

# Business Consultancy International

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**We do.**



**Bachelor**

**Business**

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**FH**



Wiener Neustadt

**University of Applied Sciences Wiener Neustadt**  
Business. Engineering. Health Studies. Security. Sport

# University of Applied Sciences Wiener Neustadt

Business. Engineering. Health Studies. Security. Sport

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we do.

international

practical

career driven

**FH**



Wiener Neustadt

## IMPRESSUM

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## Business Studies

Business Consultancy International, or BCI for short, is a first-class business-studies degree programme. The goal of the programme is to provide high-calibre students with an excellent launching pad to a career in international business. It is a three-year, six-semester degree programme providing 180 ECTS credits; it complies fully with the Bologna Accords.

Since it was established in 2003, BCI has carved out a name for itself in the business community as an ideal education for a business career. This has been achieved through an uncompromising approach to quality and standards. The pending accreditation of the programme by FIBAA, a Swiss-German agency which audits business programmes on the basis of quality criteria, bears testimony to this effort.

For BCI graduates who proceed to postgraduate studies, the programme has also proven its worth. Our graduates have been welcomed into many of the top universities worldwide, including the London School of Economics and Harvard University, to name but two.

A career in business can accommodate a wide range of interests as well as a wide variety of personality types.

Once started, a business career can take many routes, depending on your personality and goals. In the BCI programme, we combine a general business education for all students with a certain amount of specialisation based on students' areas of interest.

**„BCi - the perfect  
passport to a  
successful  
business career.“**

**Prof. (FH) Dr. Ciarán Cassidy**  
BCi Programme Director

# Education is the gateway to a successful future.

## Key Facts

<b>Duration</b>	6 Semesters
<b>Organisational form</b>	Full time
<b>Academic degree</b>	Bachelor of Arts in Business (B.A.)
<b>Prerequisites</b>	Secondary education completed, or alternative university matriculation (Studienberechtigungsprüfung, Berufsreifeprüfung), English competence, level C1 (by means of recognised English language certification: BEC Higher, CAE, IELTS, band 6.5 minimum, TOEFL iBT, minimum score 110)
<b>Admission process</b>	English computer-based test, aptitude test, personal interview (for long-distance applicants, the interview may be conducted by telephone)
<b>Specialisations (majors)</b>	International Accounting and Finance, International Marketing and Sales
<b>Language of programme</b>	English
<b>Extra</b>	Optional exchange semester in 3 <sup>rd</sup> semester.
<b>ECTS</b>	180
<b>Beginning of academic year</b>	First week in September
<b>Dean of Programme</b>	Prof. (FH) Dr. Ciarán Cassidy
<b>Location</b>	Campus Wiener Neustadt

The Business Consultancy degree programme produces capable business graduates who are prepared with the necessary commercial and managerial skills to make quality business decisions in global environments.

**“The two most important requirements for major success are: first, being in the right place at the right time, and second, doing something about it.”**

**Ray Kroc**  
Founder of McDonalds

# Get to know your study programme.

The Business Consultancy International (BCi) degree programme is an internationally-oriented programme taught entirely in English. It provides a particularly stimulating environment in which students from many different nations and cultural backgrounds work together with an international faculty.

Students gain a solid foundation in a wide range of management as well as consultancy skills. Students are encouraged to study one semester abroad at one of our more than 60 partner universities around the world.

Established in 2003, BCi is one of the first business studies programme in Austria offered completely in English. Its reputation rests on the fact that it is uncompromising in the emphasis on quality education based on the highest academic standards.

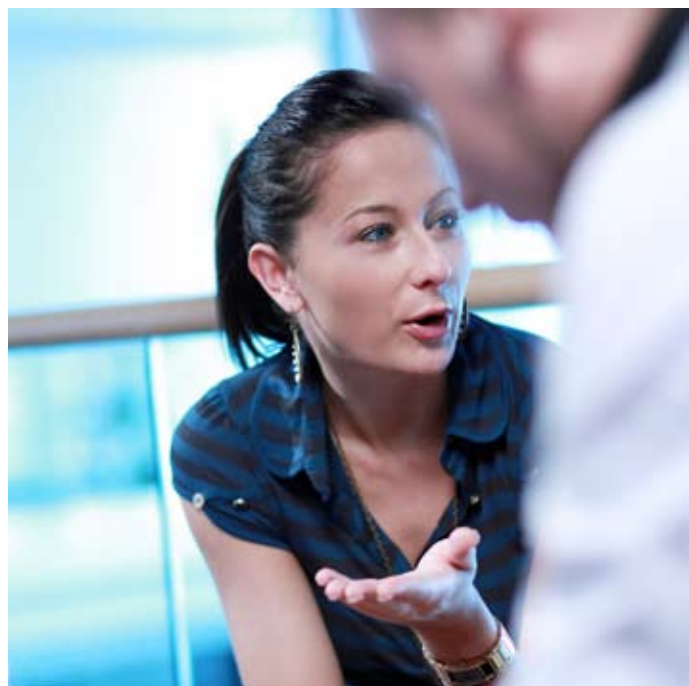
The programme provides a considerable advantage when beginning one's career, particularly in the business management and consultancy professions. Graduates are therefore able to fulfill the ever more demanding requirements of the business community: perfect communication skills in English, intercultural understanding and experience, global business know-how and knowledge of universal standards (i.e. IFRS or US-GAAP).

