

# **CURRICULUM**

## **FOR THE MASTER'S PROGRAM**

### **IN EXPORT AND INTERNATIONALIZATION MANAGEMENT**

Pursuant to § 25 (1) item 10 of the Universities Act 2002 (*Universitätsgesetz 2002*), Federal Law Gazette (*Bundesgesetzblatt, BGBl.*) I No. 120/2002, last amended by the federal act promulgated in Federal Law Gazette I No. 131/2015, the following regulation is passed:

#### **§ 1 Objectives**

Based on a bachelor's program in social and economic sciences, the Master's Program in Export and Internationalization Management provides an education that is both research-based and career-oriented, and prepares graduates for future executive and consulting functions in small and medium enterprise (SME) and export management.

The Master's Program is aimed particularly at students

- Who focused on SMEs and their internationalization, or on internationalization and international business activities in general during their undergraduate program in economic sciences
- Who take an interest in change processes and controlling dynamic environments
- Who, as entrepreneurs and decision-makers, want to take on responsibility in and actively shape small and medium enterprises as well as internationalization processes

The Master's Program focuses on systematically managing and developing SMEs, in particular with regard to their (potential) internationalization. Graduates have gained comprehensive skills necessary to implement various theoretical-conceptual approaches, quantitative methods, and instruments in the specific context of small and medium enterprises, and to identify and solve practical issues based on theoretical concepts and current research.

Graduates of the Master's Program in Export and Internationalization Management have gained skills that make them competent contact persons in the field of SME management, in particular in cases where internationalization is a key strategic option (e.g. positions as an entrepreneur, managing director, head of exports, head of export finance, and functions as a business delegate or consultant of SMEs in various development stages of the internationalization process).

Having completed the Master's Program, graduates are able to:

- Recognize the management challenges resulting from SMEs' internationalization processes and develop solutions
- Identify and activate change and internationalization potential in SMEs
- Independently apply analysis, assessment, and intervention methods (e.g. network analysis, qualitative business analysis, case study method, cluster-analytical approach, risk analysis) to the management of SMEs
- Use strategic and operative instruments of SME and export management (e.g. SWOT analysis, organizational culture analysis, budgeting, business ratio analysis, securing payment, and foreign currency hedging in international business) in a manner appropriate to the problems presented
- Solve complex practical problems in internationalization in an integrative manner by combining various perspectives (strategy, finance, marketing, risk management, business law)
- Critically evaluate different action perspectives and solution approaches and provide arguments for the chosen approach
- Follow current research findings in the areas named above in the interest of life-long learning and, based on these findings, reflect on one's own business activities
- Appropriately communicate complex issues and problems

## **§ 2 Admission Requirements**

(1) The prerequisite for admission to the Master's Program in Export and Internationalization Management is the successful completion of a bachelor's program in a relevant discipline or a bachelor's program at a university of applied sciences (*Fachhochschule*) in a relevant discipline, or of another equivalent program at a recognized post-secondary educational institution in Austria or abroad. University programs, university of applied sciences programs and other equivalent programs in a relevant discipline include university degree programs and university of applied sciences degree programs which fulfill the following requirements:

- a) The program is worth at least 180 ECTS credits
- b) Graduates have completed examinations in the following fields:
  - Business administration/economics worth 70 ECTS credits, at least 14 ECTS credits of which are to be in the fields of international management/international business and/or entrepreneurship and/or SME management
  - English business communication or subject-related courses held in English worth 4 ECTS credits.

(2) Dual application of examinations to the Master's Program in Export and Internationalization Management through credit transfer of examinations completed in the first-degree program in a relevant discipline pursuant to (1) is not permissible.

### § 3 Classification, Structure, Total Credit Hours, and ECTS

(1) The Master's Program in Export and Internationalization Management is a social and economic sciences degree program within the meaning of § 54 (1) of the Universities Act 2002.

(2) The 4-semester Master's Program in Export and Internationalization Management is made up of 120 ECTS credits and 40 credit hours. The master's thesis is worth 20 ECTS credits, and the subjects of the Master's Program in Export and Internationalization Management account for the remaining 100 ECTS credits.

### § 4 Types of Examinations

The examination types indicated in this curriculum are defined in the examination regulations of WU (Vienna University of Economics and Business). This curriculum, together with the examination regulations, forms a curriculum pursuant to § 25 (1) item 10 of the Universities Act 2002.

