



WS 2021/22

Course offer for Incoming Students in English



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	BWLE11ILV	Management 1 - Marketing	Integrated course	1	Bachelor	3	6
CRF.ba	BWLE31ILV	Management 3 - Applied Personal Psychology	Integrated course	1	Bachelor	1,5	7
CRF.ba	CONE13ILV	Strategic Corporate Planning	Integrated course	3	Bachelor	4,5	8
CRF.ba	ENGE11UE	English 1	Practice-oriented session	1	Bachelor	3	9
Global Sales and Marketing Bachelor (Bachelor, Steyr Campus)							
GSM.ba	BBM1I	Introduction to B2B-Marketing	Integrated course	1	Bachelor	3	10
GSM.ba	ICM1I	Introduction to Cross-Cultural Management and Sales 1	Integrated course	1	Bachelor	5	11
GSM.ba	ORG1L	Introduction to Organisation	Integrated course	1	Bachelor	1	13
GSM.ba	PSY1I	Psychology	Integrated course	1	Bachelor	2	14
GSM.ba	SAM1I	Introduction to Sales Organisation and Processes	Integrated course	1	Bachelor	2	15
GSM.ba	STP1I	Introduction to Strategic Planning	Integrated course	1	Bachelor	3	16
International Logistics-Management (Bachelor, Steyr Campus)							
ILM.ba	10ENG E1U	Englisch Fundamentals 1	Practice-oriented session	1	Bachelor	3	17
ILM.ba	10ENG V4U	English Advanced 4	Practice-oriented session	5	Bachelor	2	18
ILM.ba	10FS2 E1I	2. Foreign Language Fundamentals 1 - Spanish	Integrated course	1	Bachelor	3	19
ILM.ba	10FS2 E1I	2. Foreign Language Fundamentals 1 - Russian	Integrated course	1	Bachelor	3	20
ILM.ba	10LOM E2I	Logistics Management 2 - Procurement, Planning, Production	Integrated course	1	Bachelor	4,5	21
ILM.ba	IO-ACC	Austrian Culture and Civilization	Integrated course	1	Bachelor	4	22
ILM.ba	IO-B2B Marketing	B2B Marketing in a Global Environment	Practice-oriented session	1	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-CM	Conflict Management	Seminar	1	Bachelor	3	24
ILM.ba	IO-ENT	Entrepreneurship & Business Entry Models	Integrated course	1	Bachelor	2	25
ILM.ba	IO-FIN3	Capital Budgeting	Integrated course	1	Bachelor	3	26
ILM.ba	IO-GB	German for Beginners	Integrated course	1	Bachelor	4	27
ILM.ba	IO-GI	German Intermediate	Integrated course	1	Bachelor	4	28
ILM.ba	IO-GLI	German Lower Intermediate	Integrated course	1	Bachelor	4	29
ILM.ba	IO-IM	Intercultural Management "MASTERING STRATEGY IN INTERCULTURAL ENVIRONMENTS"	Lecture	1	Bachelor	3	30
ILM.ba	IO-LI	Logistics Insight	Integrated course	1	Bachelor	4	32
ILM.ba	IO-LS	Leadership	Integrated course	1	Bachelor	3	33
ILM.ba	IO-OMG	Operations Management	Integrated course	1	Bachelor	4	35
ILM.ba	IO-PGW	Professional Performance in a Globalised World	Integrated course	1	Bachelor	2	36
ILM.ba	IO-PI	Practical Introduction to studies	Integrated course	1	Bachelor	3	37
ILM.ba	IO-SCM	Supply Chain Management	Integrated course	1	Bachelor	3	38
Marketing and Electronic Business (Bachelor, Steyr Campus)							
MEB.ba	M15-EBIZV5I	E-Business 5 - Businessplan-Design	Integrated course	5	Bachelor	4,5	40
Smart Production and Management (Bachelor, Steyr Campus)							
SPMT.ba	ENG V 3 U	English 3	Practice-oriented session	3	Bachelor	3	41
SPMT.ba	ENG1UE	Business English I	Practice-oriented session	1	Bachelor	3	42
Controlling, Accounting and Financial Management (Bachelor - Part Time, Steyr Campus)							
CRF.ba	BB BWLE11ILV	Management 1 - Marketing	Integrated course	1	Bachelor	3	43

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
Controlling, Accounting and Financial Management (Bachelor - Part Time, Steyr Campus)							
CRF.ba	BB BWLE31ILV	Management 3 - Applied Personal Psychology	Integrated course	1	Bachelor	1,5	44
CRF.ba	BB CONE13ILV	Strategic Corporate Planning	Integrated course	3	Bachelor	4,5	45
CRF.ba	BB ENGE11UE	English 1	Practice-oriented session	1	Bachelor	3	46
CRF.ba	BB ENGV13UE	English 3	Practice-oriented session	3	Bachelor	2	47
CRF.ba	BB FINV13ILV	Financial Engineering/International Capital Market	Integrated course	3	Bachelor	4,5	48
CRF.ba	BB INBE13ILV	Intercultural Management	Integrated course	3	Bachelor	1,5	49
International Logistics-Management (Bachelor - Part Time, Steyr Campus)							
ILM.ba	BB 10ENG E1U	Englisch Fundamentals 1	Practice-oriented session	1	Bachelor	3	50
ILM.ba	BB 10UNF V2I	Business Mangement Advanced 2 - Leadership and Personnel Management	Integrated course	3	Bachelor	6	51
Marketing and Electronic Business (Bachelor - Part Time, Steyr Campus)							
MEB.ba	BB ENG1UE	English 1 - basics	Practice-oriented session	1	Bachelor	3	53
Process Management and Business Intelligence (Bachelor - Part Time, Steyr Campus)							
PMBI.ba	BB EN3UE	English 3	Practice-oriented session	3	Bachelor	4	54

