



SS 2021

Course offer for Incoming Students in English/German



UNIVERSITY
OF APPLIED SCIENCES
UPPER AUSTRIA

Bachelor's Degree Programme

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
Controlling, Accounting and Financial Management (Bachelor, Steyr Campus)							
CRF	ENGE22UE	English 2	Practice-oriented session	2	Bachelor	3	4
Global Sales and Marketing Bachelor (Bachelor, Steyr Campus)							
GSM-B	FIN1I	Finance 1	Integrated course	2	Bachelor	5	5
GSM-B	MBI1I	Market and Business Intelligence	Integrated course	2	Bachelor	5	7
GSM-B	SAM2I	Managing Sales Channels	Integrated course	2	Bachelor	3	9
International Logistics-Management (Bachelor, Steyr Campus)							
ILMBakk	10ENG E2U	Englisch Fundamentals 2	Practice-oriented session	2	Bachelor	3	10
ILMBakk	10FS2 E2I	2. Foreign Language Fundamentals 2 - Russian	Integrated course	2	Bachelor	3	11
ILMBakk	10FS2 V4I	2. Foreign Language Advanced 4 - Russian	Integrated course	4	Bachelor	3	12
ILMBakk	10INB E1I	Intercultural Management	Integrated course	2	Bachelor	3	13
ILMBakk	10LOT E1V	Logistics Technology 1	Lecture	4	Bachelor	3	14
ILMBakk	IO-ACC	Austrian Culture and Civilization	Integrated course	2	Bachelor	4	15
ILMBakk	IO-ENT	Entrepreneurship & Business Entry Models	Integrated course	2	Bachelor	2	16
ILMBakk	IO-GI	German Intermediate	Integrated course	2	Bachelor	4	17
ILMBakk	IO-GLI	German Lower Intermediate	Integrated course	2	Bachelor	4	18
ILMBakk	IO-IM	Intercultural Management "MASTERING STRATEGY IN INTERCULTURAL ENVIRONMENTS"	Lecture	2	Bachelor	3	19
ILMBakk	IO-LI	Logistics Insight	Integrated course	2	Bachelor	4	21
ILMBakk	IO-MbF	Management - Global Classics	Practice-oriented session	2	Bachelor	2	22
ILMBakk	IO-OMG	Operations Management	Integrated course	2	Bachelor	4	23

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
International Logistics-Management (Bachelor, Steyr Campus)							
ILMBakk	IO-PGW	Professional Performance in a Globalised World	Integrated course	2	Bachelor	2	24
ILMBakk	IO-PI	Practical Introduction to studies	Integrated course	2	Bachelor	3	25
ILMBakk	IO-SCM	Supply Chain Management	Integrated course	2	Bachelor	3	26
Process Management and Business Intelligence (Bachelor, Steyr Campus)							
PMBIBakk	EN4LB	English 4	Laboratory session	4	Bachelor	4	28
Production and Management (Bachelor, Steyr Campus)							
PMTBakk	ENG E 2 U	English 2	Practice-oriented session	2	Bachelor	3	29
PMTBakk	ENG V 4 U	English 4	Practice-oriented session	4	Bachelor	3	30
PMTBakk	MAR 1 V	Marketing	Lecture	2	Bachelor	3	31
PMTBakk	MAR 2 V	Sales	Lecture	2	Bachelor	3	32
Controlling, Accounting and Financial Management (Bachelor - Part Time, Steyr Campus)							
CRF	BB ENGE22UE	English 2	Practice-oriented session	2	Bachelor	3	33
CRF	BB ENGV24UE	English 4	Practice-oriented session	4	Bachelor	2	34
International Logistics-Management (Bachelor - Part Time, Steyr Campus)							
ILMBakk	10INB E1I	Intercultural Management	Integrated course	2	Bachelor	3	35
ILMBakk	BB 10BST E2I	Business Studies Fundamentals 2	Integrated course	2	Bachelor	3	36
ILMBakk	BB 10ENG E2U	Englisch Fundamentals 2	Practice-oriented session	2	Bachelor	3	37
ILMBakk	BB 10ENG V3U	English Advanced 3	Practice-oriented session	4	Bachelor	2	38
Process Management and Business Intelligence (Bachelor - Part Time, Steyr Campus)							
PMBIBakk	BB EN2UE	English 2	Practice-oriented session	2	Bachelor	2	39
PMBIBakk	BB EN4LB	English 4	Laboratory session	4	Bachelor	4	40

