



SS 2023

# 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
<b>Controlling, Accounting and Financial Management (Bachelor, Steyr Campus)</b>							
CRF.ba	ENGV24UE	English 4	Practice-oriented session	4	Bachelor	2	5
CRF.ba	INT2IL	Intercultural Management	Integrated course	2	Bachelor	1,5	6
<b>Global Sales and Marketing Bachelor (Bachelor, Steyr Campus)</b>							
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
<b>International Logistics Management (Bachelor, Steyr Campus)</b>							
ILM.ba	IO-ACC	Austrian Culture and Civilization	Integrated course	2	Bachelor	4	16
ILM.ba	IO-B2B Marketing in a Global Environment	B2B Marketing in a Global Environment	Practice-oriented session	2	Bachelor	4	17
ILM.ba	IO-CM	Conflict Management	Seminar	2	Bachelor	3	18
ILM.ba	IO-ECO	Macroeconomics	Integrated course	2	Bachelor	3	19
ILM.ba	IO-ENT	Entrepreneurship & Business Entry Models	Integrated course	2	Bachelor	2	20
ILM.ba	IO-FIN3	Capital Budgeting	Integrated course	2	Bachelor	3	21
ILM.ba	IO-GB	German for Beginners	Integrated course	2	Bachelor	4	22
ILM.ba	IO-GI	German Intermediate	Integrated course	2	Bachelor	4	23

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
<b>International Logistics Management (Bachelor, Steyr Campus)</b>							
ILM.ba	IO-GLI	German Lower Intermediate	Integrated course	2	Bachelor	4	24
ILM.ba	IO-HRM	Human Resource Management	Lecture	2	Bachelor	3	25
ILM.ba	IO-IM	Intercultural Management "MASTERING STRATEGY IN INTERCULTURAL ENVIRONMENTS"	Lecture	2	Bachelor	3	26
ILM.ba	IO-MbF	Management - Global Classics	Practice-oriented session	2	Bachelor	2	28
ILM.ba	IO-PGW	Professional Performance in a Globalised World	Integrated course	2	Bachelor	2	29
ILM.ba	IO-PI	Practical Introduction to studies	Integrated course	2	Bachelor	3	30
<b>Marketing and Electronic Business (Bachelor, Steyr Campus)</b>							
MEB.ba	DMT2LB	Datamanagement 2	Laboratory session	2	Bachelor	2	31
MEB.ba	ENG2UE	English 2 - basics	Practice-oriented session	2	Bachelor	3	32
MEB.ba	ENG4UE	English 4	Practice-oriented session	4	Bachelor	2	33
<b>Process Management and Business Intelligence (Bachelor, Steyr Campus)</b>							
PMBl.ba	EN2UE	English 2	Practice-oriented session	2	Bachelor	2	34
PMBl.ba	EN4LB	English 4	Laboratory session	4	Bachelor	4	35
<b>Smart Production and Management (Bachelor, Steyr Campus)</b>							
SPMT.ba	ENA4UE	Advanced Business English II	Practice-oriented session	4	Bachelor	3	36
SPMT.ba	ENG2UE	Business English II	Practice-oriented session	2	Bachelor	3	37
<b>Controlling, Accounting and Financial Management (Bachelor - Part Time, Steyr Campus)</b>							
CRF.ba	BB ENGV24UE	English 4	Practice-oriented session	4	Bachelor	2	38
CRF.ba	BB INT2IL	Intercultural Management	Integrated course	2	Bachelor	1,5	39
<b>International Logistics Management (Bachelor - Part Time, Steyr Campus)</b>							
ILM.ba	BB ENG2UE	English II	Practice-oriented session	2	Bachelor	3	40

