



Study insights

BCi really is one of a kind – **international, dynamic, competitive** and has a strong focus on personal development.

Anna Krebs, MSc
Graduate

Videos & podcasts!



Scan QR code & start video!

Academic degree: Bachelor of Arts in Business
BA

ECTS: 180

Language: English

Duration: 6 Semesters

Location: City Campus Wiener Neustadt

Study start: Last week of August

Optional exchange semester abroad: Yes :)

Admission

1. Apply here: onlinebewerbung.fhwn.ac.at
2. You will be invited to an online interview, an on-campus computer based aptitude test and English language assessment.
3. For long distance applicants an online interview will be offered and SAT or ACT scores will be considered.

Requirements

- Info at fhwn.ac.at/bbci
- Successful completion of secondary education or a comparable route to university matriculation
- Proficiency in English (C1 level)

Happy 2 help!

Ms. Martina Warnung
Study Services
martina.warnung@fhwn.ac.at
+43 26 22 89 084-405

News about the campus & your study programme: fhwn.ac.at/bbci



Check us out!

FH Wiener Neustadt GmbH
City Campus
Schlögeltgasse 22-26, 2700 Wiener Neustadt
+43 26 22 89 084-0
office@fhwn.ac.at
fhwn.ac.at

Issue: 001 (02/2021). Photo-Credits: FH Wiener Neustadt, istockphoto.com (About the programme, Course in depth)

Gedruckt nach der Richtlinie „Druckerzeugnisse“ des Österreichischen Umweltzeichens, Print Alliance HAV Produktions GmbH, UW-Nr. 715



FACHHOCHSCHULE
WIENER NEUSTADT
Austrian Network for Higher Education

University of Applied Sciences

BACHELOR • full-time

fhwn.ac.at/bbci

Business Consultancy International

Your gateway to an international business career

International Accounting & Finance
International Management & Leadership
International Marketing & Sales

start now!



Chartered Institute of Management Accountants



Spot on!

About the programme

Your launch pad to a career in international business

Business Consultancy International (BCi) is a generalist business degree programme with an international focus, taught entirely in English.

The programme provides a considerable advantage at the start of your career, particularly in the business management and consultancy professions.

As a graduate, you will be able to meet the increasingly demanding requirements of the business community: excellent communication skills in English, intercultural awareness and experience, global business know-how and knowledge of universal business standards.

BCi has carved out a name for itself in the business community as the ideal preparation for an international business career. This has been achieved through an uncompromising commitment to quality.

Choosing from one of three specialisations, you will be

able to delve deeper into key content in a specific business area, within small group settings.

BCi has been ranked in the top tier in the CHE (Center for Higher Education) university ranking based on its practical orientation and close ties to industry (CHE, May 2019).

HIGHLIGHTS:

- International students and faculty
- Exchange semester and Internship
- Focus on practical/applied learning
- Social & professional skills development



Case Study
Client company project



About your career

Career options

Your career will be enhanced by the internship during your last semester, which can be completed in Austria or abroad. It provides you with the opportunity to apply what you have learned within a business, and often leads to full-time employment after graduation.

The unique combination of a sound business foundation and social and consultancy skills contributes to the high employability of our graduates. Many of our alumni hold leading positions in global companies and some even return to BCi to teach with us. After graduation, you may wish to consider our Master's degree programme (MBCi) which prepares you for leadership roles delivered through highly specialised, expert-level knowledge.

"We provide high-caliber students with an excellent entry point into a career in international business."
FH-Prof. Dr. Robert Pichler, MBA – Head of Programme

Course in depth

Course content & focus

As a BCi student, you:

- will begin with a solid business foundation during the first three semesters (business core)
- can choose to spend an exchange semester at one of our 100 partner universities
- will choose one out of our three specialisations

Your year group will consist of students from up to 30 countries from around the world. Instruction takes place in small groups which ensures personal interaction between instructors and fellow students, fostering intercultural awareness and cooperation.