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, Steyr Campus)							
GSMM.ma	M_DCT1IL	Digital Creativity Tools	Integrated course	1	Master	4	55
GSMM.ma	M_DTMS1IC	Digital Transformation in Marketing and Sales	Integrated course	1	Master	2	56
GSMM.ma	M_FIB1IC	Finance and Budgeting for Marketing and Sales	Integrated course	1	Master	3	57
GSMM.ma	M_IBM1IC	International B2B Marketing	Integrated course	1	Master	2	58
GSMM.ma	M_KAM1IC	Key Account Management	Integrated course	1	Master	2	59
GSMM.ma	M_SAM1IC	Sales Management	Integrated course	1	Master	2	60
GSMM.ma	M_SFL1IC	Sales Force Leadership	Integrated course	1	Master	2	61
GSMM.ma	M_SSE1IC	Servitization and Service Excellence	Integrated course	1	Master	3	62
GSMM.ma	M_STE1IC	Strategic thinking and execution	Integrated course	1	Master	3	63
GSMM.ma	M_VBM1IC	Value Based Marketing	Integrated course	1	Master	2	64
GSMM.ma	M_VBS1IC	Value Based Sales	Integrated course	1	Master	2	65
GSMM.ma	M-MAS3I	Marketing Informations Systems/Marketing Perf. Measurement	Integrated course	3	Master	3	66
GSMM.ma	M-PBM3I	Product, Service and Brand Management	Integrated course	3	Master	2,5	67
Operations Management (Master, Steyr Campus)							
OMT.ma	MTS 2 ILV	Process Management	Integrated course	3	Master	3	68
OMT.ma	UNF 1 ILV	Change Management	Integrated course	1	Master	3	69
Global Sales and Marketing Master (Master - Part Time, Steyr Campus)							
GSMM.ma	BB_DCT1IL	Digital Creativity Tools	Integrated course	1	Master	4	70
GSMM.ma	BB_DTMS1IC	Digital Transformation in Marketing and Sales	Integrated course	1	Master	2	71

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_FIB1IC	Finance and Budgeting for Marketing and Sales	Integrated course	1	Master	3	72
GSMM.ma	BB_IBM1IC	International B2B Marketing	Integrated course	1	Master	2	73
GSMM.ma	BB_KAM1IC	Key Account Management	Integrated course	1	Master	2	74
GSMM.ma	BB_SAM1IC	Sales Management	Integrated course	1	Master	2	75
GSMM.ma	BB_SFL1IC	Sales Force Leadership	Integrated course	1	Master	2	76
GSMM.ma	BB_SSE1IC	Servitization and Service Excellence	Integrated course	1	Master	3	77
GSMM.ma	BB_STE1IC	Strategic thinking and execution	Integrated course	1	Master	3	78
GSMM.ma	BB_VBM1IC	Value Based Marketing	Integrated course	1	Master	2	79
GSMM.ma	BB_VBS1IC	Value Based Sales	Integrated course	1	Master	2	80
Operations Management (Master - Part Time, Steyr Campus)							
OMT.ma	MTS 2 ILV	Process Management	Integrated course	3	Master	3	81
OMT.ma	UNF 1 ILV	Change Management	Integrated course	1	Master	3	82

Lecture/Seminar profile:

Management 1 - Marketing (BWLE11ILV)

Degree course	CRF.ba
Course title	Management 1 - Marketing
Course code	BWLE11ILV
Level	Bachelor
Term	WS21/22
Lecturer	Hubert Preisinger
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	5

Learning objectives:

n.a.

Content:

Customer needs and customer satisfaction

Markets: description of markets, marketing research and identification of opportunities

Marketing strategy in the context of the organisation

Segmenting, targeting and positioning

Product: value of a product, positioning, portfolio, lifecycle

Price: price definition and adjustments, competitive pricing

Placement: sales channels, sales organisation, distribution

Promotion: branding, advertising, sales support, corporate identity

Marketing budget and return on marketing

Marketing concept, structure and quality

Prerequisites:

n.a.

Lecture/Seminar profile:**Management 3 - Applied Personal Psychology (BWLE31ILV)**

Degree course	CRF.ba
Course title	Management 3 - Applied Personal Psychology
Course code	BWLE31ILV
Level	Bachelor
Term	WS21/22
Lecturer	Kathrin Kordon
Contact hours per week	1
ECTS credits	1,5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	10

Learning objectives:

n.a.

