

# Business Consultancy International

**BA**

BUSINESS

International Accounting & Finance

International Management & Leadership

International Marketing & Sales



**FACHHOCHSCHULE  
WIENER NEUSTADT**

Austrian Network for Higher Education

**University of Applied Sciences**



[fhwn.ac.at](http://fhwn.ac.at)



"BCi really is one of a kind - international, dynamic, competitive and with a strong focus on personal development."

Anna Krebs, BA  
Business Consultancy International Graduate



# Your gateway to an international business career

## PREREQUISITES

- Completed secondary education or an alternative route to university matriculation
- Proficiency in English

## MODE OF STUDY

- Full-time (teaching courses Monday to Friday)

## APPLICATION PROCESS

Applications are accepted on a rolling basis:

- Apply at [onlinebewerbung.fhwn.ac.at](https://onlinebewerbung.fhwn.ac.at).
- You will be invited to
  - an on campus personal assessment and an
  - on campus computer-based test (general aptitude test, English language assessment). In the case of a Skype interview, your SAT scores will be considered (min. score 1,300 / new SAT 870).

## INTERNSHIP

- Mandatory internship in the sixth semester
- Duration: minimum 15 weeks

## SPECIALISATIONS

In the second year, you can select one of three specialisations:

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



### ACADEMIC DEGREE

Bachelor of Arts in Business, BA



### ECTS

180



### DURATION

6 semesters



### LANGUAGE

English



### STUDY START

Last week in August



### LOCATION

Wiener Neustadt City Campus



## HIGHLIGHTS

- International student body and faculty
- Optional exchange semester
- Practical emphasis
- Internship semester
- Native English-speaking lecturers
- Social & professional development
- International campus atmosphere



## DETAILS

Further detailed information, including all dates and deadlines for the study programme can be found at [fhwn.ac.at/bbci](http://fhwn.ac.at/bbci).



## HAPPY TO HELP!

### Student Advisory Service

Martina Warnung

[ms.martina.warnung@fhwn.ac.at](mailto:ms.martina.warnung@fhwn.ac.at)  
+43 (0) 2622 | 89 0 84 - 405



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

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# We mean business

Business Consultancy International (BCi) is a broad business degree programme with an international focus, taught entirely in English. It provides a stimulating environment in which students from many different nations and cultural backgrounds work alongside international teaching staff.

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 understanding and experience, global business know-how and knowledge of universal business standards. Since its establishment in 2003, BCi has carved out a name for itself in the business community as an ideal preparation for an international business career. This has been achieved through an uncompromising commitment to quality.

## INTERNATIONAL QUALIFICATIONS

Both the Business Consultancy International Bachelor's and Master's degree programmes voluntarily underwent the rigorous accreditation process of FIBAA (Foundation for International Business Administration Accreditation). FIBAA is a European, internationally oriented agency for quality assurance and quality development in higher education. Its international quality seal certifies not only the outstanding quality of the BBCi programme, but also facilitates the international recognition of both the programme and the degree.



Chartered Institute of  
Management Accountants

As of 1st September 2017 all BCi Bachelor graduates receive exemptions from the Chartered Institute of Management Accountants (CIMA) qualification up to the Certificate Level. We were the first University in Austria with this accreditation. CIMA is the world's leading and largest professional body of management accountants and is one of the most relevant qualifications for your future business career. This qualification makes you more marketable as a potential employee and will open up a variety of global career roles.

## MASTER'S OPTIONS

If you proceed to graduate studies, you may wish to consider our own Master's degree programme (MBCi). While the Bachelor's programme provides you with broad-based business knowledge and skills, our Master's programme will prepare you for leadership roles by imparting highly specialised, expert-level knowledge.

You can choose between two specialisations:

- Marketing Analytics or
- Treasury & Investment



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

“We provide high-calibre students with an excellent launch pad to a career in international business.”

