



SS 2022

**Course offer for
Incoming Students
English lectures**



**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.ba	ENGE22UE	English 2	Practice-oriented session	2	Bachelor	3	5
CRF.ba	ENGV24UE	English 4	Practice-oriented session	4	Bachelor	2	6
Global Sales and Marketing Bachelor (Bachelor, Steyr Campus)							
GSM.ba	BBM3I	Instruments of B2B Marketing and Communication	Integrated course	4	Bachelor	3	7
GSM.ba	FIN1I	Finance 1	Integrated course	2	Bachelor	5	8
GSM.ba	M/EXP1T	Export Partners in B2B	Individual Training	4	Bachelor	2	10
GSM.ba	M/EXP3I	Trading Areas in a Worldwide Comparison	Integrated course	4	Bachelor	2	11
GSM.ba	M/SAL2T	Sales in B2B	Individual Training	4	Bachelor	2	12
GSM.ba	MBI1I	Market and Business Intelligence	Integrated course	2	Bachelor	5	13
GSM.ba	SAM2I	Managing Sales Channels	Integrated course	2	Bachelor	3	15
International Logistics Management (Bachelor, Steyr Campus)							
ILM.ba	10ENG E2U	Englisch Fundamentals 2	Practice-oriented session	2	Bachelor	3	16
ILM.ba	10INB E1I	Intercultural Management	Integrated course	2	Bachelor	3	17
ILM.ba	IO-ACC	Austrian Culture and Civilization	Integrated course	2	Bachelor	4	18
ILM.ba	IO-B2B	B2B Marketing in a Global Environment	Practice-oriented session	2	Bachelor	4	19
ILM.ba	IO-CM	Conflict Management	Seminar	2	Bachelor	3	20
ILM.ba	IO-ENT	Entrepreneurship & Business Entry Models	Integrated course	2	Bachelor	2	21
ILM.ba	IO-FIN3	Capital Budgeting	Integrated course	2	Bachelor	3	22
ILM.ba	IO-GB	German for Beginners	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)							
ILM.ba	IO-GI	German Intermediate	Integrated course	2	Bachelor	4	24
ILM.ba	IO-GLI	German Lower Intermediate	Integrated course	2	Bachelor	4	25
ILM.ba	IO-IM	Intercultural Management "MASTERING STRATEGY IN INTERCULTURAL ENVIRONMENTS"	Lecture	2	Bachelor	3	26
ILM.ba	IO-LI	Logistics Insight	Integrated course	2	Bachelor	4	28
ILM.ba	IO-MbF	Management - Global Classics	Practice-oriented session	2	Bachelor	2	29
ILM.ba	IO-OMG	Operations Management	Integrated course	2	Bachelor	4	30
ILM.ba	IO-PGW	Professional Performance in a Globalised World	Integrated course	2	Bachelor	2	31
ILM.ba	IO-PI	Practical Introduction to studies	Integrated course	2	Bachelor	3	32
ILM.ba	IO-SCM	Supply Chain Management	Integrated course	2	Bachelor	3	33
ILM.ba	SS_HBC	SS_Hidden Business Champion	Workshop	2	Bachelor	3	35
Marketing and Electronic Business (Bachelor, Steyr Campus)							
MEB.ba	ENG2UE	English 2 - basics	Practice-oriented session	2	Bachelor	3	37
Smart Production and Management (Bachelor, Steyr Campus)							
SPMT.ba	ENG V 4 U	English 4	Practice-oriented session	4	Bachelor	3	38
Controlling, Accounting and Financial Management (Bachelor - Part Time, Steyr Campus)							
CRF.ba	BB ENGE22UE	English 2	Practice-oriented session	2	Bachelor	3	39
CRF.ba	BB ENGV24UE	English 4	Practice-oriented session	4	Bachelor	2	40
CRF.ba	BB PPME34VO	Supply Chain Management	Lecture	4	Bachelor	1,5	41
International Logistics Management (Bachelor - Part Time, Steyr Campus)							
ILM.ba	BB 10ENG E2U	Englisch Fundamentals 2	Practice-oriented session	2	Bachelor	3	42
ILM.ba	BB 10ENG V3U	English Advanced 3	Practice-oriented session	4	Bachelor	2	43

