FH OBERÖSTERREICH
UNIVERSITY
OF APPLIED SCIENCES
UPPER AUSTRIA

Campus Steyr

NEW

Business Management & Economics[1]

BME

BA

Full-time, English/
German Language

The degree program for a career in business

If you are interested in business but do not yet want to commit to a single field, Business Management & Economics provides the ideal foundation. The programme offers a broad understanding of companies, markets and economic interdependencies – with a strong practical and international focus. You will learn how different business functions work together to successfully develop, finance, produce and market products and services. Particular emphasis is placed on the responsible and reflective use of data and AI, Social and Future Competencies such as teamwork, facilitating meetings, giving and receiving feedback, conflict management and negotiation. You will then choose two of four specialisations: Value Chain Management, Finance Management, Sales and Digital Marketing, or Digitalisation and Future Management. Practice-oriented projects with companies prepare you for a wide range of career paths in a globally connected economy.

Career

Graduates work in a wide range of roles across the Austrian economy and actively contribute to shaping businesses and organisations. They are also well equipped to pursue successful international careers. Some work as consultants in consulting firms or within large global corporations; others pursue careers as executive management assistants, supporting senior management with challenging assignments and projects. Graduates can equally take on specialised roles in functional areas of companies, for example in marketing, international sales of products and services, human resources, or supply chain management, where they help manage global supply chains successfully.

Topics

→ Supply chain management, logistics, production
→ Cost accounting, financial accounting, finance
→ Business organization, corporate law
→ Roles and functions of corporate departments
→ Global economic interdependencies and their impact on companies
→ Process and project management
→ Working with data, artificial intelligence, business analytics
→ Social and future competencies, ethics in management
→ Using quantitative methods in management
→ Four specializations to choose from

Degree
→ Bachelor of Arts in Business (BA)

Duration
→ 6 Semester (180 ECTS)

Annual Intake
→ 45

Admission Requirements
→ University entrance qualification
e.g. A-Levels, university pre-entry certificate, completed vocational matriculate exam
→ German at level A1 is mandatory for the application.

Application
→ Online – details & deadlines on fh-ooe.at/application

Admission Procedure
→ fh-ooe.at/en/bme

Internship
→ Nine weeks in 6th semester

Compulsory Semester Abroad
→ Opportunity to study at one of our 160 partner universities during the third semester

Mode of Study
→ Full-time in English/German language

Tuition Fees
→ EU/EEA citizens: 363.36 EUR per semester (plus Austrian Student Union fee).
→ Citizens from non-EU/EEA countries: 726.72 EUR per semester (plus Austrian Student Union fee). Scholarships available.

fh-ooe.at/en/bme

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[1] Subject to approval by AQ Austria a/o FH OÖ Academic Board

Curriculum

List of modules	ECTS / Semester 1	2	3	4	5	6
→ Business Management						
Business Processes & Value Chain	5	5				
Business Finance	5	2	3			
Business Processes & Project Management		3	2			
Business Law				2,5	2,5	
→ Applied Economics						
Applied Economics		5	5	5		
Business Simulation						5
→ Social & Future Competencies						
Language Skills & Employability	5	5	5	5	5	
Professional Skills	5		5		5	
→ Digitalization, Data Management & Academic Work						
AI Ethics, Data Literacy & Future Skills	10					
Applied AI in Business, Economics & Academic Writing		10				
Bachelor's Thesis and Bachelor's Examination						10
→ Practical Application						
Case Studies in Business			10			
Company Project				5	5	
Internship						15
→ Specialization (two to choose from)[1]						
Value Chain & Operations Management or				12,5		
Sales and Digital Marketing				12,5		
Financial Management or					12,5	
Digitalization & Future Management					12,5	
Sum	**30**	**30**	**30**	**30**	**30**	**30**

Practical Experience and Research

Practical relevance shapes the degree program right from the start. Real-world case studies, business cases, simulations, and corporate projects connect academic foundations with concrete business challenges. In the final internship and the accompanying Bachelor's thesis, students apply their skills in practice. At the same time, insights from applied research and current economic topics are directly integrated into teaching. In this way, students learn to thoroughly analyze problems, develop solutions, and justify decisions in a clear, well-founded manner.

AI and Digitalization in Higher Education

AI, data, and digital technologies are not isolated niche topics in the BME degree program, but are systematically integrated into business applications. Students learn to prepare, analyze, and visualize large volumes of data, as well as use AI tools thoughtfully and responsibly in their studies and future careers. They explore the potential and limitations of AI, learn what the ethical use of new technologies entails, and apply digital tools in case studies, projects, and specialized courses. The goal is a confident, critical, and practical approach to AI and digitalization. Students experience how AI and digitalization are transforming the future working environment and learn how to manage these changes.

Good to Know

→ The Austrian economy has a continuous demand for qualified graduates in business and management who have an international outlook, broad knowledge and a comprehensive understanding of economic interdependencies, and who are able to apply this knowledge effectively in a business context.

Study Abroad

Business spans the entire globe, is international, and does not stop at national borders. That is why internationality is a central component of the BME degree program! English as the primary language of instruction, international students and lecturers, as well as collaboration in culturally diverse teams create an exciting learning environment right on campus. Intercultural competencies are developed in a targeted manner and applied in practice through projects and courses. An optional semester abroad or other international experiences further broaden both personal and professional horizons. At the same time, international students acquire German language skills up to the B2 level, preparing them specifically for entering the workforce in Austria or the German-speaking world. Naturally, graduates of this Bachelor's program can also choose from numerous Master's programs offered at the Steyr campus for further specialization.

BME in a Nutshell

1 Business
→ Help manage successful businesses or build great products.

2 Use Data & AI
→ Leverage data and AI professionally to drive better decision-making.

3 Future Skills
→ Let your personality shine and help build a future-ready workplace.

4 Hands-on
→ Work on real-world business cases and apply your knowledge instantly.

5 Your choice
→ Start broad and choose two focus areas to build your specialization.

6 Job opportunities
→ Learn German, start your career, and secure a well-paid job in Austria.

Contact

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[1] Offered subject to a sufficient number of participants.

ECTS: European Credit Transfer System

09/26