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
<b>Marketing and Electronic Business (Bachelor - Part Time, Steyr Campus)</b>							
MEB.ba	BB ENG2UE	English 2 - basics	Practice-oriented session	2	Bachelor	3	41
MEB.ba	BB ENG4UE	English 4	Practice-oriented session	4	Bachelor	2	42
<b>Process Management and Business Intelligence (Bachelor - Part Time, Steyr Campus)</b>							
PMBl.ba	BB EN2UE	English 2	Practice-oriented session	2	Bachelor	2	43
PMBl.ba	BB EN4LB	English 4	Laboratory session	4	Bachelor	4	44
<b>Smart Production and Management (Bachelor - Part Time, Steyr Campus)</b>							
SPMT.ba	ENA4UE	Advanced Business English II	Practice-oriented session	4	Bachelor	3	45
SPMT.ba	ENG2UE	Business English II	Practice-oriented session	2	Bachelor	3	46

## Master's Degree Programme

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
<b>Digital Business Management (Master - Part Time, Steyr Campus)</b>							
DBM.ma	DWL1	Sustainable Development Goals	Integrated course	2	Master	3	47
<b>Global Sales and Marketing Master (Master - Part Time, Steyr Campus)</b>							
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 4 (ENGV24UE)**

<b>Degree course</b>	CRF.ba
<b>Course title</b>	English 4
<b>Course code</b>	ENGV24UE
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Michael Dean, Teresa Rieger
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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:**

**(INT2IL)**

<b>Degree course</b>	CRF.ba
<b>Course title</b>	Intercultural Management
<b>Course code</b>	INT2IL
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Wolfgang Schwaiger
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1,5
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	German/English
<b>Places for international students</b>	5

**Learning objectives:**

n.a.

**Content:**

Internationalization and globalization of business

Forms of international business activity

Specifics of doing business in emerging markets (economic framework, legal framework)

Analysis of opportunities and risks in these markets

Entrepreneurial challenges through international business activities - effects on selected management areas

Procedure models for market entries

Internationalization of financial management - outsourcing and offshoring of financial activities

**Prerequisites:**

n.a.

**Lecture/Seminar profile:**

**Instruments of B2B Marketing and Communication (BBM3I)**

<b>Degree course</b>	GSM.ba
<b>Course title</b>	Instruments of B2B Marketing and Communication
<b>Course code</b>	BBM3I
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Andreas Zehetner, Christopher Kanitz
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	GSM.ba
<b>Course title</b>	Finance 1
<b>Course code</b>	FIN1I
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Clemens Redl
<b>Contact hours per week</b>	3
<b>ECTS credits</b>	5
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	GSM.ba
<b>Course title</b>	Export Partners in B2B
<b>Course code</b>	M/EXP1T
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Harald Josef Hammer
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Individual Training
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	GSM.ba
<b>Course title</b>	Trading Areas in a Worldwide Comparison
<b>Course code</b>	M/EXP3I
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Georg Weingartner
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	GSM.ba
<b>Course title</b>	Sales in B2B
<b>Course code</b>	M/SAL2T
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Robert Füreder, Piotr Kwiatek
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Individual Training
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**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)**

<b>Degree course</b>	GSM.ba
<b>Course title</b>	Market and Business Intelligence
<b>Course code</b>	MBI11
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Margarethe Überwimmer, Christopher Kanitz, Piotr Kwiatek
<b>Contact hours per week</b>	4
<b>ECTS credits</b>	5
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	GSM.ba
<b>Course title</b>	Managing Sales Channels
<b>Course code</b>	SAM2I
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Christian Stadlmann
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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:****Austrian Culture and Civilization (IO-ACC)**

<b>Degree course</b>	ILM.ba
<b>Course title</b>	Austrian Culture and Civilization
<b>Course code</b>	IO-ACC
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Manuela Holzer
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	4
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	ILM.ba
<b>Course title</b>	B2B Marketing in a Global Environment
<b>Course code</b>	IO-B2B Marketing in a Global Environment
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Sophie Wiesinger
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	4
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	ILM.ba
<b>Course title</b>	Conflict Management
<b>Course code</b>	IO-CM
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Jutta Höllriegl
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Seminar
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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:**

**Macroeconomics (IO-ECO)**

<b>Degree course</b>	ILM.ba
<b>Course title</b>	Macroeconomics
<b>Course code</b>	IO-ECO
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Matthias Unterbuchsachner
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	20

**Learning objectives:**

n.a.