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
Marketing and Electronic Business (Bachelor - Part Time, Steyr Campus)							
MEB.ba	BB ENG2UE	English 2 - basics	Practice-oriented session	2	Bachelor	3	44
Process Management and Business Intelligence (Bachelor - Part Time, Steyr Campus)							
PMBl.ba	BB EN2UE	English 2	Practice-oriented session	2	Bachelor	2	45
PMBl.ba	BB EN4LB	English 4	Laboratory session	4	Bachelor	4	46
Smart Production and Management (Bachelor - Part Time, Steyr Campus)							
SPMT.ba	ENG2UE	Business English II	Practice-oriented session	2	Bachelor	3	47

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)							
GSMM.ma	BB_BRM2IC	Brand Management	Integrated course	2	Master	2	48
GSMM.ma	BB_CHM2IC	Change Management	Integrated course	2	Master	3	49
GSMM.ma	BB_DCG2IC	Digital Culture and Global Leadership	Integrated course	2	Master	3	50
GSMM.ma	BB_ECO2IC	Economics	Integrated course	2	Master	4	51
GSMM.ma	BB_ILA2IC	International Law	Integrated course	2	Master	2	52
GSMM.ma	BB_MSP2IC	Marketing and Sales Performance Measurement	Integrated course	2	Master	3	54
GSMM.ma	BB_SAE2IC	Sales Enablement	Integrated course	2	Master	2	55

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

Degree course	CRF.ba
Course title	English 2
Course code	ENGE22UE
Level	Bachelor
Term	SS22
Lecturer	Michael Dean, Sarah Ann Grafinger
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 (ENGV24UE)**

Degree course	CRF.ba
Course title	English 4
Course code	ENGV24UE
Level	Bachelor
Term	SS22
Lecturer	Frank Cromack, Michael Dean
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:

Instruments of B2B Marketing and Communication (BBM3I)

Degree course	GSM.ba
Course title	Instruments of B2B Marketing and Communication
Course code	BBM3I
Level	Bachelor
Term	SS22
Lecturer	
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:

This course is a practical approach to the B2B marketing mix:
The product as the central force of business marketing instruments.
Decisions about individual product criteria as well as product line and product mix decisions
Basic innovation processes and knowing how to apply them
Challenges, opportunities and the specific rules of B2B services
Principles of branding in business marketing
Different methods for pricing products and services
Channels of distribution as the firm's bridge to the market and distinctive advantages of different sales channels
Instruments of business marketing communications in a global B2B environment
Instruments of digital marketing
Recent developments in B2B Marketing

Prerequisites:

n.a.

Lecture/Seminar profile:

Finance 1 (FIN1I)

Degree course	GSM.ba
Course title	Finance 1
Course code	FIN1I
Level	Bachelor
Term	SS22
Lecturer	
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:**Export Partners in B2B (M/EXP1T)**

Degree course	GSM.ba
Course title	Export Partners in B2B
Course code	M/EXP1T
Level	Bachelor
Term	SS22
Lecturer	
Contact hours per week	2
ECTS credits	2
Course type	Individual Training
Examinations	continuous assessment
Language of instruction	English
Places for international students	1

Learning objectives:

n.a.

Content:

Students have to understand the business model of their export partners and of the final customers. They will learn how to apply the right arguments for the different involved companies and for the different roles in the buying center. They need to understand how to define an appropriate offer for a complex product/service package, price politics and importance of price for buying process. They know how to organize and deliver efficient product training to their export partners. Students understand the role and functions of Buying Center/Selling Center structures in practical application by learning to know a special export case.

Prerequisites:

n.a.

Lecture/Seminar profile:

Trading Areas in a Worldwide Comparison (M/EXP3I)

Degree course	GSM.ba
Course title	Trading Areas in a Worldwide Comparison
Course code	M/EXP3I
Level	Bachelor
Term	SS22
Lecturer	
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	3

Learning objectives:

n.a.