### MULTICULTURAL MICROCOSM

The BCI Bachelor's programme is relatively small. You will be one of 80 students, from up to 30 countries, and each semester you will be joined by approximately 40 exchange students from our partner universities abroad.

The study programme requires a great deal of interaction between you, your fellow students and your instructors, which increases intercultural understanding and cooperation. Our teaching staff are extremely cosmopolitan: Many of our lecturers are professionals in their field and work in international companies. In addition, a number of our staff come from foreign partner universities, including American, Canadian, Italian and Irish institutions, to teach courses in the BCI programme.

### INDUSTRY RELATIONSHIPS

A unique aspect of the BCI programme is the opportunity to interact and network with leading business professionals from all over the world. We bring experts from various fields of industry into the classroom on a regular basis in order to enrich the learning experience.

By focusing on real-life examples, we ensure that your education is relevant and cutting edge. Your networking and employment prospects are also boosted significantly by the annual BCI Careers Event held at the university, which is open to BCI students only.

### EXCHANGE SEMESTER

The opportunity to spend an exchange semester at a partner university is available to all successful students in the third semester of their studies. The university currently has more than 95 partner universities around the world.

If accepted, you will be exempted from the academic programme at Wiener Neustadt, and will complete an equivalent programme at the partner university instead. Consequently, the exchange semester does not extend the duration of your degree programme. This is an optional feature of the programme.

### SOCIAL & PROFESSIONAL SKILLS

The importance of social skills should not be underestimated. Most roles in business, particularly in consultancy, involve interpersonal communication, team projects, presentations and other group activities.

The BCI programme includes instruction in key social and professional skills, such as presentation, negotiation, conflict resolution and project management skills. This will ensure that, when you graduate, you will be able to perform business activities with a high degree of professional competence.



Foto Tschank





## We're up to the job!

The main activity in the sixth semester of the degree programme is an internship in a company approved by the university, either in Austria or abroad. The duration of this internship is at least 15 weeks. Both the company and the internship tasks are monitored to ensure they comply with the requirements of the programme.

### FEEDBACK FROM GRADUATES:

"The Business Consultancy International degree programme was a great choice for me, as I was interested in a career in international business. The combination of academic theory and practical application through company projects, competitions and presentations made for a great learning environment. With lecturers and students from around the world, I had the opportunity to learn from top-class professionals with global experience, and also gain a greater understanding of intercultural issues impacting the business world."

**Sabine Kwasny, MA**  
Customer Service Manager, Mars Austria OG

### FEEDBACK FROM EMPLOYERS:

"We are always looking for talented individuals who are ready to make a smooth start in our competitive environment. In our experience, graduates from the Business Consultancy International degree programme are open-minded individuals with a pragmatic, problem-solving mentality and have the ability to work effectively as part of a dynamic team. During the practically oriented degree 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

### RANKING

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).



### INTERNATIONAL CAREER OPPORTUNITIES

- Financial Consultant
- Accountant
- Controller
- Auditor
- Financial Analyst
- Investment Banker
- Marketing Consultant
- Marketing and Sales Manager
- Advertising Manager
- Brand Manager
- Marketing Analyst
- Key Account Manager
- Management Consultant
- Organizational Development Manager
- Training & Development Manager
- Human Resource Manager
- Succession Manager
- Intercultural Development Professional



