

IMC Summer School 2021

International Business Innovation

Quick facts

The **Summer School International Business Innovation** will take place from **July 05 until July 16, 2021**, and builds on IMC University of Applied Sciences Krems faculty's expertise.

For two weeks a group of **international bachelor students**, from IMC's international partner institutions, as well as regular **IMC students**, will jointly attend this intensive short program.

The participants will have the opportunity to learn how to

- Exploit opportunities for sustainable digital business innovation
- Design customer experiences and develop human-centered business innovations
- Lead corporate change in an effective & systemic manner
- Collaborate across cultures.

The program includes an **enrichment program** with the aim of offering both a high quality **academic and intercultural experience in Krems**.

We plan to offer the IMC Summer School on-site in Austria, on IMC's Campus Krems, if the COVID-19 situation allows. The program includes **social and cultural activities**, ranging from a city tour in Krems to a wine tavern visit (*Heuriger*), as well as social events. The aim is to give visiting students a taste of Austrian and European culture while providing opportunities for networking and socializing, all with the necessary health precautions.

Academic team

The academic program is chaired by Dr. Roger Hage, Director of the Master program "Digital Business Innovation and Transformation" and will be taught by a team consisting of lecturers from IMC:

Dr. Stephan Jung
Dipl.-Ing. Dieter Kittenberger
Halliki Kreinin, MSc.
Martina Stricker
Hon. Prof. (FH) Maria Surböck, MSc.
Dr. Barbara Neuhofer

Credits & contact hours

Credits: 6 ECTS credits

Contact hours: 63 contact hours (à 45 min each)

Participating students will receive an IMC certificate for this program. Evaluation includes completing pre-course assignments, active participation in class, performing final project presentations and passing the final multiple-choice assessment.

Dates

Program dates: July 05 to July 16, 2021

Nomination deadline for partner universities: March 15, 2021

Application Deadline: April 30, 2021

Application requirements

Application requirements for the IMC Summer School are

- current enrollment in an undergraduate program in business studies at IMC Krems,
- **OR** official nomination for the program by IMC Krems partner university (if not IMC student)
- **AND** excellent English language skills

Nomination and application

Students should be nominated by the **nomination deadline on February 15, 2021**. Please note that the program has a limited number of spots. Therefore, nominations should be sent to IMC as soon as possible via e-mail.

After nomination, students will be asked to provide all necessary supporting documents (CV and letter of motivation). Details will be disclosed directly to the respective nominated person.

Program fee and services

Students do not pay a tuition fee for the program. However, we charge a participation fee to cover program services. To give students the flexibility of choice, applicants book the accommodation on their own.

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| Program fee: | € 515, - |
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- **Transport/logistics:**
 - Course materials
 - Lunch on lecture days
- **Cultural events:**
 - City tour in Krems
 - Excursion to Wachau valley
- **Social events:**
 - Welcome, farewell reception and networking dinner
 - International cultural evening (wine tavern)

Students have access to all campus infrastructure, including WiFi on campus and the university's libraries.

Accommodation

IMC Krems will provide recommendations and suggestions for accommodation options. However, participants are not bound to these suggestions. They can choose further accommodation options in Krems.

Contact information

Ms. Doris Molnar & Ms. Bianca Braun

International Welcome Center

Tel.: +43 2732 802 – ext 526 or 263

Email: welcome@fh-krems.ac.at

Website: <https://www.fh-krems.ac.at/fachhochschule/medienportal/events/imc-summer-school-2021-2021-07-05/>