**Content:**

The students

- understand the general ideas of economics on a very applied approach
- know the basic microeconomic concepts of markets, welfare and elasticities
- know the definitions and calculation for data in macroeconomics – GDP and its limitations
- know about the key determinant of economic development of real economies
- know about the monetary system and the impact of money growth and inflation/deflation
- understand the role of the state - are able to analyze the difference and effects of fiscal and monetary policy

Teaching and learning methods:

- traditional lectures
- active participation, e.g. discussion of current economic topics
- written final exams & short presentation

**Prerequisites:**

n.a.

**Lecture/Seminar profile:**

**Entrepreneurship & Business Entry Models (IO-ENT)**

<b>Degree course</b>	ILM.ba
<b>Course title</b>	Entrepreneurship & Business Entry Models
<b>Course code</b>	IO-ENT
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Ahu Seda Genis-Gruber
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	ILM.ba
<b>Course title</b>	Capital Budgeting
<b>Course code</b>	IO-FIN3
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Nadine Bachmann
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	ILM.ba
<b>Course title</b>	German for Beginners
<b>Course code</b>	IO-GB
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Petra Schabhüttl, Susanne Schachermayr
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	4
<b>Course type</b>	Integrated course
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	30

**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)**

<b>Degree course</b>	ILM.ba
<b>Course title</b>	German Intermediate
<b>Course code</b>	IO-GI
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Silvia Josefine Winter
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	4
<b>Course type</b>	Integrated course
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	15

**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)**

<b>Degree course</b>	ILM.ba
<b>Course title</b>	German Lower Intermediate
<b>Course code</b>	IO-GLI
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Barbara Reisenbichler
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	4
<b>Course type</b>	Integrated course
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	15

**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:**

**Human Resource Management (IO-HRM)**

<b>Degree course</b>	ILM.ba
<b>Course title</b>	Human Resource Management
<b>Course code</b>	IO-HRM
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Peter Harald Brandstätter
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Lecture
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	20

**Learning objectives:**

n.a.

**Content:**

Students learn

- About the key functions in Human Resources Management
- Develop an understanding for operative and strategic HR topics
- Are able to apply their HR knowledge in an international context in a practical case

Learning Content:

HRM strategies

HRM functions

Recruiting, Selection and Onboarding

Compensation

People Development activities

Early warning indicators

Intercultural competencies and HR

**Prerequisites:**

n.a.

**Lecture/Seminar profile:**

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

<b>Degree course</b>	ILM.ba
<b>Course title</b>	Intercultural Management "MASTERING STRATEGY IN INTERCULTURAL ENVIRONMENTS"
<b>Course code</b>	IO-IM
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Ahu Seda Genis-Gruber
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Lecture
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	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:**

**Management - Global Classics (IO-MbF)**

<b>Degree course</b>	ILM.ba
<b>Course title</b>	Management - Global Classics
<b>Course code</b>	IO-MbF
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Dieter W. Schauer
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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:****Professional Performance in a Globalised World (IO-PGW)**

<b>Degree course</b>	ILM.ba
<b>Course title</b>	Professional Performance in a Globalised World
<b>Course code</b>	IO-PGW
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Jutta Höllriegl
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	60

**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)**

<b>Degree course</b>	ILM.ba
<b>Course title</b>	Practical Introduction to studies
<b>Course code</b>	IO-PI
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Anton Edtmeier
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	60

**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:**

**Datamanagement 2 (DMT2LB)**

<b>Degree course</b>	MEB.ba
<b>Course title</b>	Datamanagement 2
<b>Course code</b>	DMT2LB
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Gerald Petz, Dietmar Nedbal
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Laboratory session
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	4

**Learning objectives:**

n.a.