Content:

Students have to understand the different free trade areas worldwide and have to understand different risks of the export business (commercial risk, currency risk, transport risk and country risk) and should be able to apply the right instruments in order to reduce these risks. Therefore students learn different methods in order to hedge these risks, like:

Letter of Credits
Bank guarantees
Private credit insurance
Public credit insurance (ÖKB)
Currency hedging
Factoring
Incoterms
Sanctions list

Prerequisites:

n.a.

Lecture/Seminar profile:**Sales in B2B (M/SAL2T)**

Degree course	GSM.ba
Course title	Sales in B2B
Course code	M/SAL2T
Level	Bachelor
Term	SS22
Lecturer	
Contact hours per week	2
ECTS credits	2
Course type	Individual Training
Examinations	continuous assessment
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

Technical and Sales Training based on a Real Company Case (High End Technical Product)
Students experience the functions of Buying Center/ selling Center structures in practical application by learning to know a Real Case situation (business background, technology involved, real product training by a top Austrian producer of high end machines...)
How to sell technical products (How can product training be transferred into sales situations)
How to define an appropriate offer for a complex product/service package
Price politics and importance of price for buying process
Proper preparation for a complex sales process

Prerequisites:

n.a.

Lecture/Seminar profile:

Market and Business Intelligence (MBI11)

Degree course	GSM.ba
Course title	Market and Business Intelligence
Course code	MBI11
Level	Bachelor
Term	SS22
Lecturer	
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 reserach reports and presentation of data to an audience

Prerequisites:

n.a.

Lecture/Seminar profile:

Managing Sales Channels (SAM2I)

Degree course	GSM.ba
Course title	Managing Sales Channels
Course code	SAM2I
Level	Bachelor
Term	SS22
Lecturer	
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	ILM.ba
Course title	Englisch Fundamentals 2
Course code	10ENG E2U
Level	Bachelor
Term	SS22
Lecturer	Sarah Ann Grafinger, Erin Lupardus
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 guidance / help in English (Förderunterricht)

Prerequisites:

n.a.

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

Degree course	ILM.ba
Course title	Intercultural Management
Course code	10INB E1I
Level	Bachelor
Term	SS22
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	15

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:**Austrian Culture and Civilization (IO-ACC)**

Degree course	ILM.ba
Course title	Austrian Culture and Civilization
Course code	IO-ACC
Level	Bachelor
Term	SS22
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:

B2B Marketing in a Global Environment (IO-B2B Marketing in a Global Environment)

Degree course	ILM.ba
Course title	B2B Marketing in a Global Environment
Course code	IO-B2B
Level	Bachelor
Term	SS22
Lecturer	Sophie Wiesinger
Contact hours per week	2
ECTS credits	4
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	20

Learning objectives:

n.a.

Content:

- Understanding the impact of a global environment on B2B-Marketing
- Adapting B2B-Marketing instruments according to different requirements of a global market scenario
- Discussing strategic and operative B2B-Marketing in the light of different socio-political-cultural environments
- E.g. Methods of global marketing research, global products – local customers, interculturality adjusted marketing, international marketing mix, strategy of global market development

Prerequisites:

n.a.

Lecture/Seminar profile:

Conflict Management (IO-CM)

Degree course	ILM.ba
Course title	Conflict Management
Course code	IO-CM
Level	Bachelor
Term	SS22
Lecturer	Jutta Höllriegl
Contact hours per week	2
ECTS credits	3
Course type	Seminar
Examinations	continuous assessment
Language of instruction	English
Places for international students	20

Learning objectives:

n.a.

Content:

This seminar aims at achieving tools for handling different kinds of conflicts in different fields of life (living together, different nationalities, working together, etc.). It ranges from cognitive understanding to practical exercises and “field studies” of actual conflicts; the ultimate goal is to know what to do and how to solve / ease a conflict-ridden situation:

Communication exercises / filter / prejudices

Expressing (negative) feelings, feedback & rules

Conflict models of Schwarz

Levels of conflict and consequences – Glasl

Role plays

Working on actual conflicts and develop strategies to find solutions or cope with them.

Prerequisites:

n.a.

