

International Program of the CUAS School of Management

Autumn 2026/27



Bachelor – Intercultural Management

Choose **one of the bundles from the first** and **one from the second half-term**. Each module has **5 ECTS**. Choose **Austrian Language** and/or **Doing Business in Austria** (each 5 ECTS) to achieve 30 ECTS and/or to replace a module unsuitable for you. For more information about these two courses for exchange students see **Electives** below.

Half-term 1 (Oct – Nov)

Option 1 (year 1)		Option 2 (year 2)		Option 3 (year 3)	
L1-STE0	Student Orientation Program	L1-FOMETH	Research Methods	L1-INFI	Investment & Financing
L1-P&O	HR & Organization	L1-DIGMA	Digital Marketing	L2-SSCM	Sustainable Supply Chain Management
L1-BSW	Business Software	ICM3-INTM	Intercultural Management	L2-IBE	International Business Environment

Half-term 2 (Dec – Jan)

Option 1 (year 1)		Option 2 (year 2)		Option 3 (year 3)	
L1-SDB	Sustainability, Diversity & Business Ethics	L2-OEU-UR	Austrian and European Company Law	ICM5-RES-MGT	Responsible Management
L1-GL-RW	Fundamentals of Accounting	L1-DATA	Quantitative Data Analysis	ICM5-INNO-ENT-ACT	Innovation, Change & Entrepreneurial Action
Int Prog	Doing Business in Austria / Austrian Language	Int Prog	Doing Business in Austria / Austrian Language	Int Prog	Doing Business in Austria / Austrian Language

Bachelor – Digital Marketing & Sales

Choose **one of the three options below**. **Performance Marketing** has **10 ECTS**; **all other modules** have **5 ECTS**. Please note that for **option 2**, you must choose **either both Content Marketing and Social Media Marketing or neither**. Other than that, you can replace any module with **Austrian Language** and/or **Doing Business in Austria** (each 5 ECTS). For more information about these two courses for exchange students see **Electives** below.

Option 1 (year 1)		Option 2 (year 2)		Option 3 (year 3)	
L1-STE0	Student Orientation Program	L1-FOMETH	Research Methods	L1-INFI	Investment & Financing
L1-P&O	HR & Organization	DMS3-CONMA	Content Marketing	L2-IBE	International Business Environment
L1-BSW	Business Software	L1-DIGMA	Digital Marketing	DMS5-EVMA	Event Marketing
L1-SDB	Sustainability, Diversity & Business Ethics	L2-LEAD	Self & Employee Management	DMS5-BRAMA	Brand Management
L1-GL-RW	Fundamentals of Accounting	DMS3-SOMEMA	Social Media Marketing	DMS5-PERMA	Performance Marketing
L2-GRAD	Graphic Design	L1-DATA	Quantitative Data Analysis		

Master – International Business Management

Choose **either the first or third semester** of this program. **All modules** have **5 ECTS**. If you select courses from semester 3, choose either both **Marketing** or both **Finance** modules. You can replace one module with **Doing Business in Austria** or **Austrian Language** (each 5 ECTS) **OR** replace two modules with **Doing Business in Austria** and **Austrian Language**. For more information about these two courses for exchange students see **Electives** below.

Semester 1		Semester 3	
M4.05170.10.011	International Entrepreneurship Lab	M4.05170.30.151	International Consulting Lab
M4.05170.10.031	Essentials of Corporate Finance and Controlling (2/3 delivered asynchronously)	M4.05170.30.171	Sustainability, ESG Management & Business Ethics
M4.05170.10.041	Management & Leadership Skills	M4.05170.30.181	CEE/SEE, European & Global Business Environment
M4.05170.10.051	Coaching, Critical Thinking & Problem-Solving Skills	M4.05170.30.191	International Marketing Communication & Brand Management
M4.05170.10.061	Intercultural Communication & Negotiation Skills	M4.05170.30.201	International Sales Management
M4.05170.10.021	Artificial Intelligence for Business & Management	M4.05170.30.221	International Accounting
		M4.05170.30.211	International Financial Management

Electives

Austrian Language (5 ECTS)

The course focuses on **beginner-level German communication**, covering greetings and introductions, numbers and dates, arranging phone appointments, describing people and objects, famous Austrians and country facts, and varieties of German. Students build oral and written skills to introduce themselves and others, talk about studies, work, interests, and family, make and understand basic descriptions, ask and tell the time, and communicate with appropriate register and basic grammatical accuracy.

Doing Business in Austria (5 ECTS)

This course introduces exchange students to **Austria as a business location**, covering Austrian history, culture and business culture, identity and stereotypes, intercultural communication, current political and business topics, and economic relations and key figures. Students analyze social, political, legal, and economic factors shaping life and work in Austria and relate Austria's economic relations to their home countries. Learning is supported by research, presentations, moderated group work, lectures, and discussions, with continuous assessment via presentations, group projects, and quizzes. The course develops **intercultural competence, communication skills, awareness of diversity, teamwork and conflict management**, and **self-reflection for effective collaboration in multicultural settings**.

Language courses

Please visit the webpage of our [Language Center](#) to find out which courses will be available.



Additional Information

- Please note that course availability is subject to change and cannot be guaranteed.
- Electives are subject to demand.
- Detailed course descriptions are available on each program's webpage.
- If you want to study in German, you can choose modules from different programs and semesters, but during one half-term, you may only choose courses from one program and one semester. Please contact us and we will send you a detailed visualization of our curricula.
- If you choose courses from the German-taught programs “Digital Business Management” or “Public Management”, please note that many classes are held in the evenings, on Friday afternoons, and on Saturdays. Please contact us for more information.
- For any questions regarding your course selection, please reach out to Mr. Georg Jeschke (g.jeschke@fh-kaernten.at)