**Content:**

- Overview of methods and tools for data analysis
- Handling and analysis of large amounts of data and faulty datasets
- Business Intelligence: architecture, ETL, OLAP
- Data mining: CRISP-DM
- Overview of machine learning and application of selected methods (e.g. linear regression for sales prediction, classification of texts, etc.)

**Prerequisites:**

n.a.



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

<b>Degree course</b>	MEB.ba
<b>Course title</b>	English 2 - basics
<b>Course code</b>	ENG2UE
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Gerhard Forsthuber, Sarah Ann Grafinger
<b>Contact hours per week</b>	3
<b>ECTS credits</b>	3
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	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 (ENG4UE)**

<b>Degree course</b>	MEB.ba
<b>Course title</b>	English 4
<b>Course code</b>	ENG4UE
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Teresa Rieger
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	4

**Learning objectives:**

n.a.

**Content:**

- Strong subject related focus
- Structured writing
- Intensive reading
- Rhetorical skills for the business leader
- Non profit areas and philanthropy
- Vocabulary extension
- Case discussions
- Needs based input

**Prerequisites:**

n.a.

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

<b>Degree course</b>	PMBl.ba
<b>Course title</b>	English 2
<b>Course code</b>	EN2UE
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Rory Marc Thomas
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**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 (EN4LB)**

<b>Degree course</b>	PMBI.ba
<b>Course title</b>	English 4
<b>Course code</b>	EN4LB
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Kristina Jilly
<b>Contact hours per week</b>	3
<b>ECTS credits</b>	4
<b>Course type</b>	Laboratory session
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****Advanced Business English II (ENA4UE)**

<b>Degree course</b>	SPMT.ba
<b>Course title</b>	Advanced Business English II
<b>Course code</b>	ENA4UE
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Michael Dean
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:**

- The responsibility of Power
- Risk Management
- Corporate 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:****Business English II (ENG2UE)**

<b>Degree course</b>	SPMT.ba
<b>Course title</b>	Business English II
<b>Course code</b>	ENG2UE
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Michael Dean
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**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:****English 4 (BB ENGV24UE)**

<b>Degree course</b>	CRF.ba
<b>Course title</b>	English 4
<b>Course code</b>	BB ENGV24UE
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	1

**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:****(BB INT2IL)**

<b>Degree course</b>	CRF.ba
<b>Course title</b>	Intercultural Management
<b>Course code</b>	BB INT2IL
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Wolfgang Schwaiger
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1,5
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	German/English
<b>Places for international students</b>	5

**Learning objectives:**

n.a.

**Content:**

Internationalization and globalization of business

Forms of international business activity

Specifics of doing business in emerging markets (economic framework, legal framework)

Analysis of opportunities and risks in these markets

Entrepreneurial challenges through international business activities - effects on selected management areas

Procedure models for market entries

Internationalization of financial management - outsourcing and offshoring of financial activities

**Prerequisites:**

n.a.



**Lecture/Seminar profile:****English II (BB ENG2UE)**

<b>Degree course</b>	ILM.ba
<b>Course title</b>	English II
<b>Course code</b>	BB ENG2UE
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Sarah Ann Grafinger, John Wynne
<b>Contact hours per week</b>	3
<b>ECTS credits</b>	3
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	6

**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
- 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:**

**English 2 - basics (BB ENG2UE)**

<b>Degree course</b>	MEB.ba
<b>Course title</b>	English 2 - basics
<b>Course code</b>	BB ENG2UE
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Alexander Achatz, Jonathan Charles Bamford
<b>Contact hours per week</b>	3
<b>ECTS credits</b>	3
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	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 (BB ENG4UE)**

<b>Degree course</b>	MEB.ba
<b>Course title</b>	English 4
<b>Course code</b>	BB ENG4UE
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Alexander Achatz, Jonathan Charles Bamford
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	4

**Learning objectives:**

n.a.

