



SS 2020

Course offer for Incoming Students in English/German



UNIVERSITY
OF APPLIED SCIENCES
UPPER AUSTRIA

Bachelor's Degree Programme

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
Controlling, Accounting and Financial Management (Bachelor, Steyr Campus)							
CRF	ENGE22UE	English 2	Practice-oriented session	2	Bachelor	3	5
CRF	ENGV24UE	English 4	Practice-oriented session	4	Bachelor	2	6
Global Sales and Marketing Bachelor (Bachelor, Steyr Campus)							
GSM-B	FIN1I	Finance 1	Integrated course	2	Bachelor	5	7
GSM-B	M/EXP1T	Export Partners in B2B	Individual Training	4	Bachelor	2	9
GSM-B	M/EXP3I	Trading Areas in a Worldwide Comparison	Integrated course	4	Bachelor	2	10
GSM-B	M/RIS1I	Risk in International Sales	Integrated course	4	Bachelor	2	11
GSM-B	M/SAL2T	Sales in B2B	Individual Training	4	Bachelor	2	12
GSM-B	MBI1I	Market and Business Intelligence	Integrated course	2	Bachelor	5	13
GSM-B	SAM2I	Managing Sales Channels	Integrated course	2	Bachelor	3	15
International Logistics-Management (Bachelor, Steyr Campus)							
ILMBakk	10ENG E2U	Englisch Fundamentals 2	Practice-oriented session	2	Bachelor	3	16
ILMBakk	10ENG V3U	English Advanced 3	Practice-oriented session	4	Bachelor	2	17
ILMBakk	10FS2 E2I	2. Foreign Language Fundamentals 2 - Spanish	Integrated course	2	Bachelor	3	18
ILMBakk	10FS2 E2I	2. Foreign Language Fundamentals 2 - Russian	Integrated course	2	Bachelor	3	19
ILMBakk	10FS2 V4I	2. Foreign Language Advanced 4 - Russian	Integrated course	4	Bachelor	3	20
ILMBakk	10FS2 V4I	2. Foreign Language Advanced 4 - Spanish	Integrated course	4	Bachelor	3	21
ILMBakk	10INB E1I	Intercultural Management	Integrated course	2	Bachelor	3	22
International Office	IO-ACC	Austrian Culture and Civilization	Integrated course	2	Bachelor	4	23

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
International Logistics-Management (Bachelor, Steyr Campus)							
International Office	IO-ACFV	Applied Corporate Finance for Valuation	Integrated course	2	Bachelor	3	24
International Office	IO-CCE	Cross Cultural Entrepreneurship	Integrated course	2	Bachelor	2	26
International Office	IO-FIN2	International Accounting	Integrated course	2	Bachelor	3	27
International Office	IO-GB	German for Beginners	Integrated course	2	Bachelor	4	28
International Office	IO-GI	German Intermediate	Integrated course	2	Bachelor	4	29
International Office	IO-GLI	German Lower Intermediate	Integrated course	2	Bachelor	4	30
International Office	IO-IBB	International Buyer's Behavior	Integrated course	2	Bachelor	4	31
International Office	IO-IM	Intercultural Management "MASTERING STRATEGY IN INTERCULTURAL ENVIRONMENTS"	Lecture	2	Bachelor	3	32
International Office	IO-LI	Logistics Insight	Integrated course	2	Bachelor	4	34
International Office	IO-LS	Leadership	Integrated course	2	Bachelor	3	35
International Office	IO-MBO	Leadership Training in Management by Objectives	Practice-oriented session	2	Bachelor	2	37
International Office	IO-OMG	Operations Management	Integrated course	2	Bachelor	4	38
International Office	IO-PGW	Professional Performance in a Globalised World – Mandatory for all International Students	Integrated course	2	Bachelor	2	39
International Office	IO-PI	Practical Introduction to studies - Mandatory for all International Students	Integrated course	2	Bachelor	3	40
International Office	IO-SCM	Supply Chain Management	Integrated course	2	Bachelor	3	41
Process Management and Business Intelligence (Bachelor, Steyr Campus)							
PMBIBakk	EN4LB	English 4	Laboratory session	4	Bachelor	4	43
Production and Management (Bachelor, Steyr Campus)							
PMTBakk	ENG E 2 U	English 2	Practice-oriented session	2	Bachelor	3	44
PMTBakk	ENG V 4 U	English 4	Practice-oriented session	4	Bachelor	3	45