Lecture/Seminar profile:

Entrepreneurship & Business Entry Models (IO-ENT)

Degree course	ILM.ba
Course title	Entrepreneurship & Business Entry Models
Course code	IO-ENT
Level	Bachelor
Term	SS22
Lecturer	Ahu Seda Genis-Gruber
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:**Capital Budgeting (IO-FIN3)**

Degree course	ILM.ba
Course title	Capital Budgeting
Course code	IO-FIN3
Level	Bachelor
Term	SS22
Lecturer	Nadine Bachmann
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:

After completing this course, the student should be able to understand the capital budgeting process, and categorize the capital projects which can be evaluated. Also, will be able to calculate and interpret the results produced from each of the following methods when evaluating a single capital project: net present value (NPV), internal rate of return (IRR), payback period, discounted payback period, average accounting rate of return (AAR), and profitability index (PI).

Prerequisites:

n.a.

Lecture/Seminar profile:**German for Beginners (IO-GB)**

Degree course	ILM.ba
Course title	German for Beginners
Course code	IO-GB
Level	Bachelor
Term	SS22
Lecturer	Petra Schabhüttl, Susanne Schachermayr
Contact hours per week	2
ECTS credits	4
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	40

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 beginner's level

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

Students will acquire a command of basic grammar of German

Acquisition and development of basic vocabulary

Structure:

Pronunciation practice

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:

n.a.

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

Degree course	ILM.ba
Course title	German Intermediate
Course code	IO-GI
Level	Bachelor
Term	SS22
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	ILM.ba
Course title	German Lower Intermediate
Course code	IO-GLI
Level	Bachelor
Term	SS22
Lecturer	Barbara Reisenbichler
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	ILM.ba
Course title	Intercultural Management "MASTERING STRATEGY IN INTERCULTURAL ENVIRONMENTS"
Course code	IO-IM
Level	Bachelor
Term	SS22
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	ILM.ba
Course title	Logistics Insight
Course code	IO-LI
Level	Bachelor
Term	SS22
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	ILM.ba
Course title	Management - Global Classics
Course code	IO-MbF
Level	Bachelor
Term	SS22
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	ILM.ba
Course title	Operations Management
Course code	IO-OMG
Level	Bachelor
Term	SS22
Lecturer	
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	ILM.ba
Course title	Professional Performance in a Globalised World
Course code	IO-PGW
Level	Bachelor
Term	SS22
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	70

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	ILM.ba
Course title	Practical Introduction to studies
Course code	IO-PI
Level	Bachelor
Term	SS22
Lecturer	Anton Edtmeier
Contact hours per week	1
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	70

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	ILM.ba
Course title	Supply Chain Management
Course code	IO-SCM
Level	Bachelor
Term	SS22
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:

SS_Hidden Business Champion (SS_HBC)

Degree course	ILM.ba
Course title	SS_Hidden Business Champion
Course code	SS_HBC
Level	Bachelor
Term	SS22
Lecturer	Peter Harald Brandstätter
Contact hours per week	2
ECTS credits	3
Course type	Workshop
Examinations	continuous assessment
Language of instruction	English
Places for international students	10

Further Information: (May 15th – May 20th)

6 days programme with students from Belgium and Finland incl. a day trip to Vienna, a day trip to Admont and the Austrian countryside, all lectures, one meal a day and social programme for € 250,--

Learning objectives:

The student:

- is able to differentiate between various market entry and growth strategies
- uses the right information sources and channels to collect, process and manage information in a multilingual environment
- knows non-profit governmental support systems in detail and understands which institutions may be supportive for internationalization activities under which conditions/requirements
- is capable of identify key success factors for business growth within and outside the organization
- is able to understand the social, micro- and macroeconomic environment of operating business in Europe
- and knows how to identify and interpret relevant statistical material about European countries and its' business-related data
- is able to identify intercultural challenges of working in Europe and develops a set of skills which enables to cope with intercultural differences

Content:

The methodology is based on:

1. Preparatory Assignment/Readings

Every topic covered in the spring school has its preparatory readings, which are mandatory in order to follow the course and utilize the gained experience at the best.

2. On Site Experience

The spring school is designed towards experience-based learning. Short theoretical highlights/inputs by top managers and scientists will be accompanied by company visits, case studies and workshops, offering a broad variety of challenging possibilities to learn and gain experience.