Master's Degree Programme

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
Global Sales and Marketing Master (Master - Part Time, Steyr Campus)							
GSM-M	M-ECO2I	Economics	Integrated course	2	Master	5	41
GSM-M	M-FAA2I	Finance and Accounting	Integrated course	2	Master	3	42
GSM-M	M-GBS2I	General Business Subject	Integrated course	2	Master	3,33	43
GSM-M	M-LAN2I	Foreign Language/General Business Subject abroad	Integrated course	2	Master	5	44
GSM-M	M-OCM2I	Organisational Behavior/Change Management	Integrated course	2	Master	5	45

Lecture/Seminar profile:**English 2 (ENGE22UE)**

Degree course	CRF
Course title	English 2
Course code	ENGE22UE
Level	Bachelor
Term	SS21
Lecturer	Michael Dean, Agnieszka Daria Bukowiecka
Contact hours per week	3
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

development of financial terminology including banking
language of the stock market and annual reports
profit and loss account and balance sheet analysis and evaluation
description and interpretation of graphs and trends
environmental and ethical issues
intercultural consideration
advanced report writing, summaries, faxes, letters and emails
dealing with difficult texts
setting up one's own business
presentation skills practice and extension

Prerequisites:

n.a.

Lecture/Seminar profile:

Finance 1 (FIN1I)

Degree course	GSM-B
Course title	Finance 1
Course code	FIN1I
Level	Bachelor
Term	SS21
Lecturer	Clemens Redl
Contact hours per week	3
ECTS credits	5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	6

Learning objectives:

n.a.

Content:

Part 1:

Business organizations, stakeholders, goal setting
Controlling and financial Management
Financial statements (Balance sheet, income statement, statement of cash-flows)
National accounting principles (Austrian Law)
Transactions and documents
System of double entry accounting
Preparing a balance-sheet and an income statement
Analysis of financial statements by the use of ratios
Principles of corporate taxation

Part 2:

Principles of financial planning
the time value of money
Capital budgeting - methods
Methods using time value of money (Net present value, Internal rate of return, ...)
Methods not using time value of money
Qualitative decision factors
Impacts of investments on balance sheet, income statement and cash flow statement
Types of corporate financing (shares, bonds, loans, ...)
Indicators for financial success and capital market orientated funding rules

Risk management

Prerequisites:

n.a.

Lecture/Seminar profile:

Market and Business Intelligence (MBI1)

Degree course	GSM-B
Course title	Market and Business Intelligence
Course code	MBI1
Level	Bachelor
Term	SS21
Lecturer	Margarethe Überwimmer, Michael Schmidthaler
Contact hours per week	4
ECTS credits	5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	9

Learning objectives:

n.a.

Content:

This course is a B2B focused approach to marketing research.

Students will be introduced to several analysis techniques and be enabled to conduct these analyses by themselves.

The skills covered in this course are not only applicable to marketing problems but to any type of empirical research problems

Main content

Role and necessity of Market Research in B2B enterprises

The marketing research process, milestones of research projects

Marketing problems translated into research questions

Secondary and primary research (qualitative and quantitative) major instruments and tools in both approaches

Scaling techniques and overview of sampling methods and processes

Questionnaires to collect data according to defined research questions

Basics of descriptive statistics and multivariate analysis techniques

Data analysis using statistical methods, inferential statistics for market research (estimation and testing), correlation analysis

Design and execution of a basic survey research project

Comprehensive market research reports and presentation of data to an audience

Prerequisites:

n.a.

Lecture/Seminar profile:

Managing Sales Channels (SAM2I)

Degree course	GSM-B
Course title	Managing Sales Channels
Course code	SAM2I
Level	Bachelor
Term	SS21
Lecturer	Christian Stadlmann
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	6

Learning objectives:

n.a.

Content:

Key Account Management

Reasons for, aims and effects of key account management

Strategic, organizational and personnel aspects of key account management

Means of identifying strategic customers

Instruments to analyze key customers

Identification and establishment of key account teams

Sales Partner Management

Aspects of sales partner management (legal, financial, logistical, regional, ...)

Identification and selection of sales partners

Development and Controlling of partnerships

Termination of sales partners

Prerequisites:

n.a.