The BCi programme includes unique instruction in key social and professional skills, such as:

- presentation and communication
- negotiation and conflict resolution
- project management and consulting

GOOD 2 KNOW:

- Certified Quality and International Recognition: The BCi programme is accredited by FIBAA



CHOOSE FROM THREE SPECIALISATIONS

In the fourth semester you can choose to specialise in:

- International Accounting & Finance*
- International Management & Leadership
- International Marketing & Sales

*IAF specialisation is accredited by CFA. BCi is the only CFA affiliated Bachelor programme in Austria

- Interact with leading business professionals from around the world
- Develop key expertise within your chosen business area
- Boost your networking/employment prospects

GOOD 2 KNOW:

- On-campus accommodation available fhwn.ac.at/en/Student-Life/Living



BCi Team
Left to right: Virginia Domonkos-Rätz, BA, FH-Prof. Dr. Robert Pichler, MBA, Virginia Grögl, MA

Hands on – your turn!

Perspectives through applied learning

A unique aspect of the BCi programme is our industry cooperation with leading global companies where students get the opportunity to work on real life projects.

To enrich the learning experience, we regularly bring experts into the classroom to focus on real-life examples and ensure your education is relevant and cutting-edge.

"In our experience, BCi graduates are open-minded with a problem-solving mentality and have the ability to work effectively as part of a dynamic team. During the programme, students gain real-life experience – an asset that is very valuable to us as an employer."
Mag. Martina Koberg, HR Director, L'ORÉAL Österreich GmbH

Curriculum

1 st semester	ECTS	30
Introduction to Business Administration	4	
Fundamentals of Accounting	4	
Business Software Systems	4	
Mathematics for Business and Economics	4	
Microeconomics	4	
Marketing & Sales 1	4	
English for Academic Purposes 1	3	
Social & Professional Skills 1	3	

2 nd semester	ECTS	30
Principles of Management	4	
Financial Accounting	4	
Corporate Finance 1	4	
Legal Systems and Principles	4	
Macroeconomics	4	
Marketing & Sales 2	4	
English for Academic Purposes 2	3	
Social & Professional Skills 2	3	

3 rd semester	ECTS	30
Law for International Business	4	
Management Accounting	4	
Corporate Finance 2	4	
Strategic Management & Corporate Planning	4	
Statistics for Business and Economics	4	
Corporate Governance & Business Ethics	4	
Academic Skills 1	3	
Social & Professional Skills 3	3	

4 th semester	ECTS	30
Consultancy Models & Skills 1	6	
Financial Planning, Budgeting & Controlling	4	
Business Information Systems	4	
Academic Skills 2	4	

SPECIALISATIONS

International Accounting & Finance	
Analysis of Financial Statements and Financial Reporting	4
Banking, Credit and Money Markets	4
Capital Markets and Investment	4
International Management & Leadership	
Human and Social Behaviour	4
Organisational Behaviour	4
Human Resource Management	4
International Marketing & Sales	
Applied Selling	4
Consumer Behaviour	4
Marketing Strategy and Planning	4

5 th semester	ECTS	30
Consultancy Models & Skills 2	6	
Bachelor Paper Seminar	6	
Company Analysis	4	

SPECIALISATIONS

International Accounting & Finance	
Derivative Securities and Structured Finance	4
Multinational Finance and Risk Management	4
Special Issues in Accounting and Taxation	6
International Management & Leadership	
International HR Law	4
International HR Consultancy	4
Leadership and IHR Development	6
International Marketing & Sales	
Marketing/Sales Controlling	4
Sales Force Management	4
Strategic Brand Management	6

6 th semester	ECTS	30
Bachelor Paper	8	
Internship	22	

Curriculum subject to change. A detailed description of the study programme, subjects and content can be found at fhwn.ac.at/bbci.



Achieving your goals
BBCi Graduation Ceremony



FH-Prof. Dr. Robert Pichler, MBA
Head of Programme

NEXT STEP: DREAM JOB!

- Accountant/Auditor/Controller
- Advertising/Brand Manager
- Financial Analyst
- Financial Consultant
- Human Resources /Succession Manager
- Investment Banker
- Key Account Manager
- Management Consultant
- Marketing Consultant
- Marketing and Sales Manager
- Organisational Development Manager
- Training and Development Manager

Practice-relevant & future-oriented