**Content:**

- Strong subject related focus
- Structured writing
- Intensive reading
- Rhetorical skills for the business leader
- Non profit areas and philanthropy
- Vocabulary extension
- Case discussions
- Needs based input

**Prerequisites:**

n.a.

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

<b>Degree course</b>	PMBI.ba
<b>Course title</b>	English 2
<b>Course code</b>	BB EN2UE
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	David Everson-Baltas, John Wynne
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	PMBI.ba
<b>Course title</b>	English 4
<b>Course code</b>	BB EN4LB
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Marina Kostic, Patricia Alejandra Sapúlveda Hurtado
<b>Contact hours per week</b>	3
<b>ECTS credits</b>	4
<b>Course type</b>	Laboratory session
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	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:****Advanced Business English II (ENA4UE)**

<b>Degree course</b>	SPMT.ba
<b>Course title</b>	Advanced Business English II
<b>Course code</b>	ENA4UE
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Rory Marc Thomas
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:**

- The responsibility of Power
- Risk Management
- Corporate 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:****Business English II (ENG2UE)**

<b>Degree course</b>	SPMT.ba
<b>Course title</b>	Business English II
<b>Course code</b>	ENG2UE
<b>Level</b>	Bachelor
<b>Term</b>	SS23
<b>Lecturer</b>	Matthew Clavan, David Everson-Baltas
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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:**

**Sustainable Development Goals (DWL1)**

<b>Degree course</b>	DBM.ma
<b>Course title</b>	Sustainable Development Goals
<b>Course code</b>	DWL1
<b>Level</b>	Master
<b>Term</b>	SS23
<b>Lecturer</b>	Georg Redlhammer
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	8

**Learning objectives:**

n.a.

**Content:**

Upon completion of this course, students are able to...:

- Understand the fundamentals of the Sustainable Development Goals (SDG) of the United Nations (U.N.)
- Implement sustainable strategies that contributes to increasing brand value
- Develop marketing strategies in frame of SDGs
- Understand what makes a city smart and sustainable
- Develop Smart City implementation in a region/city of their choice
- Understand mobility challenges and implement ideas, solution concepts in their group work
- Effectively communicate and transmit the knowledge of the SDGs to enable stakeholders to make a difference

**Prerequisites:**

n.a.



**Lecture/Seminar profile:**

**Brand Management (BB\_BRM2IC)**

<b>Degree course</b>	GSMM.ma
<b>Course title</b>	Brand Management
<b>Course code</b>	BB_BRM2IC
<b>Level</b>	Master
<b>Term</b>	SS23
<b>Lecturer</b>	Pavel Strach
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	GSMM.ma
<b>Course title</b>	Change Management
<b>Course code</b>	BB_CHM2IC
<b>Level</b>	Master
<b>Term</b>	SS23
<b>Lecturer</b>	Peter Harald Brandstätter
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	GSMM.ma
<b>Course title</b>	Digital Culture and Global Leadership
<b>Course code</b>	BB_DCG2IC
<b>Level</b>	Master
<b>Term</b>	SS23
<b>Lecturer</b>	Richard Griffith
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	GSMM.ma
<b>Course title</b>	Economics
<b>Course code</b>	BB_ECO2IC
<b>Level</b>	Master
<b>Term</b>	SS23
<b>Lecturer</b>	Wolfgang Schwaiger
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	4
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	GSMM.ma
<b>Course title</b>	International Law
<b>Course code</b>	BB_ILA2IC
<b>Level</b>	Master
<b>Term</b>	SS23
<b>Lecturer</b>	Robert Reitmann
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	GSMM.ma
<b>Course title</b>	Marketing and Sales Performance Measurement
<b>Course code</b>	BB_MSP2IC
<b>Level</b>	Master
<b>Term</b>	SS23
<b>Lecturer</b>	Harald Josef Hammer
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	GSMM.ma
<b>Course title</b>	Sales Enablement
<b>Course code</b>	BB_SAE2IC
<b>Level</b>	Master
<b>Term</b>	SS23
<b>Lecturer</b>	Harald Josef Hammer
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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.