## HIGHLIGHTS.

- > International environment
- > Exchange semester
- > Internship semester
- > Practice-oriented
- > English native speakers
- > Soft skills

## SOME CAREER OPPORTUNITIES.

- > Investment banker
- > Marketing and sales manager
- > Accountant/auditor/tax advisor
- > Advertising manager
- > Financial analyst
- > Product manager



# We do.



Prof. (FH) Dr. Ciarán Cassidy  
Dean of Programme

## SPECIAL FEATURES

### // Multi-cultural microcosm

The BCI undergraduate programme is relatively small - each year about 65 students are admitted, from up to 30 countries, and each semester they are joined by about 40 rotating "exchange students" from our partner universities. The study programme requires a great deal of interaction between the students, which intensifies multi-cultural tolerance and cooperation. The teaching-staff of the programme is also international. Many of the lecturers are employed in international companies and provide their expertise to the students on an "external" basis. In addition, a number of professors come from foreign universities to teach courses as part of the BCI programme - Arkansas State, Georgia Tech. (USA), New Brunswick (Canada), Torino (Italy) and Warwick University (UK).

### // Exchange semester

The exchange semester in a partner university is an opportunity available to all successful students in the third semester of their studies. The university currently has over 60 partner universities scattered around the globe. Students who can take this opportunity are exempted from the academic programme in Wiener Neustadt; a matching, substitute programme in the partner university is completed instead. In this way, the study-

abroad semester does not extend the duration of the degree programme. The exchange semester is not compulsory.

### // Internship

The main activity in the 6th, and final, 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 (work practice) is at least 20 weeks. Both the company and the activity the student undertakes are monitored, to ensure they comply with the requirements of the programme.

### // Social skills

The importance of personal development skills, including communication skills, should not be underestimated. Most functions in business involve interpersonal communication, team projects, successful presentations, or other cooperative activities. The BCI programme provides instruction in a number of key soft skills. These ensure that all BCI graduates should be able to perform business activities with a large measure of professional competence.



# Feedback from professionals.

## // GRADUATES

„The BCI programme was my first step into the business world. I enjoyed this degree programme because it goes beyond traditional lecturing and enables students to work hands-on with representatives of major global corporations. The unique combination of academic theory, supported by practical instruction made for an excellent learning platform. The international nature of the students, staff, and lecture content is definitely unique in Austria.“

Thomas Schnabler, BA

„The Business Consultancy International degree programme was a great choice for me as I wanted to start an international career in business. With lecturers and students from around the world, I had the opportunity to learn from top-class professionals with global experience, and also gain an appreciation for intercultural issues and awareness. I also benefited from a semester and an internship abroad. All of these elements were an excellent foundation for my professional career.“

Mag. (FH) Christine Dunai, Manager Public Affairs, Pfizer Austria

## // EMPLOYERS

“A graduate from a degree programme with a strong focus on practical work experience fits our needs perfectly. In today’s competitive climate, we require diligent students with a broad perspective, the ability to solve problems creatively, and who work as part of a dynamic team. These skills were clearly instilled in Christine through the Business Consultancy International Programme, making her a valuable asset.“

Mag. Martina Hörmer  
REWE INTERNATIONAL AG, referring to BCI graduate Christine Folk

## ADMISSIONS PROCESS.

### STEP 1.

Fill in the application form, attaching copies of all required documents, and send to the FH Wiener Neustadt.

### STEP 2.

The FH will contact all applicants to arrange a time for a required interview, an English placement test, and a general aptitude examination.

### STEP 3.

Students will then be ranked on application information, and the test results.

### STEP 4.

Accepted students will receive confirmation via mail by mid July at the latest, and be asked to sign an „Acceptance of study place“ form which must be returned to the FH.

### STEP 5.

On the first day of classes, students will be asked to sign an educational contract.