All theoretical inputs are based on success factors of internationally successful companies with a strong B2B emphasis. Topics cover the fields of:

- Marketing for SME's in an international setting
- Sales in B2B
- Logistics challenges and logistics hubs
- Strategy development for SME's going international
- International Economics

Prerequisites:

n.a.

Lecture/Seminar profile:**English 2 - basics (ENG2UE)**

Degree course	MEB.ba
Course title	English 2 - basics
Course code	ENG2UE
Level	Bachelor
Term	SS22
Lecturer	Gerhard Forsthuber, Sarah Ann Grafinger
Contact hours per week	3
ECTS credits	3
Course type	Practice-oriented session
Examinations	written examination
Language of instruction	German
Places for international students	2

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-Incoterms
- 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
- Optional support course available for students needing additional guidance / help in English (Förderunterricht)

Prerequisites:

n.a.

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

Degree course	SPMT.ba
Course title	English 4
Course code	ENG V 4 U
Level	Bachelor
Term	SS22
Lecturer	Michael Dean, Alexander Achatz
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:

- 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:**English 2 (BB ENGE22UE)**

Degree course	CRF.ba
Course title	English 2
Course code	BB ENGE22UE
Level	Bachelor
Term	SS22
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.ba
Course title	English 4
Course code	BB ENGV24UE
Level	Bachelor
Term	SS22
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:**Supply Chain Management (BB PPME34VO)**

Degree course	CRF.ba
Course title	Supply Chain Management
Course code	BB PPME34VO
Level	Bachelor
Term	SS22
Lecturer	Farzad Mahmoodi
Contact hours per week	1
ECTS credits	1,5
Course type	Lecture
Examinations	written examination
Language of instruction	English
Places for international students	5

Learning objectives:

n.a.

Content:

Fundamentals of the Toyota Production System

Fundamentals of supply chain management

Effects of concepts and methods on cost structures and inventories and value contribution of the function

Prerequisites:

n.a.

Lecture/Seminar profile:

Englisch Fundamentals 2 (BB 10ENG E2U)

Degree course	ILM.ba
Course title	Englisch Fundamentals 2
Course code	BB 10ENG E2U
Level	Bachelor
Term	SS22
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	ILM.ba
Course title	English Advanced 3
Course code	BB 10ENG V3U
Level	Bachelor
Term	SS22
Lecturer	Alexander Achatz, 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	3

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 - basics (BB ENG2UE)**

Degree course	MEB.ba
Course title	English 2 - basics
Course code	BB ENG2UE
Level	Bachelor
Term	SS22
Lecturer	Jonathan Charles Bamford, Irene Kapl
Contact hours per week	3
ECTS credits	3
Course type	Practice-oriented session
Examinations	written examination
Language of instruction	German
Places for international students	2

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-Incoterms
- 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
- Optional support course available for students needing additional guidance / help in English (Förderunterricht)

Prerequisites:

n.a.

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

Degree course	PMBl.ba
Course title	English 2
Course code	BB EN2UE
Level	Bachelor
Term	SS22
Lecturer	Ulrike Morrenth, Alexander Achatz
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	PMBl.ba
Course title	English 4
Course code	BB EN4LB
Level	Bachelor
Term	SS22
Lecturer	Samantha Einwagner, Rory Marc Thomas
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:

Business English II (ENG2UE)

Degree course	SPMT.ba
Course title	Business English II
Course code	ENG2UE
Level	Bachelor
Term	SS22
Lecturer	Matthew Clavan, Verena Kneifel
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

Topics dealt with from the field of Production and Management

Prerequisites:

n.a.

Lecture/Seminar profile:

Brand Management (BB_BRM2IC)

Degree course	GSMM.ma
Course title	Brand Management
Course code	BB_BRM2IC
Level	Master
Term	SS22
Lecturer	Pavel Strach
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

- Establishing and maintaining international brands (corporate, range, product and service brands) in a joint brand portfolio.
- Different functions and challenges of the brand manager in an international company, especially within an intensified digital world.
- Coordination and interplay of different functions in companies with respect to brand policy.
- Brands managed along digital brand touchpoints.

