



**FACHHOCHSCHULE
WIENER NEUSTADT**

Austrian Network for Higher Education

University of Applied Sciences
Wiener Neustadt | Austria

Faculty of Business Courses taught in English | Fall 2021

Level	Course title	Credits (ECTS)	
Bachelor, year 1	Introduction to Business Administration	4	
	Fundamentals of Accounting	4	
	Business Software Systems	4	
	Mathematics for Business and Economics	4	
	Microeconomics	4	
	Marketing & Sales I	4	
	English for Academic Purposes I	3	
	Social & Professional Skills I	3	
Bachelor, year 2	Law for International Business	4	
	Management Accounting	4	
	Corporate Finance II	4	
	Strategic Management & Corporate Planning	4	
	Statistics for Business and Economics	4	
	Corporate Governance & Business Ethics	4	
	Academic Skills I	3	
	Social & Professional Skills III	3	
Bachelor, year 3	Consultancy Models & Skills II (Project Mgmt, Case Study)	6	
	Company Analysis	4	
	IAF Derivative Securities and Structured Finance	4	
	Multinational Finance and Risk Management	4	
	Special Issues in Accounting and Taxation	6	
	IML International HR Law	4	
	International HR Consultancy	4	
	Leadership and HR Development	6	
	IMS Marketing/Sales Controlling	4	
	Sales Force Management	4	
	Strategic Brand Management	6	
Master, year 1	Applied Economics I	3	
	Consultancy Skills	4	
	MA Quantitative Marketing Research	5	
	Quantitative Analysis I	5	
	Business Analysis	4	
	International Marketing Management	4	
	Media Planning & Communication	5	
	TI Equity Analysis	4	
	Cash and Liquidity Management	6	
	Money and Foreign Exchange Markets	4	
	Advanced Data Analysis and Spreadsheet Modelling	3	
	Quantitative Methods	6	
	Master, year 2	Strategy and Competitiveness (Harvard MOC)	2
		TI Risk Management	6
Special Accounting and Tax Issues for Treasury		3	
Financial Planning and Modelling		3	
Regulation of Financial Markets and Institutions		5	
Investment and Portfolio Management		4	
MA Special Topics in Marketing Analytics II		7	
Consumer Insights		5	
Pricing Analytics & Strategies		3	
Marketing Channels & Logistics		3	
Relationship Marketing		3	
INCOMINGS	Introduction to Austria	2	
	Intercultural Business Skills	4	
	German Crash : I (Beginners), II (Intermediate), III (Advanced)	2	
	German for Incomings : I (Beginners), II (Intermediate), III (Advanced)	5	

DETAILS

Business Consultancy International Specialisations: (Choose courses of one specialisation only!)

Bachelor level

- IAF Int. Accounting & Finance
- IMS Int. Marketing & Sales
- IML Int. Mgmt and Leadership

Master level

- MA Marketing Analytics
- TI Treasury and Investment

German language courses

- German Crash is blocked during the first week.
- German for Incomings is a regular course during the whole semester.

Depending on your knowledge the lecturer will advise you to take part in level I, II or III.

Optional language courses

- French
- Italian
- Spanish
- Russian

Courses only take place in case of a minimum number of participants (2 ECTS).

Prerequisite Master courses

- Proof of 180 ECTS of Business studies
- valid bilateral agreement between the institutions for Master exchange
- subject to approval by Head of Programme for year 2 courses

Faculty of Business Courses taught in English | Spring 2022



DETAILS

Business Consultancy International Specialisations:

(Choose courses of one specialisation only!)

Bachelor level

- IAF Int. Accounting & Finance
- IMS Int. Marketing & Sales
- IML Int. Mgmt and Leadership

Master level

- MA Marketing Analytics
- TI Treasury and Investment

German language courses :

- German Crash is blocked during the first week.
- German for Incomings is a regular course during the whole semester.

Depending on your knowledge the lecturer will advise you to take part in level I, II or III.

Optional language courses :

- French
- Italian
- Spanish
- Russian

Courses only take place in case of a minimum number of participants (2 ECTS).

Prerequisite Master courses :

- Proof of 180 ECTS of Business studies
- valid bilateral agreement between the institutions for Master exchange
- subject to approval by Head of Programme for year 2 courses

Level	Course title	Credits (ECTS)	
Bachelor, year 1	Principles of Management	4	
	Financial Accounting	4	
	Corporate Finance I	4	
	Legal Systems and Principles	4	
	Macroeconomics	4	
	Marketing & Sales II	4	
	English for Academic Purposes II	3	
	Social & Professional Skills II	3	
Bachelor, year 2	Consultancy Models & Skills I	6	
	Financial Planning, Budgeting & Controlling	4	
	Business Information Systems	4	
	Academic Skills II	4	
	IML Human and Social Behaviour	4	
	Organisational Behaviour	4	
	Human Resource Management	4	
	IAF Analysis of Financial Statements and Financial Reporting	4	
	Banking, Credit and Money Markets	4	
	Capital Markets and Investment	4	
	IMS Applied Selling	4	
	Consumer Behaviour	4	
	Marketing Strategy and Planning	4	
	Master, year 1	Applied Economics II	3
Business Consultancy I		4	
MA Qualitative Marketing Research		5	
Quantitative Analysis II		5	
Special Topics in Marketing Analytics I		7	
Advanced Marketing Metrics		4	
TI International Financial Reporting Standards (IFRS)		3	
Fixed Income Analysis		4	
Financial Derivatives		4	
Advanced Corporate Finance		4	
Financial Econometrics		6	
Master, year 2		Business Ethics & Compliance	2
		Strategic Management & Business Policy	3
	TI Alternative Investments	4	
	MA Marketing Decision Analysis	4	
INCOMINGS	Introduction to Austria	2	
	Intercultural Business Skills	4	
	German Crash : I (Beginners), II (Intermediate), III (Advanced)	2	
	German for Incomings : I (Beginners), II (Intermediate), III (Advanced)	5	

MODULE DESCRIPTIONS:

fhwn.ac.at/en/International/Exchange-at-FH-WN/Course-offer

released February 2021; subject to change