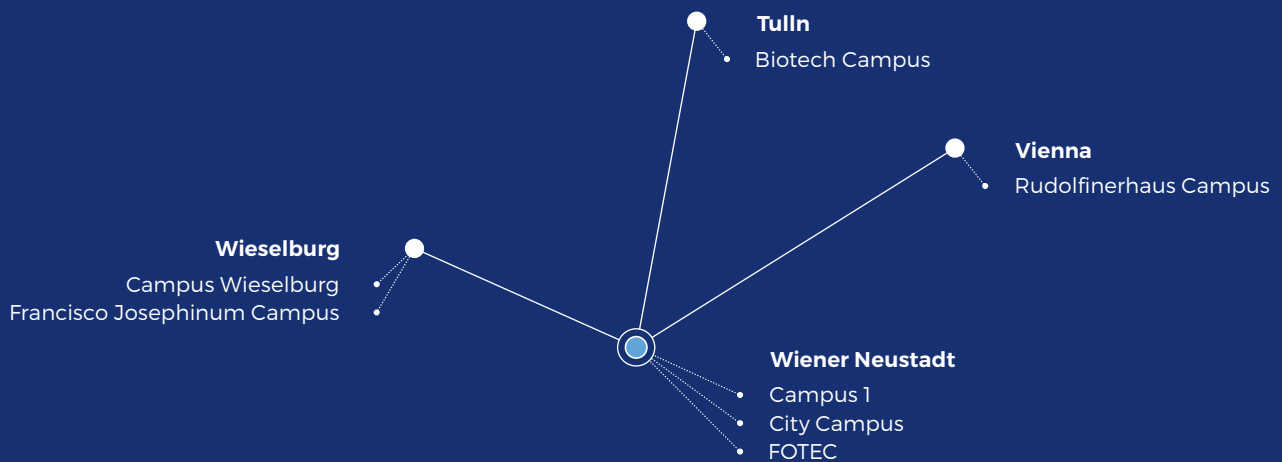
# Curriculum

1st semester	ECTS 30	2nd semester	ECTS 30	3rd semester	ECTS 30
Introduction to Business Administration	4	Principles of Management	4	Law for International Business	4
Fundamentals of Accounting	4	Financial Accounting	4	Management Accounting	4
Business Software Systems	4	Corporate Finance 1	4	Corporate Finance 2	4
Mathematics for Business and Economics	4	Legal Systems and Principles	4	Strategic Management & Corporate Planning	4
Microeconomics	4	Macroeconomics	4	Statistics for Business and Economics	4
Marketing & Sales 1	4	Marketing & Sales 2	4	Corporate Governance & Business Ethics	4
English for Academic Purposes 1	3	English for Academic Purposes 2	3	Academic Skills 1	3
Social & Professional Skills 1	3	Social & Professional Skills 2	3	Social & Professional Skills 3	3
4th semester	ECTS 30	5th semester	ECTS 30	6th semester	ECTS 30
Consultancy Models & Skills 1	6	Consultancy Models & Skills 2	6	Bachelor Paper	8
Financial Planning, Budgeting & Controlling	4	Bachelor Paper Seminar	6	Internship	22
Business Information Systems	4	Company Analysis	4		
Academic Skills 2	4				
<b>Major: International Accounting &amp; Finance</b>		<b>Major: International Accounting &amp; Finance</b>			
Analysis of Financial Statements and Financial Reporting	4	Derivative Securities and Structured Finance	4		
Banking, Credit and Money Markets	4	Multinational Finance and Risk Management	4		
Capital Markets and Investment	4	Special Issues in Accounting and Taxation	6		
<b>Major: International Management &amp; Leadership</b>		<b>Major: International Management &amp; Leadership</b>			
Human and Social Behaviour	4	International HR Law	4		
Organisational Behaviour	4	International HR Consultancy	4		
Human Resource Management	4	Leadership and IHR Development	6		
<b>Major: International Marketing &amp; Sales</b>		<b>Major: International Marketing &amp; Sales</b>			
Applied Selling	4	Marketing/Sales Controlling	4		
Consumer Behaviour	4	Sales Force Management	4		
Marketing Strategy and Planning	4	Strategic Brand Management	6		



# FACHHOCHSCHULE WIENER NEUSTADT

Austrian Network for Higher Education



## Wiener Neustadt City Campus University of Applied Sciences

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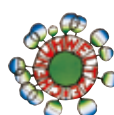
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**Business | Engineering | Health | Sport | Security**

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