### § 5 Core Subjects

(1) The courses and examinations in the core subjects of the Master's Program in Export and Internationalization Management are as follows:

<i>Course title</i>	<i>ECTS</i>	<i>Credit hours</i>	<i>Type of examination</i>
<i>In Strategic Management of SMEs (30 ECTS)</i>			
SME Management	7.5	3	PI*
Business Development in an International Context	5	2	PI
Corporate Entrepreneurship and Business Analysis	7.5	3	PI
Cooperation Management and Network Analysis	5	2	PI
Internationalization: Business Planning	5	2	PI
<i>In Internationalization Management (35 ECTS)</i>			
Export Management	7.5	3	PI
Models of Internationalization	5	2	PI
International Marketing	5	2	PI
International Market Research and Quantitative Methods	5	2	PI
International Risk and Finance Management	7.5	3	PI
International Corporate Finance	5	2	PI
<i>In Elective, the student's choice of one of the following courses and examinations (5 ECTS):</i>	5	2	PI
Legal Aspects of International Business Activities <i>or</i>			

Accounting and Reporting in International Business Activities	5	2	PI
<i>or</i>			
New Economic Geography	5	2	PI
<i>or</i>			
International Economics and International Economic Policy			PI
<i>or</i>	5	2	
Family Business			
<i>or</i>	5	2	PI
Management Skills			
<i>or</i>	5	2	PI
Management Course Abroad			
	5	2	LVP**/PI
<i>In English Business Communication (15 ECTS)</i>			
English Business Presentations	5	2	PI
English Business Negotiations	5	2	PI
International Business: Language and Communication Issues	5	2	PI
<i>In Academic Writing (15 ECTS)</i>			
Literature Seminar: Research Designs	5	2	PI
Dialogue between Theory and Practice	5	2	PI
Master's Thesis Coaching	5	2	PI

\* PI = *prüfungsimmanent*, class with continuous assessment of student performance

\*\* LVP = *Lehrveranstaltungsprüfung*, course examination

(2) The Management Course Abroad is not offered at WU; credits must be transferred from a foreign university. The master's-level course must be business-related, must be completed during the master's program at a recognized post-secondary educational institution outside of Austria and outside of the student's home country, must be subject to an examination, and must be of a comparable scope to equivalent WU courses.

(3) The courses "Dialogue between Theory and Practice" and "Master's Thesis Coaching" are graded on a pass ("*mit Erfolg teilgenommen*") or fail ("*ohne Erfolg teilgenommen*") basis.

## **§ 6 Specific Requirements for Admission to Examinations**

The successful completion of the courses "Export Management" and "SME Management" is the prerequisite for admission to all further courses and examinations in the Master's Program in Export and Internationalization Management.

## **§ 7 Master's Thesis**

- (1) Every student is obliged to submit a master's thesis worth 20 ECTS credits.
- (2) The successful completion of the course "Literature Seminar: Research Designs" is the prerequisite for the evaluation of the master's thesis.
- (3) In their master's theses, the students have to demonstrate their ability to independently handle a topic with the help of academic research methods.
- (4) The topic of the master's thesis is to be chosen from one of the subjects of the Master's Program in Export and Internationalization Management and is to be determined by agreement with the Academic Director. The students are entitled to propose a topic themselves or to select one from a number of suggestions made by the available supervisors. Apart from that, § 33 of the Bylaws of WU applies.

## **§ 8 Completion of the Master's Program**

After a student has successfully completed all required examinations and the master's thesis, a certificate will be issued evidencing the successful completion of the Master's Program in Export and Internationalization Management.

## **§ 9 Academic Degree**

Graduates of the Master's Program in Export and Internationalization Management will be awarded the academic degree Master of Sciences (WU), abbreviated as MSc (WU).

## **§ 10 Effective Date**

- (1) This regulation shall enter into force on October 1, 2017.
- (2) This regulation shall replace the Regulation on a Curriculum for the Master's Program in Export and Internationalization Management, WU Bulletin No. 19 of February 5, 2014, as amended by the regulation published in the WU Bulletin No. 40 of June 30, 2015.

## **§ 11 Transitional Provisions**

- (1) Degree program students who, at the time of entry into force of this regulation, have already begun the Master's Program in Export and Internationalization Management at WU pursuant to the Regulation on a Curriculum for the Master's Program in Export and Internationalization Management, WU Bulletin No. 19 of February 5, 2014, as amended by the regulation published in the WU Bulletin No. 40 of June 30, 2015, shall be entitled to complete

their studies by the end of the 2020 summer semester according to the regulation applicable on September 30, 2017.

(2) If a student fails to complete the program within that period, the student will be subject to the new curriculum for the remainder of his/her studies.

(3) Students are entitled to change to the new curriculum during admission periods.