Content:

Applied Psychology

Motivation Psychology in its implementation in the professional field of the study programme

Sociological approach, especially role theories

Prerequisites:

n.a.

Lecture/Seminar profile:

Strategic Corporate Planning (CONE13ILV)

Degree course	CRF.ba
Course title	Strategic Corporate Planning
Course code	CONE13ILV
Level	Bachelor
Term	WS21/22
Lecturer	Heimo Losbichler
Contact hours per week	3
ECTS credits	4,5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	10

Learning objectives:

n.a.

Content:

Introduction to strategic management: what is strategy?
Strategic planning process
Basic competitive strategies
Strategic positioning
Analysis of the internal and external environment
SWOT analysis
Fundamental concepts in strategic management:
o Product life cycle management
o Experience curve
o Portfolio management

Prerequisites:

n.a.

Lecture/Seminar profile:**English 1 (ENGE11UE)**

Degree course	CRF.ba
Course title	English 1
Course code	ENGE11UE
Level	Bachelor
Term	WS21/22
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:

presentation techniques
grammar and vocabulary extension
formal letter writing
error analysis
social interaction, cultural awareness, exploring cultural stereotypes
company structures/cultures, management styles, organization of work and time management
different types of business partnerships
the language of international business
project work and assignments related to international business
language and protocol of phoning

Prerequisites:

n.a.

Lecture/Seminar profile:**Introduction to B2B-Marketing (BBM1I)**

Degree course	GSM.ba
Course title	Introduction to B2B-Marketing
Course code	BBM1I
Level	Bachelor
Term	WS21/22
Lecturer	Andreas Zehetner, Christopher Kanitz
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	10

Learning objectives:

n.a.

Content:

Differences between business markets and consumer markets

Assessment of opportunities in business markets

The business marketing management process

Marketing decisions that lead a company to generate and deliver sustainable value to customers that lead to customer satisfaction and customer loyalty

Design of a customer-centric marketing approach that focuses on relationships as opposed to transactions

Market segmentation, targeting and positioning to organizations, business units and products or services

Marketing processes, with special emphasis to organizational buying processes, roles and behaviour

Strategic elements of B2B marketing for various business sectors and segments

Prerequisites:

n.a.

Lecture/Seminar profile:

Introduction to Cross-Cultural Management and Sales 1 (ICM1I)

Degree course	GSM.ba
Course title	Introduction to Cross-Cultural Management and Sales 1
Course code	ICM1I
Level	Bachelor
Term	WS21/22
Lecturer	Muge Aknur, Harald Josef Hammer, Ekkehard Redlhammer, Christoph Meißelbach, Sophie Wiesinger
Contact hours per week	4
ECTS credits	5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	10

Learning objectives:

n.a.

Content:

Block 1: "Doing business in..."

Introduction into the field of Cross-Cultural Management and sales using the example of one special country.

Intense comparison of the historical, religious, economical, philosophical, sociological and legal backgrounds of the chosen country.

Discussion of dos and don'ts in the chosen country both in the fields of Sales and Management.

Block 2: Introduction to Cross-Cultural theory

Introduction into the variety of theories trying to explain cross-cultural differences, critical comparison of the contribution of these theories to solve the practical problems of global sales and management

Block 3: Cross-cultural Sales and Management in practice.

Experienced international sales and management seniors analyze their successes and failures from a cross-cultural perspective.

They introduce our students into the enormous importance of a sound cross-cultural background for success in sales and leadership situations.

Block 4: Cross-Cultural background knowledge

Critical analysis, evaluation and critical reflection of chosen Central Eastern-European countries concerning historical, religious, economic, philosophical, sociological and legal backgrounds.

Prerequisites:

n.a.

Lecture/Seminar profile:**Introduction to Organisation (ORG1L)**

Degree course	GSM.ba
Course title	Introduction to Organisation
Course code	ORG1L
Level	Bachelor
Term	WS21/22
Lecturer	Peter Harald Brandstätter
Contact hours per week	1
ECTS credits	1
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	10

Learning objectives:

n.a.

Content:

Basics of hierarchical organization (historical roots, current models, latest developments)

Management Circle

Application of knowledge according to degree programme requirements

Case study on basic organizational challenges

Prerequisites:

n.a.

Lecture/Seminar profile:

Psychology (PSY1I)

Degree course	GSM.ba
Course title	Psychology
Course code	PSY1I
Level	Bachelor
Term	WS21/22
Lecturer	Constanze Dostal
Contact hours per week	2
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	10

Learning objectives:

n.a.

Content:

Psychology of Personality & Personality Types (Enneagramm, MacLean, V. Satir)
Psychology of Motivation
Group Dynamics, Teambuilding and Performance of Teams
Managing Conflict
Role Theory and Role Models
Application of knowledge according to degree programme requirements (especially in sales and leadership situations)

Prerequisites:

n.a.

Lecture/Seminar profile:

Introduction to Sales Organisation and Processes (SAM1I)

Degree course	GSM.ba
Course title	Introduction to Sales Organisation and Processes
Course code	SAM1I
Level	Bachelor
Term	WS21/22
Lecturer	Christian Stadlmann
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	6

Learning objectives:

n.a.