Lecture/Seminar profile:**Englisch Fundamentals 2 (10ENG E2U)**

Degree course	ILMBakk
Course title	Englisch Fundamentals 2
Course code	10ENG E2U
Level	Bachelor
Term	SS21
Lecturer	Sarah Ann Grafinger, Ulrike Morrenth
Contact hours per week	3
ECTS credits	3
Course type	Practice-oriented session
Examinations	written examination
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

- Development of financial terminology including banking
- Language of the stockmarket and annual reports
- Profit and loss account and balance sheet analysis and evaluation
- International trade-Incoterns
- Description and interpretation of graphs and trends
- Environmental and ethical issues
- Intercultural considerations
- Report writing, summaries, faxes, letters and emails. Dealing with difficult texts
- Current affairs
- Setting up one's own business
- Presentation skills practice and extension
- Compulsory excursion to company (minimum one excursion preferably two)
- Optional support course available for students needing additional guid-ance / help in English (Förderunterricht)

Prerequisites:

n.a.

Lecture/Seminar profile:**2. Foreign Language Fundamentals 2 - Russian (10FS2 E2I)**

Degree course	ILMBakk
Course title	2. Foreign Language Fundamentals 2 - Russian
Course code	10FS2 E2I
Level	Bachelor
Term	SS21
Lecturer	Svetlana Maleev
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

- Practice of grammatical structures and their application in everyday situations
- Improve speaking, writing, listening and reading comprehension (summarize topics and express own opinion to this topic)
- Simple standard situations in occupational everyday situations
- Completion of the topics necessary for language acquisition

Prerequisites:

n.a.

Lecture/Seminar profile:**2. Foreign Language Advanced 4 - Russian (10FS2 V4I)**

Degree course	ILMBakk
Course title	2. Foreign Language Advanced 4 - Russian
Course code	10FS2 V4I
Level	Bachelor
Term	SS21
Lecturer	Svetlana Maleev
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

- Extension of grammatical basic structures (subjunctive present tense, sub-ordinate clause, relative pronoun and their application in indicative and subjunctive)
- Topics like cohabitation, emotions, opinions in relation to issues in society, family and work
- Regional and cultural studies (Spanish: Latin America and Spain; Russian: Russia)

Prerequisites:

n.a.

Lecture/Seminar profile:**Intercultural Management (10INB E1I)**

Degree course	ILMBakk
Course title	Intercultural Management
Course code	10INB E1I
Level	Bachelor
Term	SS21
Lecturer	Melanie Tomaschitz
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	10

Learning objectives:

n.a.

Content:

- Internationalization and globalization of the economy
- Entrepreneurial challenges in international businesses
- Development, goals and tasks of intercultural management
- Intercultural business strategies and management forms
- Parameters for success and failures
- Intercultural HR-management and legal issues in foreign business activities

Prerequisites:

n.a.

Lecture/Seminar profile:

Logistics Technology 1 (10LOT E1V)

Degree course	ILMBakk
Course title	Logistics Technology 1
Course code	10LOT E1V
Level	Bachelor
Term	SS21
Lecturer	Ilija Coric
Contact hours per week	2
ECTS credits	3
Course type	Lecture
Examinations	written examination
Language of instruction	English
Places for international students	5

Learning objectives:

n.a.

Content:

- Construction, layout, characteristics and indicators of warehouses
- Steering of warehouse- and picking- processes
- Packing systems, sales-adequate packing, packing planning, optimization of packing
- Conveyor technology and conveyor machines: selection and operating range
- Conveyor support machines: systematization and selection (container systems, container, transport security, product security, conservation, single- and mul ti-way systems)
- Identification systems (barcode, RFID)
- Technologies to automate and mechanize material flow and information flow

Prerequisites:

n.a.

Lecture/Seminar profile:**Austrian Culture and Civilization (IO-ACC)**

Degree course	ILMBakk
Course title	Austrian Culture and Civilization
Course code	IO-ACC
Level	Bachelor
Term	SS21
Lecturer	Manuela Holzer
Contact hours per week	2
ECTS credits	4
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	20

Learning objectives:

n.a.

Content:

Students will be familiar with the significant figures, personalities and dates of Austrian geography and history

Students will become acquainted with Austria's culture and society

Students will have an insight into Austria's political and economic life

Students will learn about Austrian traditions, customs and etiquette

Stimulation and promotion of cultural open mindedness

Improvement of intercultural communication

Acquiring an overall picture of the geographical and historical situation of the Austrian Republic by means of dealing with selected examples

Dealing with specific examples of Austria's politics, economy, culture and society

Reflection on the identity and value systems of the students' own linguistic and cultural background as compared to Austria

General survey on Austrian Music, Arts and Literature

Prerequisites:

n.a.

