

# Curriculum.

ECTS

1. SEMESTER	30
Fundamentals of Accounting I	4
Fundamentals of Accounting II	1
Principles of Corporate Finance I	4
Principles of Marketing	3
Marketing Research	2
Economic Thought	2
Legal Systems and Principles	4
Personal Skills Assessment	1
Mathematics	4
Business Software Systems I: Business Communication and Word (advanced)	1
Business Software Systems II: Excel	2
English I	2
2. SEMESTER	30
Financial Accounting I	4
Financial Accounting II	1
Principles of Corporate Finance II	4
Principles of Sales	3
Principles of Management	4
Microeconomics, lecture	2
Microeconomics, tutorial	1
Contract Law	3
Statistics	4
Business Software Systems III: Access	2
English	2

3. SEMESTER	30
Cost Accounting I	4
Cost Accounting II	1
The Financial System	2
Strategic Management & Corporate Planning	4
Macroeconomics	6
European Law	3
Team Organisation	2
Business Information Systems, lecture	2
Business Information Systems, tutorial	1
Business Ethics	3
Case Study 1	2
4. SEMESTER	30
Financial Planning, Budgeting and Controlling	4
International Sales Law	3
Job Applications and Assessment	1
Consultancy Skills	2
Consultancy Models	3
Research Methodology	2
Elective 1	3
<b>Major: International Accounting and Finance</b>	
Analysis of Financial Statements & Financial Reporting	4
Banking, Credit and Money Markets	4
Capital Markets and Investment	4
<b>Major: International Marketing and Sales</b>	
International Marketing Strategy and Planning	6
Consumer Behaviour	2
Applied Selling Skills	4

5. SEMESTER	30
Intercultural Business Dimensions	2
Project Management and Applications	3
Company Analysis	3
Elective 2	3
<b>Major: International Accounting and Finance</b>	
International Taxation	4
Austrian Accounting Rules (UGB)	2
Derivative Securities and Structured Finance	4
Multinational Finance and Risk Management	4
<b>Major: International Marketing and Sales</b>	
Strategic Brand Management	4
Integrated Marketing Communication	4
Marketing/Sales Controlling	2
Sales Force Management	4
Bachelor Paper I (supervision/seminar)	3
Case Study 2	2
6. SEMESTER	30
Internship	24
Bachelor paper II (supervision/seminar)	6