Content:

Aspects of a sales organization
Organizational structure
Generalist or specialist sales organization
Forms of selling (personal selling, cold calls, telephone selling, electronic selling, ...)
Sales channels
International sales channels – market entry modes
Sales processes – process management
Different forms of sales processes (selling process, order processing, claim management, 5 core processes of sales)
Models of presenting sales processes – Opportunity Management
Sales Evaluation:
Sales controlling - key figures
Motivation and compensation policies
Joint visits and critical reflection
Reporting

Prerequisites:

n.a.

Lecture/Seminar profile:

Introduction to Strategic Planning (STP1I)

Degree course	GSM.ba
Course title	Introduction to Strategic Planning
Course code	STP1I
Level	Bachelor
Term	WS21/22
Lecturer	Margarethe Überwimmer, Robert Füreder
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	9

Learning objectives:

n.a.

Content:

Students learn different strategic tools as a basis for management decision making.

Basic models in strategic planning (Porter model, ...)

Basic strategic rules (PIMS)

Introduction to strategic business units

Strategic possibilities for companies in a special situation

ABC – SWOT and portfolio analysis

Case studies “Applied strategic planning”

Connections between strategy, Marketing and Sales Management

CANVAS business modeling

Prerequisites:

n.a.

Lecture/Seminar profile:**Englisch Fundamentals 1 (10ENG E1U)**

Degree course	ILM.ba
Course title	Englisch Fundamentals 1
Course code	10ENG E1U
Level	Bachelor
Term	WS21/22
Lecturer	Judith Franziska Fox Wallner, Sarah Ann Grafinger
Contact hours per week	3
ECTS credits	3
Course type	Practice-oriented session
Examinations	written examination
Language of instruction	English
Places for international students	10

Learning objectives:

n.a.

Content:

Presentation techniques, methodology and analysis represent a fundamental target skill throughout semester one and are practiced intensively as the topics are covered.

- Grammar and Vocabulary extension
- Technical English
- Formal letter writing
- Error analysis
- Social interaction, cultural awareness, exploring cultural stereotypes
- Company structures/cultures, management styles, organization of work and Time management
- Different types of business partnerships, the language of buying, selling and retailing
- Financial terminology and banking
- Project work and assignments related to international contacts, sales, Retailing
- Language and protocol of phoning
- Compulsory excursion to company (minimum 1 excursion preferably two)
- Compulsory theatre visit
- Optional support course available for students needing additional guidance / help in English (Förderunterricht)

Prerequisites:

n.a.

Lecture/Seminar profile:**English Advanced 4 (10ENG V4U)**

Degree course	ILM.ba
Course title	English Advanced 4
Course code	10ENG V4U
Level	Bachelor
Term	WS21/22
Lecturer	Nicholas Allen
Contact hours per week	2
ECTS credits	2
Course type	Practice-oriented session
Examinations	written examination
Language of instruction	English
Places for international students	5

Learning objectives:

n.a.

Content:

- Vocabulary extension
- Meetings and negotiations
- Formal debating
- Job application
- Self presentation in traditional recruitment and assessment centers
- Language structure (reported speech, linking, contrasting, academic writing, correction techniques)

Prerequisites:

n.a.

Lecture/Seminar profile:**2. Foreign Language Fundamentals 1 - Spanish (10FS2 E1I)**

Degree course	ILM.ba
Course title	2. Foreign Language Fundamentals 1 - Spanish
Course code	10FS2 E1I
Level	Bachelor
Term	WS21/22
Lecturer	Verena Derfler
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	10

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 Fundamentals 1 - Russian (10FS2 E1I)**

Degree course	ILM.ba
Course title	2. Foreign Language Fundamentals 1 - Russian
Course code	10FS2 E1I
Level	Bachelor
Term	WS21/22
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	5

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:

Logistics Management 2 - Procurement, Planning, Production (10LOM E2I)

Degree course	ILM.ba
Course title	Logistics Management 2 - Procurement, Planning, Production
Course code	10LOM E2I
Level	Bachelor
Term	WS21/22
Lecturer	Gerald Schönwetter
Contact hours per week	3
ECTS credits	4,5
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	15

Learning objectives:

n.a.

Content:

- primary material planning: from sales plan to production plan, aggregation and disaggregation; conflict of goals and adaptability measures within the primary material planning; interfaces to marketing and sales
- assortment policy and material rationalization: standardization, principle of parts commonality, management of variants
- material requirement planning: methods and calculation for demand, order volumes and lot planning
- make-or-buy-decision process: decision alternatives, decision criteria, decision methods
- purchasing: supplier selection, supplier rating, supplier management, sourcing strategies, contracts
- Production: production types, customer decoupling point, aspects of alternative production concepts (TPS, JIT-production, Lean Production), material disposition concepts, possibilities for rationalization within the production
- tools, systems and methods: ABC-analysis, XYZ-analysis, value stream analysis, value stream design, IT-systems (PPS, ERP)

The exercises within the course should help the students to understand the theoretical content with practical exercises.

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	WS21/22
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 Marketing
Level	Bachelor
Term	WS21/22
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:

n.a.