Lecture/Seminar profile:

Entrepreneurship & Business Entry Models (IO-ENT)

Degree course	ILMBakk
Course title	Entrepreneurship & Business Entry Models
Course code	IO-ENT
Level	Bachelor
Term	SS21
Lecturer	Ahu Seda Genis-Gruber, Gerold Weisz
Contact hours per week	2
ECTS credits	2
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	20

Learning objectives:

Course Aim:

1. Understanding the importance of Startup Business and International Management
2. Founding Strategies for emerging markets
3. Trends and developments facing international managers and startups
4. Creating the perfect pitch
5. Strategies for SMEs and value creation in alliances
6. International Human Resource Management applications
7. Negotiation and Effective Conflict Resolution methods
8. Intrapreneurial Thinking
9. Getting ability to run a Startup in Austria

Content:

For an effective entrepreneurial and organizational management, the analysis of recent developments and trends within hypercompetitive global arena will be carried out in the classes through text and case studies. The expanding Startup Community among the geographies, and rapidly growing economies requires new management applications and entrepreneurial spirit. Entrepreneurship-, Startup- and Cross Cultural Management Strategies will be evaluated in the context of global changes and the development of future markets.

Prerequisites:

n.a.

Lecture/Seminar profile:**German Intermediate (IO-GI)**

Degree course	ILMBakk
Course title	German Intermediate
Course code	IO-GI
Level	Bachelor
Term	SS21
Lecturer	Silvia Josefine Winter
Contact hours per week	2
ECTS credits	4
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	20

Learning objectives:

n.a.

Content:

Improvement of students' active language skills

Structure:

Extension of vocabulary, specific problems of grammar, practice in reading, conversation and composition

The development of speaking and listening proficiency is based on classroom activities such as listening comprehension, interactive games.

Students will be able to practice writing simple texts for communicative situations

Students will acquire a command of basic grammar of German

Prerequisites:

At least 4 years of German studies

Prerequisites:

n.a.

Lecture/Seminar profile:**German Lower Intermediate (IO-GLI)**

Degree course	ILMBakk
Course title	German Lower Intermediate
Course code	IO-GLI
Level	Bachelor
Term	SS21
Lecturer	Ulrike Morrenth
Contact hours per week	2
ECTS credits	4
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	20

Learning objectives:

n.a.

Content:

Students learn to communicate in a range of situations in both public and private context as well as in education oriented situations

Students learn to read and understand written texts at lower intermediate's level

Students will be able to practice writing texts

Students will acquire a command of grammar at intermediate's level

Acquisition and development of vocabulary at intermediate's level

Structure:

Role-plays aimed at internalization of oral contexts

The course will aim to deal with input related specifically to the needs and interests of the group

Prerequisites:

Basics of German Grammar/Vocabulary in certain situations

Prerequisites:

n.a.

Lecture/Seminar profile:

Intercultural Management "MASTERING STRATEGY IN INTERCULTURAL ENVIRONMENTS" (IO-IM)

Degree course	ILMBakk
Course title	Intercultural Management "MASTERING STRATEGY IN INTERCULTURAL ENVIRONMENTS"
Course code	IO-IM
Level	Bachelor
Term	SS21
Lecturer	Ahu Seda Genis-Gruber
Contact hours per week	2
ECTS credits	3
Course type	Lecture
Examinations	written examination
Language of instruction	English
Places for international students	20

Learning objectives:

Course Aim:

1. Understanding the importance of International Management
2. Trends and developments facing international managers
3. Strategies for emerging markets
4. Strategies for SMEs and value creation in alliances
5. International Human Resource Management applications
6. Cross Cultural Communication
7. Negotiation and Effective Conflict Resolution methods

Content:

For an effective strategic and organizational management, the analysis of recent developments and trends within hypercompetitive global arena will be carried out in the classes through text and case studies. Cross cultural management and competitive strategies will be evaluated in the context of global changes, the expanding trade among the geographies, and rapidly growing economies in Asia that require new management applications.

The course will concentrate on topics:

- Culture, cultural differences and their boundaries
- Cultural dimensions
- Cultural standards
- Managing Interdependence „Social Responsibilities and Ethics“
- Intercultural communication
- International Negotiation
- Teamwork with diverse team members

- Formulating Strategy in Multicultural Environments
- Sending employees on foreign assignments “Expatriation”
- Current issues in intercultural management and potential solutions

Prerequisites:

n.a.