## „GLAD TO HELP“ Student Advisory Service.

Mag. Barbara Krebs  
+43(0)2622 / 89 0 84-403

barbara.krebs@fhwn.ac.at



# Curriculum.

ECTS

1. SEMESTER	30
Fundamentals of Accounting I	4
Fundamentals of Accounting II	1
Principles of Corporate Finance I	4
Principles of Marketing	4,5
conomic Thought	2
Legal Systems and Principles	4,5
Personal Skills Assessment	1
Mathematics	4
Business Software Systems I:	
Business Communication	
and Word (advanced)	1
Business Software Systems II: Excel	2
English I	2

2. SEMESTER	30
Financial Accounting I	4
Financial Accounting II	1
Principles of Corporate Finance II	4
Principles of Sales	3
Principles of Management	4
Microeconomics, lecture	2
Microeconomics, tutorial	1
Contract Law	3
Statistics	4
Business Software Systems III: Access	2
English	2

3. SEMESTER	30
Cost Accounting I	4
Cost Accounting II	1
The Financial System	2
Strategic Management &	
Corporate Planning	4
Macroeconomics	6
European Law	3
Team Organisation	2
Business Information Systems, lecture	2
Business Information Systems, tutorial	1
Business Ethics	3
Case Study 1	2

4. SEMESTER	30
Financial Planning, Budgeting	
and Controlling	4
International Sales Law	3
Job Applications and Assessment	1
Consultancy Skills	2
Consultancy Models	3
Research Methodology	2
Elective 1	3

**Major: International Accounting and Finance**

Analysis of Financial Statements & Financial Reporting	4
Banking, Credit and Money Markets	4
Capital Markets and Investment	4

**Major: International Marketing and Sales**

International Marketing Strategy and Planning	6
Selling Skills and Competencies	6

**CHOICE OF ELECTIVES**

- Auditing
- Global Economic Relations
- Business Administration

5. SEMESTER	30
Intercultural Business Dimensions	2
Project Management and Applications	3
Company Analysis	3
Elective 2	3

**Major: International Accounting and Finance**

International Taxation	6
Derivative Securities and Structured Finance	4
Multinational Finance and Risk Management	4

**Major: International Marketing and Sales**

Brand Management	4
Advertising and Marketing Communication	4
Sales Force Management and Strategy	6

Bachelor Paper I (supervision/seminar) 3  
Case Study 2 2

**CHOICE OF ELECTIVES**

- Organisation and Human Resource Management
- Materials Management and Logistics
- Labour and Social Law

6. SEMESTER	30
Internship	24
Bachelor paper II (supervision/seminar)	6





# Application Form > Bachelor Degree Programme

I hereby register for the full-time degree programme:

**Business Consultancy International**

International Accounting & Finance

International Marketing & Sales

**Application Schedule:**

- Deadline for applications: ..... 31 May
- Prospective student's confirmation of acceptance of study place: ..... 1 August
- Payment of first semester's tuition fees: ..... 1 August

## Personal Information

Surname Title First name Nationality

female

male

Austrian social security number (if applicable) Date of birth Place of birth

Street, house number postal code + City Country

Mobile phone Telephone E-Mail

## My Education

School-leaving Certificate (I successfully completed or was awarded the school-leaving certificate):  
for requirements refer to [www.fhwn.ac.at](http://www.fhwn.ac.at)

Military service  
completed:

yes

no

on at average (school) grade

- Vocational Schools
- Austrian University Entrance Examination
- Berufsreifeprüfung
- Completion of Apprenticeship

GU	STN	Abschluss	Abschlussdatum	E-Zertifikat	MoS	Testeinladung	abgelegt		

## Required Documents and Certificates (photocopies)

- > **Education** (one of the following):
- School-leaving certificate (all pages) or university entrance examination-certificate or certificate of completion of a vocational school or certificate of completion of an apprenticeship or „Berufsreifezeugnis“ or university entrance examination
  - Proof of work experience (for candidates having completed a vocational school or an apprenticeship)
  - Certification of university-level (higher education) course, etc.
- > **Proof of English proficiency** must be provided with one of the certificates listed below (tick as applies):
- Business English Certificate Higher
  - Certificate in Advanced English
  - International English Language Testing System band 6.5 or higher
  - TOEFL iBT, minimum score 110
  - I currently do not have one of the certificates listed above.

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### > **Personal Information**

- Proof of citizenship
- Birth certificate
- Motivational letter (explaining why you should be admitted)

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Date

## The first 5 steps to success:

- 1 Fill in the application form, attaching copies of all required documents, and send to the FH Wiener Neustadt.
- 2 The FH will contact all applicants to arrange a time for a required interview, an English placement test, and a general aptitude examination.
- 3 Students will then be ranked on application information, and the English and aptitude test results.
- 4 Accepted students will receive confirmation via mail by mid July at the latest, and be asked to sign an „Acceptance of study place“ form which must be returned to the FH.
- 5 On the first day of classes, students will be asked to sign an educational contract.

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## I acknowledge...

...that attendance during the entire study programme is mandatory. This is a prerequisite for being admitted to examinations.

Hard copy documents required for the submission of this application must be provided. In the case that I have not completed my education, I enclose interim reports and will provide proof of completion by the registration deadline. If I have not provided documentation, or if I have acquired further qualifications in the meantime, I will submit the documents without delay.

Tuition fee/Semester: 363.36 Euros +  
16.50 Euros fee for the  
Austrian national union of students

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Signature