Prerequisites:

n.a.

Lecture/Seminar profile:**Change Management (BB_CHM2IC)**

Degree course	GSMM.ma
Course title	Change Management
Course code	BB_CHM2IC
Level	Master
Term	SS22
Lecturer	Peter Harald Brandstätter
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

- Change management theories and tools
- Designing productive change interventions
- Dealing with resistance to change
- Learning and competency development in change

Prerequisites:

n.a.

Lecture/Seminar profile:**Digital Culture and Global Leadership (BB_DCG2IC)**

Degree course	GSMM.ma
Course title	Digital Culture and Global Leadership
Course code	BB_DCG2IC
Level	Master
Term	SS22
Lecturer	Richard Griffith
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

- Leadership theories and tools
- Productivity and leadership in the digital age
- Ethical leadership and individual competencies of a productive leader
- Leadership tasks and their relevance in respect to different organizational settings/development phases
- Special requirements to leadership in remote digital situations and under multicultural diverse conditions

Prerequisites:

n.a.

Lecture/Seminar profile:**Economics (BB_ECO2IC)**

Degree course	GSMM.ma
Course title	Economics
Course code	BB_ECO2IC
Level	Master
Term	SS22
Lecturer	Wolfgang Schwaiger
Contact hours per week	2
ECTS credits	4
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

- Economic foundations in micro- and macroeconomics - distribution, taxation, equality
- Economic growth and policy models
- Unemployment and inflation
- Domestic and foreign investment and their dependency on local conditions
- Policy intervention options: possibilities of states, national banks,... to influence these economical conditions

Prerequisites:

n.a.

Lecture/Seminar profile:

International Law (BB_ILA2IC)

Degree course	GSMM.ma
Course title	International Law
Course code	BB_ILA2IC
Level	Master
Term	SS22
Lecturer	Robert Reitmann
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

- International Law
- o Relationship between International Legal Systems
- o Overview about important organizations and institutions in Europe and beyond
- o Unfair Competition – Differences between Austria (UWG) and other European countries; relationship to other acts, rules, and regulations.
- o Product Liability, Consumer Rights and Consumer Protection
- o International IPR
- Data Protection
- o Basic principles of data protection
- o Main actors
- o Data subjects rights
- o Data protection – relevance for sales and marketing
- Contract Management
- o Conclusion of contracts
- o Priority of documents
- o Retention of title
- o Transfer the risk
- o Delay
- o Warranty/Guarantee

Prerequisites:

n.a.

Lecture/Seminar profile:

Marketing and Sales Performance Measurement (BB_MSP2IC)

Degree course	GSMM.ma
Course title	Marketing and Sales Performance Measurement
Course code	BB_MSP2IC
Level	Master
Term	SS22
Lecturer	Harald Josef Hammer
Contact hours per week	1
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

- Concepts and procedures for investigating and industrial clients' buying habits, international market, analyzing competitors' behaviour and environmental factors
- Developing a Marketing Information System and interpreting and reporting findings in an international business environment.
- Applying marketing performance tools as prerequisite and foundation for strategic and tactical marketing decisions.
- Measuring the effects of marketing and sales activities
- Measuring customer satisfaction and brand attitudes
- Calculating the lifetime value of a customer
- Supporting pricing decisions and new product development
- Evaluating the effects of advertising and sales promotion, etc.
- Applying critical success factors (CSF) and key performance indicators (KPI)
- Developing tactical and strategic performance "dashboards", to monitor, analyze and manage the business.

Prerequisites:

n.a.

Lecture/Seminar profile:**Sales Enablement (BB_SAE2IC)**

Degree course	GSMM.ma
Course title	Sales Enablement
Course code	BB_SAE2IC
Level	Master
Term	SS22
Lecturer	Harald Josef Hammer
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

Implementing Sales Enablement:

- Customer's path and resulting Enablement Charter
- Content, Training and Coaching Services
- Creating Consistency through Value Messaging
- Sales Force Effective Measurement Tools

Applying Commercial Excellence:

- Commercial Excellence Handbook
- Opportunity Management Tool
- Business & Service Level Guidelines (framework)

Prerequisites:

n.a.