Lecture/Seminar profile:

Logistics Insight (IO-LI)

Degree course	ILMBakk
Course title	Logistics Insight
Course code	IO-LI
Level	Bachelor
Term	SS21
Lecturer	Thomas Wallner-Drewitz
Contact hours per week	2
ECTS credits	4
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	20

Learning objectives:

n.a.

Content:

Throughout the course students will be introduced in existing supply chains and will practice typical tasks like service level analysis. Since the course emphasizes “learning by doing”, active participation is key, too.

Students must come to class having prepared appropriate pre agreed homework (questionnaires or calculations).

Prerequisites:

Logical thinking and interests in supply chains

Intermediate English skills

Basic MS-Excel spreadsheet modelling skills

Prerequisites:

n.a.

Lecture/Seminar profile:

Management - Global Classics (IO-MbF)

Degree course	ILMBakk
Course title	Management - Global Classics
Course code	IO-MbF
Level	Bachelor
Term	SS21
Lecturer	Dieter W. Schauer
Contact hours per week	2
ECTS credits	2
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	20

Learning objectives:

n.a.

Content:

Management experienced many trends and hypes – but few global „management classics“ remained, such as MbO (Management by Objectives), MbR, MbE, MbC, MbS, MbD, to MbF (Management by Fun). By the end of this course the students should be able to:

- understand, remember and apply some of the most important global management rules;
 - understand, remember and apply some humour to the daily tasks of management;
 - know about the different levels in management with their tasks and rules;
 - know and experience how to apply permanent effective communication;
 - understand the importance of empathy and emotions in management – and
 - know and understand differences between good management and leadership.
-
- (Introductory) plenary session with theoretical scientific inputs
 - Working groups (with sometimes competitive management situations)
 - Reflections in groups and in plenum
 - Various simulated management situations with interactive and experience-based learning
 - Discussions – Reviews – and Feedback after many of the exercises in this course

Prerequisites:

n.a.

Lecture/Seminar profile:**Operations Management (IO-OMG)**

Degree course	ILMBakk
Course title	Operations Management
Course code	IO-OMG
Level	Bachelor
Term	SS21
Lecturer	Joachim Paul Althaler
Contact hours per week	2
ECTS credits	4
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	20

Learning objectives:

n.a.

Content:

This course is based on the pillars
Establishing a theoretical basis
Business Game

Prerequisites:

Interest in planning and controlling of production plants through different methods
Knowledge of basic mathematics

Prerequisites:

n.a.

Lecture/Seminar profile:**Professional Performance in a Globalised World (IO-PGW)**

Degree course	ILMBakk
Course title	Professional Performance in a Globalised World
Course code	IO-PGW
Level	Bachelor
Term	SS21
Lecturer	Jutta Höllriegl
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	20

Learning objectives:

n.a.

Content:

Students are requested to think out of the box, break their patterns of behaviour and learn how to move and perform in a new and unusual environment.

This aim should be reached by various tasks in and outside the classroom, so that students are “forced” to approach new people, find information in the real world and not only in the virtual world. Furthermore the course aims at raising the personal awareness for the students themselves but also for the surrounding world (people, place).

What is part of the Austrian culture and how does one notice “differences”? What is the most appropriate way to deal with unknown situations?

Get an introduction to the topic of culture and intercultural communication / management / performance. Fulfilling different tasks and approaching the local people who do not speak English as their daily language – how should this be done?

Plus getting the connection to professional life (i.e. working in multicultural teams spread all over the world) challenges and opportunities when dealing with cultural differences.

Interactive seminar: tasks in small groups (always new groups so that people are invited to deal with new colleagues all the time), self-reflection after fulfilling the task, sharing experiences in the plenary session. Written assignment at the end of the course.

Prerequisites:

n.a.

Lecture/Seminar profile:**Practical Introduction to studies (IO-PI)**

Degree course	ILMBakk
Course title	Practical Introduction to studies
Course code	IO-PI
Level	Bachelor
Term	SS21
Lecturer	GmbH BIS Meldung Korrektur (Nicht Exportiert)
Contact hours per week	1
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	20

Learning objectives:

n.a.

Content:

This very practice oriented course focuses on cultural and practical aspects of a semester studying in a foreign country. The result is the maximization of students' potential to increase their study abroad results. Besides addressing culture general aspects, students will get a deeper insight into the practical organization of their studies in Steyr.

