

University of Krems, IMC - Austria

Approved template of credit transfer (09/10/2015)

Template code: **IMC15**

Krems					UM Equivalency				
No.	Course code	Course title	ECTS	Contact hours	No.	Course code	Course title	Credits	Prerequisite
1	ACC	Accounting I	3	2/week	1	ACCT100	Principles of Financial Accounting	3	None
	ACC	Accounting II	3	2/week					
2	FIN	Financial Management	3	2/week	2	FINC210	Financial Management	3	ACCT100
3	ITFM	International Financial Management I	2.5	2/week	3	FINC211	Advanced Financial Management	3	FINC210
	ITFM	International Financial Management II	3	2/week					
4	IQM	Quality Management	1	1/week	4	GAHM303	Quality Service Management	3	MGMT110
	SERD	Service Design	4	2/week					
5	SHM	Specialized Business Administration Hospitality Management	3	2/week	5	GAHM324	Hotel and Resort Management	3	MGMT110
6	FTT	Foreign Trade Techniques I	2	2/week	6	GBMT300	Global Business Environment	3	MGMT110 & MKTG220
	FTT	Foreign Trade Techniques II	3	1/week					
7	TIC	Training Intercultural Competence	1.5	2/week	7	GBMT302	International Management	3	BECO310 / EBIS315 / GBMT300/30
8	GER Beg.	German for Beginners	2.5	2/week	8	GRMN100	Introduction to German I	3	None
9	RESM	Research Methodology I	2	2/week	9	MGMT331	Research Methods	3	MGMT110 & MKTG220 & QMDS200
	RESM	Research Methodology II	3	2/week					
10	HRM	Human Resource Management	3	2/week	10	MGMT332	Human Resources Management	3	MGMT110
11	MKTG	International Marketing and Sales I	3	2/week	11	MKTG410	International Marketing	3	MKTG220
12	MKTG	International Marketing and Sales II	3	2/week	12				
13	EMKT	Export Marketing	3	2/week	13	MKTG410	International Marketing	3	MKTG220 MKTG220
	EMK	Export Marketing II	1.5	1/week					
14	MCM	Marketing and Communication Management	5	3/week	14	MKTG411	Integrated Marketing Communications	3	MKTG220
15	MIM	Meeting Industry Management	3	2/week	15	MKTG426	Events Marketing	3	MKTG220

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16	EMKT	E-Marketing	3	2/week	16	MKTG431	Internet Marketing: Principles and Models	3	MKTG220
17	MRE	Marketing Research	4.5	2/week	17	MKTG434	Qualitative Marketing Research	3	MGMT331
18	PPM	Project and Process Management	3	2/week	18	QMDS400	Project and Quality Management	3	FINC213 / QMDS200/20
19	DM	Destination Management	6	30	19		Exchange Elective - 3rd Year	3	None

The ECTS and/or contact hours of the selected course is not enough to replace a 3-unit course in UM. Students who want to use this course to replace a 3-unit course in UM must study another similar course together. Then use these two courses to replace one 3-unit course in UM.