of the Certificate Program, around 30 ECTS credits for activities related to internationalization must be earned over the course of your bachelor's program in addition to that program's regular curriculum.

First year of study	ECTS (Semester)
Business Studies Module	
Cross-cultural Management	5 (WS + SS)
Digital Economy	5 (WS + SS)
Second and third year of study *	ECTS (Semester)
International Human Resource Management Module	
People Resourcing	5 (WS)
Compensation & Benefits	5 (SS)
Digitalization in Human Resource Management	2,5 (SS)
International Marketing Management Module	
Consumer Research in a Global Context	5 (WS)
Applied Marketing Metrics	5 (SS)
International Supply Chain Management Module	
Sustainable Supply Chain Management	5 (WS)
Special Aspects of International Purchasing and Supply Chain Management	5 (WS)
International Finance Management Module	
Investment analysis and portfolio Management	5 (SS)
Corporate Risk Management	4 (SS)
Advanced Management Accounting	3 (SS)
Participation in Tandem Learning ** or in one elective language subject	1-2 (WS + SS)
Bachelor's thesis in English ***	15 (WS + SS)

* Max. 1 course with ≤ 3 ECTS.
A maximum of 1 course can be credited for a semester completed abroad during your bachelor's studies

** Registration at the FH Salzburg International Office

*** These 15 ECTS are earned as part of the regular curriculum.

ECTS: European Credit Transfer and Accumulation System

Application & Admission

Type of study: Additional qualification for students in the Department of Business and Tourism

Duration: 6 Semesters

Certificate awarded: International Business Manager

Places/year: 20 full-time and part-time

Location: Campus Urstein

Classroom hours: mainly Monday – Thursday from 5 pm

Admission requirements:

- Students enrolled in the following bachelor's degree programs: Business Administration, SME Management & Entrepreneurship, Innovation & Management in Tourism, Business Informatics & Digital Transformation
- Written and spoken English (B2)
- Interest in international business administration aspects

Application and admission procedure:

- Enrollment at the beginning of the first semester of the bachelor's degree program
- Applications must be submitted on the Moodle e-learning platform, further enrollment information is provided at the beginning of the degree program.

Contact

Fachhochschule Salzburg GmbH
Urstein Süd 1, 5412 Puch/Salzburg
office.bt@fh-salzburg.ac.at

www.fh-salzburg.ac.at