The course consists of 4 parts including an excursion to two historical important institutions in Upper Austria. In the first part students will get to know members of other cultures, especially the Austrian culture and figure out differences and we will also focus on the practical organization of their studies. The second part is the active participation in the International Fair. As a result of this course, students will produce a short video showing their particular experiences and stories while studying and living in Steyr, which will be presented to an audience (staff and students of the university) at the end of the semester. The third and fourth part of this course provides students with technical support for creating their videos.

Prerequisites:

n.a.

Lecture/Seminar profile:

Supply Chain Management (IO-SCM)

Degree course	ILMBakk
Course title	Supply Chain Management
Course code	IO-SCM
Level	Bachelor
Term	SS21
Lecturer	Thomas Wallner-Drewitz
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	20

Learning objectives:

n.a.

Content:

Students will get important insights by the means of a Case Study and by discussing the script.

Subjects covered:

Introduction to logistics management

Development of the term "logistics": the "standard" history

From T-U-L logistics to supply chain management

The first meaning: the science of transfer activities in the economic process

The second meaning of logistics: the science of co-ordinating economic activities to maximise goods availability

o The third meaning of logistics: flow system perspective and flow optimisation

Trends in logistics

General trends (according to Baumgarten)

Trends in logistics management

Customer orientation

Outsourcing

Network management and co-operation

Objectives and success factors

The core processes of supply chain management

Sales process (order acquisition process)

Development process

Material flow process

Planning process

Overview optimisation tools
Vendor Managed Inventory

Prerequisites:

n.a.

Lecture/Seminar profile:**English 4 (EN4LB)**

Degree course	PMBIBakk
Course title	English 4
Course code	EN4LB
Level	Bachelor
Term	SS21
Lecturer	Gerhard Forsthuber
Contact hours per week	3
ECTS credits	4
Course type	Laboratory session
Examinations	oral or written examination
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

- The responsibility of Power
- Risk
- Misconduct
- Lifelong learning
- Presentation skills
- Intensive reading and writing practice
- Specialist topics related to chosen focus
- Current affairs
- Improving knowledge and manipulation of grammatical structures
- Writing skills and business correspondence
- Building confidence in both formal and informal English as well as in academic English
- Using appropriate style and register in both oral and written communication
- Extended reading and writing assignments will constitute an important feature of the course

Prerequisites:

n.a.

Lecture/Seminar profile:**English 2 (ENG E 2 U)**

Degree course	PMTBakk
Course title	English 2
Course code	ENG E 2 U
Level	Bachelor
Term	SS21
Lecturer	Sarah Ann Grafinger, Gerhard Forsthuber
Contact hours per week	2
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

- Change Management
- Mergers & acquisitions
- Responsibility
- Leadership and governance
- Presentation skills
- Intensive reading and writing practice
- Current affairs
- Improving knowledge and manipulation of grammatical structures
- Writing skills and correspondence
- Building confidence in both formal and informal English as well as in academic English.
- Using appropriate style and register in both oral and written communication

Prerequisites:

n.a.

Lecture/Seminar profile:**English 4 (ENG V 4 U)**

Degree course	PMTBakk
Course title	English 4
Course code	ENG V 4 U
Level	Bachelor
Term	SS21
Lecturer	Michael Dean, Gerhard Forsthuber
Contact hours per week	2
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	6

Learning objectives:

n.a.

Content:

- The responsibility of Power
- Risk
- Misconduct
- Lifelong learning
- Presentation skills
- Intensive reading and writing practice
- Current affairs
- Improving knowledge and manipulation of grammatical structures
- Writing skills and business correspondence
- Building confidence in both formal and informal English as well as in academic English.
- Using appropriate style and register in both oral and written communication

Prerequisites:

n.a.

Lecture/Seminar profile:**Marketing (MAR 1 V)**

Degree course	PMTBakk
Course title	Marketing
Course code	MAR 1 V
Level	Bachelor
Term	SS21
Lecturer	Georg Jungwirth
Contact hours per week	2
ECTS credits	3
Course type	Lecture
Examinations	oral or written examination
Language of instruction	English
Places for international students	3

Learning objectives:

n.a.

Content:

- Introduction
- CSR and Ethics in Marketing
- Buying Decisions in B2B and B2C
- Marketing Information
- Customer Relationship Management
- Product policy, Innovation and, Branding
- Pricing, Distribution, Communication

Prerequisites:

n.a.