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	WS21/22
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	40

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	WS21/22
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	WS21/22
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	WS21/22
Lecturer	Petra Schabhüttl
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	WS21/22
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	WS21/22
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	WS21/22
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	WS21/22
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:

Leadership (IO-LS)

Degree course	ILM.ba
Course title	Leadership
Course code	IO-LS
Level	Bachelor
Term	WS21/22
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	20

Learning objectives:

This course is designed to provide an overview concerning leadership concepts in order to enable students to challenge and develop their leadership style and behavior with conceptual foundation.

By the end of the term students should be able to:

- distinguish between management behavior and leadership style
- be able to analyze leadership theories critically and challenge simple solutions to leadership based on the theoretical framework given
- understand the implications and consequences of different leadership styles
- be able to assess the effectiveness of leadership styles based on the development stage of an organization based on the level of managerial requirements
- understand reasons for resistance to change and have a framework of how to deal with this resistance productively
- know about the function fundamental leadership tools, such as appraisal, counselling and MbO-systems.

Content:

Overview on leadership
Leadership styles and behavior
classical and state-of-the-art theoretical models on leadership
Development stages of an organization and leadership
Tools and instruments of leadership
Leadership role model, values and ethics in leadership
What comes next? – Trends and tendencies for the next 10 years to come

Lecture, group assignments, case studies, students presentations, discussion

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	WS21/22
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	ILM.ba
Course title	Professional Performance in a Globalised World
Course code	IO-PGW
Level	Bachelor
Term	WS21/22
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	50

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	WS21/22
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	50

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	WS21/22
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:**E-Business 5 - Businessplan-Design (M15-EBIZV5I)**

Degree course	MEB.ba
Course title	E-Business 5 - Businessplan-Design
Course code	M15-EBIZV5I
Level	Bachelor
Term	WS21/22
Lecturer	Gerold Wagner
Contact hours per week	3
ECTS credits	4,5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	German
Places for international students	10

Learning objectives:

n.a.

Content:

The objective of the course is to apply the contents learned in the disciplines of marketing, Internet and ICT, processes and finance in a case study. Students make an existing business “e-ready” or build up a new business in context of the Digital Economy.

Contents:

- Strategic positioning, customer benefits, value proposition
- Functional strategies: marketing- and communications strategies
- Information infrastructure
- Process models
- Economic evaluation, business plan

Prerequisites:

n.a.

Lecture/Seminar profile:**English 3 (ENG V 3 U)**

Degree course	SPMT.ba
Course title	English 3
Course code	ENG V 3 U
Level	Bachelor
Term	WS21/22
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:

- Governance and Leadership
- Power (responsibility and ethics)
- resources
- 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:**Business English I (ENG1UE)**

Degree course	SPMT.ba
Course title	Business English I
Course code	ENG1UE
Level	Bachelor
Term	WS21/22
Lecturer	Michael Dean, Sarah Ann Grafinger
Contact hours per week	2
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	German
Places for international students	4

Learning objectives:

n.a.

Content:

- Human Resources
- Organizations
- 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:

Keine

Lecture/Seminar profile:

Management 1 - Marketing (BB BWLE11ILV)

Degree course	CRF.ba
Course title	Management 1 - Marketing
Course code	BB BWLE11ILV
Level	Bachelor
Term	WS21/22
Lecturer	Hubert Preisinger
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	5

Learning objectives:

n.a.

Content:

Customer needs and customer satisfaction
Markets: description of markets, marketing research and identification of opportunities
Marketing strategy in the context of the organisation
Segmenting, targeting and positioning
Product: value of a product, positioning, portfolio, lifecycle
Price: price definition and adjustments, competitive pricing
Placement: sales channels, sales organisation, distribution
Promotion: branding, advertising, sales support, corporate identity
Marketing budget and return on marketing
Marketing concept, structure and quality

Prerequisites:

n.a.

Lecture/Seminar profile:**Management 3 - Applied Personal Psychology (BB BWLE31ILV)**

Degree course	CRF.ba
Course title	Management 3 - Applied Personal Psychology
Course code	BB BWLE31ILV
Level	Bachelor
Term	WS21/22
Lecturer	Kathrin Kordon
Contact hours per week	1
ECTS credits	1,5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	10

Learning objectives:

n.a.

Content:

Applied Psychology

Motivation Psychology in its implementation in the professional field of the study programme

Sociological approach, especially role theories

Prerequisites:

n.a.

Lecture/Seminar profile:

Strategic Corporate Planning (BB CONE13ILV)

Degree course	CRF.ba
Course title	Strategic Corporate Planning
Course code	BB CONE13ILV
Level	Bachelor
Term	WS21/22
Lecturer	Heimo Losbichler
Contact hours per week	3
ECTS credits	4,5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	5

Learning objectives:

n.a.

Content:

Introduction to strategic management: what is strategy?
Strategic planning process
Basic competitive strategies
Strategic positioning
Analysis of the internal and external environment
SWOT analysis
Fundamental concepts in strategic management:
o Product life cycle management
o Experience curve
o Portfolio management

Prerequisites:

n.a.

Lecture/Seminar profile:**English 1 (BB ENGE11UE)**

Degree course	CRF.ba
Course title	English 1
Course code	BB ENGE11UE
Level	Bachelor
Term	WS21/22
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:

presentation techniques
grammar and vocabulary extension
formal letter writing
error analysis
social interaction, cultural awareness, exploring cultural stereotypes
company structures/cultures, management styles, organization of work and time management
different types of business partnerships
the language of international business
project work and assignments related to international business
language and protocol of phoning

Prerequisites:

n.a.

Lecture/Seminar profile:**English 3 (BB ENGV13UE)**

Degree course	CRF.ba
Course title	English 3
Course code	BB ENGV13UE
Level	Bachelor
Term	WS21/22
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:

entrepreneurship, acquisitions, buyouts and mergers

joint ventures

language of annual reports and company performance

structural analysis of language

vocabulary extension

planning, structuring, controlling, recording of meetings, intensive meeting practice covering diverse themes, language of clarification, persuading, agreeing, disagreeing, interrupting etc.

intensive reading

Prerequisites:

n.a.

Lecture/Seminar profile:**Financial Engineering/International Capital Market (BB FINV13ILV)**

Degree course	CRF.ba
Course title	Financial Engineering/International Capital Market
Course code	BB FINV13ILV
Level	Bachelor
Term	WS21/22
Lecturer	Stefan Fink, Georg Obermayr
Contact hours per week	3
ECTS credits	4,5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	German/English
Places for international students	5

Learning objectives:

n.a.

Content:

Overview of capital market financing (Going Public, IPO, Private Equity, etc.)

M & A forms (asset deal vs. share deal)

Functioning of capital markets

Common investment forms and investment strategies

Security analysis

Prerequisites:

n.a.

Lecture/Seminar profile:**Intercultural Management (BB INBE13ILV)**

Degree course	CRF.ba
Course title	Intercultural Management
Course code	BB INBE13ILV
Level	Bachelor
Term	WS21/22
Lecturer	Wolfgang Schwaiger
Contact hours per week	1
ECTS credits	1,5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	5

Learning objectives:

n.a.

Content:

Development, goals and tasks of intercultural management
Intercultural corporate strategies and management Factors of success/failure in intercultural management
Intercultural human resource management

Prerequisites:

n.a.

Lecture/Seminar profile:**Englisch Fundamentals 1 (BB 10ENG E1U)**

Degree course	ILM.ba
Course title	Englisch Fundamentals 1
Course code	BB 10ENG E1U
Level	Bachelor
Term	WS21/22
Lecturer	Samantha Einwagner, 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:

Presentation techniques, methodology and analysis represent a fundamental target skill throughout semester one and are practiced intensively as the topics are covered.

- Grammar and Vocabulary extension
- Technical English
- Formal letter writing
- Error analysis
- Social interaction, cultural awareness, exploring cultural stereotypes
- Company structures/cultures, management styles, organization of work and Time management
- Different types of business partnerships, the language of buying, selling and retailing
- Financial terminology and banking
- Project work and assignments related to international contacts, sales, Retailing
- Language and protocol of phoning
- Compulsory excursion to company (minimum 1 excursion preferably two)
- Compulsory theatre visit
- Optional support course available for students needing additional guidance / help in English (Förderunterricht)

Prerequisites:

n.a.

Lecture/Seminar profile:

**Business Management Advanced 2 - Leadership and Personnel Management
(BB 10UNF V2I)**

Degree course	ILM.ba
Course title	Business Management Advanced 2 - Leadership and Personnel Management
Course code	BB 10UNF V2I
Level	Bachelor
Term	WS21/22
Lecturer	Monika Pleschinger
Contact hours per week	3
ECTS credits	6
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	10

Learning objectives:

n.a.

Content:

This course is designed as an introduction to the management of human resources. By the end of the term students should be able to:

- Understand the importance of proper strategic and operational HR management
- Develop an understanding of different strategic and cultural settings which lead to various personnel policies
- Understand examples of the legal structure of Austrian legal regulations, their usefulness and their restrictions in comparison to other countries
- Know about personnel planning and necessary instruments, such as detailed job descriptions, job profiles and forecasting systems
- Understand the process of recruiting in regard to psychological, economical and quality viewpoints
- Develop a detailed knowledge about the process of employee selection incl. employer branding activities
- Distinguish and choose proper selection methods in accordance with job requirements
- Be prepared to establish professional tools of employee integration
- Be familiar with the basics of personnel development and performance management
- Be able to pick a compensation strategy for employees which claims to be appropriate concerning the strategic implications of a job
- Have an understanding of early warning indicators in personnel management and their implications in real life management

Prerequisites:

n.a.

Lecture/Seminar profile:

English 1 - basics (BB ENG1UE)

Degree course	MEB.ba
Course title	English 1 - basics
Course code	BB ENG1UE
Level	Bachelor
Term	WS21/22
Lecturer	Jonathan Charles Bamford, Irene Kapl
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:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:**English 3 (BB EN3UE)**

Degree course	PMBI.ba
Course title	English 3
Course code	BB EN3UE
Level	Bachelor
Term	WS21/22
Lecturer	Samantha Einwagner, Lutfeeia Linninger
Contact hours per week	2
ECTS credits	4
Course type	Practice-oriented session
Examinations	oral or written examination
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

- Governance and Leadership
- Responsibility and ethics
- Resources
- 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
- There will be a focus on reading assignments both in terms of length and depth

Prerequisites:

n.a.