Lecture/Seminar profile:

Sales (MAR 2 V)

Degree course	PMTBakk
Course title	Sales
Course code	MAR 2 V
Level	Bachelor
Term	SS21
Lecturer	Klemens Dolzer
Contact hours per week	2
ECTS credits	3
Course type	Lecture
Examinations	oral or written examination
Language of instruction	English
Places for international students	3

Learning objectives:

n.a.

Content:

- Classical models of sales systems
- Analyze the success of a sales organization
- Different ways of selling in national and international markets
- Concept of Customer Relationship Marketing
 - Different manifestation how customer relationship marketing can be realized in the daily business.
 - Major pillars of partner relationship management
- Reasons for, aims and effects of Key Account Management
- Different means of identifying strategic customers
- Instruments to analyze key customers
- Instruments of strategic customer development
- Identify and establish a Key Account Team

Prerequisites:

n.a.

Lecture/Seminar profile:**English 2 (BB ENGE22UE)**

Degree course	CRF
Course title	English 2
Course code	BB ENGE22UE
Level	Bachelor
Term	SS21
Lecturer	Michael Dean, Heimo Vala
Contact hours per week	3
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

development of financial terminology including banking
language of the stock market and annual reports
profit and loss account and balance sheet analysis and evaluation
description and interpretation of graphs and trends
environmental and ethical issues
intercultural consideration
advanced report writing, summaries, faxes, letters and emails
dealing with difficult texts
setting up one's own business
presentation skills practice and extension

Prerequisites:

n.a.

Lecture/Seminar profile:**English 4 (BB ENGV24UE)**

Degree course	CRF
Course title	English 4
Course code	BB ENGV24UE
Level	Bachelor
Term	SS21
Lecturer	Frank Cromack, John Wynne
Contact hours per week	2
ECTS credits	2
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

coaching for English spoken classes
negotiations
strategies
vom Professor definierte Fachliteratur
intensive Übungen und Feedback

Prerequisites:

n.a.

Lecture/Seminar profile:

Intercultural Management (10INB E1I)

Degree course	ILMBakk
Course title	Intercultural Management
Course code	10INB E1I
Level	Bachelor
Term	SS21
Lecturer	Melanie Tomaschitz
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	7

Learning objectives:

n.a.

Content:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:**Business Studies Fundamentals 2 (BB 10BST E2I)**

Degree course	ILMBakk
Course title	Business Studies Fundamentals 2
Course code	BB 10BST E2I
Level	Bachelor
Term	SS21
Lecturer	Roberto Zazzara
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	7

Learning objectives:

n.a.

Content:

- Product life cycle
- New product development
- Market research
- Feasibility study
- Prototyping
- Simultaneous engineering
- Product introduction
- Maintenance concepts
- Relaunch

Prerequisites:

n.a.

Lecture/Seminar profile:

Englisch Fundamentals 2 (BB 10ENG E2U)

Degree course	ILMBakk
Course title	Englisch Fundamentals 2
Course code	BB 10ENG E2U
Level	Bachelor
Term	SS21
Lecturer	Sarah Ann Grafinger, Ulrike Morrenth
Contact hours per week	3
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

- Development of financial terminology including banking
- Language of the stockmarket and annual reports
- Profit and loss account and balance sheet analysis and evaluation
- International trade-Incoterns
- Description and interpretation of graphs and trends
- Environmental and ethical issues
- Intercultural considerations
- Report writing, summaries, faxes, letters and emails. Dealing with difficult texts
- Current affairs
- Setting up one's own business
- Presentation skills practice and extension
- Compulsory excursion to company (minimum one excursion preferably two)
- Optional support course available for students needing additional guid-ance / help in English (Förderunterricht)

Prerequisites:

n.a.

Lecture/Seminar profile:**English Advanced 3 (BB 10ENG V3U)**

Degree course	ILMBakk
Course title	English Advanced 3
Course code	BB 10ENG V3U
Level	Bachelor
Term	SS21
Lecturer	Irene Kapl
Contact hours per week	2
ECTS credits	2
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

Entrepreneurship, acquisitions, buyouts and mergers

- Joint ventures
- Language of Annual reports and company performances
- Structural analysis of language
- Vocabulary extension
- Describing figures and trends
- Language of clarification, persuading, agreeing, disagreeing, interrupting etc.
- Intensive reading

Prerequisites:

n.a.