Lecture/Seminar profile:

Digital Creativity Tools (M_DCT1IL)

Degree course	GSMM.ma
Course title	Digital Creativity Tools
Course code	M_DCT1IL
Level	Master
Term	WS21/22
Lecturer	Christopher Kanitz
Contact hours per week	2
ECTS credits	4
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	German
Places for international students	2

Learning objectives:

n.a.

Content:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

Digital Transformation in Marketing and Sales (M_DTMS1IC)

Degree course	GSMM.ma
Course title	Digital Transformation in Marketing and Sales
Course code	M_DTMS1IC
Level	Master
Term	WS21/22
Lecturer	Christopher Kanitz
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:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

Finance and Budgeting for Marketing and Sales (M_FIB1IC)

Degree course	GSMM.ma
Course title	Finance and Budgeting for Marketing and Sales
Course code	M_FIB1IC
Level	Master
Term	WS21/22
Lecturer	Alexander Knabl
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:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

International B2B Marketing (M_IBM1IC)

Degree course	GSMM.ma
Course title	International B2B Marketing
Course code	M_IBM1IC
Level	Master
Term	WS21/22
Lecturer	Andreas Zehetner
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:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

Key Account Management (M_KAM1IC)

Degree course	GSMM.ma
Course title	Key Account Management
Course code	M_KAM1IC
Level	Master
Term	WS21/22
Lecturer	Christian Stadlmann
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:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

Sales Management (M_SAM1IC)

Degree course	GSMM.ma
Course title	Sales Management
Course code	M_SAM1IC
Level	Master
Term	WS21/22
Lecturer	Robert Füreder
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:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

Sales Force Leadership (M_SFL1IC)

Degree course	GSMM.ma
Course title	Sales Force Leadership
Course code	M_SFL1IC
Level	Master
Term	WS21/22
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	6

Learning objectives:

n.a.

Content:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

Servitization and Service Excellence (M_SSE1IC)

Degree course	GSMM.ma
Course title	Servitization and Service Excellence
Course code	M_SSE1IC
Level	Master
Term	WS21/22
Lecturer	Michael Schmidthaler, 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	2

Learning objectives:

n.a.

Content:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

Strategic thinking and execution (M_STE1IC)

Degree course	GSMM.ma
Course title	Strategic thinking and execution
Course code	M_STE1IC
Level	Master
Term	WS21/22
Lecturer	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	6

Learning objectives:

n.a.

Content:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

Value Based Marketing (M_VBM1IC)

Degree course	GSMM.ma
Course title	Value Based Marketing
Course code	M_VBM1IC
Level	Master
Term	WS21/22
Lecturer	Andreas Zehetner
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:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

Value Based Sales (M_VBS1IC)

Degree course	GSMM.ma
Course title	Value Based Sales
Course code	M_VBS1IC
Level	Master
Term	WS21/22
Lecturer	Robert Füreder
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

Marketing Informations Systems/Marketing Perf. Measurement (M-MAS3I)

Degree course	GSMM.ma
Course title	Marketing Informations Systems/Marketing Perf. Measurement
Course code	M-MAS3I
Level	Master
Term	WS21/22
Lecturer	
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:

Developing concepts and procedures for investigating and industrial

clients' buying habits,

Analyzing competitors' behaviour and environmental factors

Developing a Marketing Information System (MAIS)

Interpreting and reporting findings in an international business environment.

International brain-, desk-, and field research

Applying qualitative market research methods

Data Warehousing, Data Mining

Benchmarking and Competitor Intelligence

organizational structure of KAM in the customer driven company.

-Best practice cases on CRM provided by discussants and resource speakers from companies and organizations with extensive experience in these fields.

- Planning and implementing relationship marketing in the customer driven company.

Prerequisites:

n.a.

Lecture/Seminar profile:**Product, Service and Brand Management (M-PBM3I)**

Degree course	GSMM.ma
Course title	Product, Service and Brand Management
Course code	M-PBM3I
Level	Master
Term	WS21/22
Lecturer	
Contact hours per week	1,67
ECTS credits	2,5
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, product and service brands).
Understanding functions and challenges of the brand or product manager in an international company.
Coordination and interplay of different functions in companies with respect to product and brand policy.

Prerequisites:

n.a.

Lecture/Seminar profile:**Process Management (MTS 2 ILV)**

Degree course	OMT.ma
Course title	Process Management
Course code	MTS 2 ILV
Level	Master
Term	WS21/22
Lecturer	Patrick Pöchlauer
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	oral or written examination
Language of instruction	German/English
Places for international students	3

Learning objectives:

n.a.

Content:

- Historische Entwicklung
- Begriffe und Grundlagen Prozessmanagement
- Prozesse verstehen, definieren, planen und gestalten
- Methoden und Werkzeuge zur Prozessgestaltung und -analyse
- Managementsysteme und Audit
- Kritische Selbstbewertung und ständige Verbesserung
- Prozessmanagement und Unternehmenserfolg

Prerequisites:

n.a.