Lecture/Seminar profile:**English 2 (BB EN2UE)**

Degree course	PMBIBakk
Course title	English 2
Course code	BB EN2UE
Level	Bachelor
Term	SS21
Lecturer	Gerhard Forsthuber, John Wynne
Contact hours per week	2
ECTS credits	2
Course type	Practice-oriented session
Examinations	oral or written examination
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

- Change Management
- Mergers & acquisitions
- Responsibility
- Leadership and governance
- Presentation skills
- Intensive reading and writing practice
- Current affairs
- Improving knowledge and manipulation of grammatical structures
- Writing skills and correspondence
- Building confidence in both formal and informal English as well as in academic English
- Using appropriate style and register in both oral and written communication
- There will be a special focus on presentation skills

Prerequisites:

n.a.

Lecture/Seminar profile:**English 4 (BB EN4LB)**

Degree course	PMBIBakk
Course title	English 4
Course code	BB EN4LB
Level	Bachelor
Term	SS21
Lecturer	Samantha Einwagner, Kristina Jilly
Contact hours per week	3
ECTS credits	4
Course type	Laboratory session
Examinations	oral or written examination
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

- The responsibility of Power
- Risk
- Misconduct
- Lifelong learning
- Presentation skills
- Intensive reading and writing practice
- Specialist topics related to chosen focus
- Current affairs
- Improving knowledge and manipulation of grammatical structures
- Writing skills and business correspondence
- Building confidence in both formal and informal English as well as in academic English
- Using appropriate style and register in both oral and written communication
- Extended reading and writing assignments will constitute an important feature of the course

Prerequisites:

n.a.

Lecture/Seminar profile:**Economics (M-ECO2I)**

Degree course	GSM-M
Course title	Economics
Course code	M-ECO2I
Level	Master
Term	SS21
Lecturer	Wolfgang Schwaiger, Michael Schmidthaler
Contact hours per week	3
ECTS credits	5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	3

Learning objectives:

n.a.

Content:

Economical conditions like growth, inflation, domestic and foreign investment and their dependency on local conditions. Possibilities of states, national banks... to influence these conditions.

Prerequisites:

n.a.

Lecture/Seminar profile:**Finance and Accounting (M-FAA2I)**

Degree course	GSM-M
Course title	Finance and Accounting
Course code	M-FAA2I
Level	Master
Term	SS21
Lecturer	Alexander Knabl, Charles Edward Bryant
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	3

Learning objectives:

n.a.

Content:

Principles of managerial finance; Financial statements and analysis. Balancing and linking short-term financial objectives and long-term strategic objectives.

Preparing a firm's budget with focus on the sales plan (revenues, advertising-, promotion-, distribution-, and selling expenses).

Analysing the balance sheet of companies;

Prerequisites:

n.a.

Lecture/Seminar profile:**General Business Subject (M-GBS2I)**

Degree course	GSM-M
Course title	General Business Subject
Course code	M-GBS2I
Level	Master
Term	SS21
Lecturer	Michael Schmidthaler, Paul Voithofer
Contact hours per week	2
ECTS credits	3,33
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	3

Learning objectives:

n.a.

Content:

General Business Administration content- if possible related to the special situation of the host country of the student.

Prerequisites:

n.a.

Lecture/Seminar profile:**Foreign Language/General Business Subject abroad (M-LAN2I)**

Degree course	GSM-M
Course title	Foreign Language/General Business Subject abroad
Course code	M-LAN2I
Level	Master
Term	SS21
Lecturer	Harald Josef Hammer, Richard Griffith
Contact hours per week	3
ECTS credits	5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	3

Learning objectives:

n.a.

Content:

Either basics in a newly chosen foreign language or improvement of existing level of a formerly chosen language other than English or mother tongue.

If no study abroad takes place, the student understands challenges of cross-cultural business management and can apply marketing, sales and leadership methods and models in an intercultural setting.

Prerequisites:

n.a.

Lecture/Seminar profile:

Organisational Behavior/Change Management (M-OCM2I)

Degree course	GSM-M
Course title	Organisational Behavior/Change Management
Course code	M-OCM2I
Level	Master
Term	SS21
Lecturer	Harald Jauschnig
Contact hours per week	2
ECTS credits	5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	3

Learning objectives:

n.a.

Content:

Basics of Change Management; Radical Change and Organizational Development; Resistance to Change; Change patterns, system sustainers; Homeostatic principles and learning theory; Methods of Intervention and Intervention techniques; Practical programs (continuous improvement, BPR, ...).

Traditional Organization theory, Lean Management, and Virtual Organization;

Prerequisites:

n.a.