Lecture/Seminar profile:**Change Management (UNF 1 ILV)**

Degree course	OMT.ma
Course title	Change Management
Course code	UNF 1 ILV
Level	Master
Term	WS21/22
Lecturer	Christine Ebner, Harald Jauschnig
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	oral or written examination
Language of instruction	German/English
Places for international students	5

Learning objectives:

n.a.

Content:

- Grundlagen Change Management
- Paradigmen im Change Management
- Strategische Ausrichtung von Change Prozessen
- Organisationskulturtypen
- Change Management-Modelle
- Tools in Veränderungsprojekten
- Widerstand gegen Veränderungen

Prerequisites:

n.a.

Lecture/Seminar profile:

Digital Creativity Tools (BB_DCT1IL)

Degree course	GSMM.ma
Course title	Digital Creativity Tools
Course code	BB_DCT1IL
Level	Master
Term	WS21/22
Lecturer	Christopher Kanitz
Contact hours per week	2
ECTS credits	4
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	German
Places for international students	2

Learning objectives:

n.a.

Content:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

Digital Transformation in Marketing and Sales (BB_DTMS1IC)

Degree course	GSMM.ma
Course title	Digital Transformation in Marketing and Sales
Course code	BB_DTMS1IC
Level	Master
Term	WS21/22
Lecturer	Christopher Kanitz
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:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

Finance and Budgeting for Marketing and Sales (BB_FIB1IC)

Degree course	GSMM.ma
Course title	Finance and Budgeting for Marketing and Sales
Course code	BB_FIB1IC
Level	Master
Term	WS21/22
Lecturer	Clemens Redl
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:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

International B2B Marketing (BB_IBM1IC)

Degree course	GSMM.ma
Course title	International B2B Marketing
Course code	BB_IBM1IC
Level	Master
Term	WS21/22
Lecturer	Andreas Zehetner
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:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

Key Account Management (BB_KAM1IC)

Degree course	GSMM.ma
Course title	Key Account Management
Course code	BB_KAM1IC
Level	Master
Term	WS21/22
Lecturer	Christian Stadlmann
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:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

Sales Management (BB_SAM1IC)

Degree course	GSMM.ma
Course title	Sales Management
Course code	BB_SAM1IC
Level	Master
Term	WS21/22
Lecturer	Robert Füreder
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:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

Sales Force Leadership (BB_SFL1IC)

Degree course	GSMM.ma
Course title	Sales Force Leadership
Course code	BB_SFL1IC
Level	Master
Term	WS21/22
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	3

Learning objectives:

n.a.

Content:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

Servitization and Service Excellence (BB_SSE1IC)

Degree course	GSMM.ma
Course title	Servitization and Service Excellence
Course code	BB_SSE1IC
Level	Master
Term	WS21/22
Lecturer	Michael Schmidthaler, 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	2

Learning objectives:

n.a.

Content:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

Strategic thinking and execution (BB_STE1IC)

Degree course	GSMM.ma
Course title	Strategic thinking and execution
Course code	BB_STE1IC
Level	Master
Term	WS21/22
Lecturer	Wolfgang Schwaiger
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:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

Value Based Marketing (BB_VBM1IC)

Degree course	GSMM.ma
Course title	Value Based Marketing
Course code	BB_VBM1IC
Level	Master
Term	WS21/22
Lecturer	Andreas Zehetner
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:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

Value Based Sales (BB_VBS1IC)

Degree course	GSMM.ma
Course title	Value Based Sales
Course code	BB_VBS1IC
Level	Master
Term	WS21/22
Lecturer	Bernhard Martin Freiseisen
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

Process Management (MTS 2 ILV)

Degree course	OMT.ma
Course title	Process Management
Course code	MTS 2 ILV
Level	Master
Term	WS21/22
Lecturer	Harald Dobernig
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	oral or written examination
Language of instruction	German/English
Places for international students	3

Learning objectives:

n.a.

Content:

- Historische Entwicklung
- Begriffe und Grundlagen Prozessmanagement
- Prozesse verstehen, definieren, planen und gestalten
- Methoden und Werkzeuge zur Prozessgestaltung und -analyse
- Managementsysteme und Audit
- Kritische Selbstbewertung und ständige Verbesserung
- Prozessmanagement und Unternehmenserfolg

Prerequisites:

n.a.

Lecture/Seminar profile:**Change Management (UNF 1 ILV)**

Degree course	OMT.ma
Course title	Change Management
Course code	UNF 1 ILV
Level	Master
Term	WS21/22
Lecturer	Christine Ebner, Harald Jauschnig
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	oral or written examination
Language of instruction	German/English
Places for international students	5

Learning objectives:

n.a.

Content:

- Grundlagen Change Management
- Paradigmen im Change Management
- Strategische Ausrichtung von Change Prozessen
- Organisationskulturtypen
- Change Management-Modelle
- Tools in Veränderungsprojekten
- Widerstand gegen Veränderungen

Prerequisites:

n.a.