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
Production and Management (Bachelor, Steyr Campus)							
PMTBakk	MAR 1 V	Marketing	Lecture	2	Bachelor	3	46
PMTBakk	MAR 2 V	Sales	Lecture	2	Bachelor	3	47
PMTBakk	TK2 2 I	Human Capital Management	Integrated course	4	Bachelor	2	48
Controlling, Accounting and Financial Management (Bachelor - Part Time, Steyr Campus)							
CRF	BB ENGE22UE	English 2	Practice-oriented session	2	Bachelor	3	49
CRF	BB ENGV24UE	English 4	Practice-oriented session	4	Bachelor	2	50
International Logistics-Management (Bachelor - Part Time, Steyr Campus)							
ILMBakk	10INB E1I	Intercultural Management	Integrated course	2	Bachelor	3	51
ILMBakk	BB 10BST E2I	Business Studies Fundamentals 2	Integrated course	2	Bachelor	3	52
ILMBakk	BB 10ENG E2U	Englisch Fundamentals 2	Practice-oriented session	2	Bachelor	3	53
ILMBakk	BB 10ENG V3U	English Advanced 3	Practice-oriented session	4	Bachelor	2	54
Process Management and Business Intelligence (Bachelor - Part Time, Steyr Campus)							
PMBIBakk	BB EN2UE	English 2	Practice-oriented session	2	Bachelor	2	55

Master's Degree Programme

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
Global Sales and Marketing Master (Master - Part Time, Steyr Campus)							
GSM-M	BB-M-BS2T	Business Simulation	Individual Training	2	Master	2	56
GSM-M	BB-M-OCM2I	Organisational Behavior/Change Management	Integrated course	2	Master	5	57
GSM-M	M-ECO2I	Economics	Integrated course	2	Master	5	58
GSM-M	M-FAA2I	Finance and Accounting	Integrated course	2	Master	3	59
GSM-M	M-GBS2I	General Business Subject	Integrated course	2	Master	3,33	60

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

Degree course	CRF
Course title	English 2
Course code	ENGE22UE
Level	Bachelor
Term	SS20
Lecturer	Michael Dean, Karin Ertl
Contact hours per week	3
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

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

Degree course	CRF
Course title	English 4
Course code	ENGV24UE
Level	Bachelor
Term	SS20
Lecturer	Frank Cromack, John Wynne
Contact hours per week	2
ECTS credits	2
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

Lecture/Seminar profile:

Finance 1 (FIN1I)

Degree course	GSM-B
Course title	Finance 1
Course code	FIN1I
Level	Bachelor
Term	SS20
Lecturer	Clemens Redl
Contact hours per week	3
ECTS credits	5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	6

Learning objectives:

n.a.

Content:

Part 1:

Business organizations, stakeholders, goal setting

Controlling and financial Management

Financial statements (Balance sheet, income statement, statement of cash-flows)

National accounting principles (Austrian Law)

Transactions and documents

System of double entry accounting

Preparing a balance-sheet and an income statement

Analysis of financial statements by the use of ratios

Principles of corporate taxation

Part 2:

Principles of financial planning

the time value of money

Capital budgeting - methods

Methods using time value of money (Net present value, Internal rate of return, ...)

Methods not using time value of money

Qualitative decision factors

Impacts of investments on balance sheet, income statement and cash flow statement

Types of corporate financing (shares, bonds, loans, ...)

Indicators for financial success and capital market orientated funding rules

Risk management

Prerequisites:

n.a.

Lecture/Seminar profile:**Export Partners in B2B (M/EXP1T)**

Degree course	GSM-B
Course title	Export Partners in B2B
Course code	M/EXP1T
Level	Bachelor
Term	SS20
Lecturer	Harald Josef Hammer
Contact hours per week	2
ECTS credits	2
Course type	Individual Training
Examinations	continuous assessment
Language of instruction	English
Places for international students	1

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

Lecture/Seminar profile:

Trading Areas in a Worldwide Comparison (M/EXP3I)

Degree course	GSM-B
Course title	Trading Areas in a Worldwide Comparison
Course code	M/EXP3I
Level	Bachelor
Term	SS20
Lecturer	Michael Schmidthaler
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	3

Learning objectives:

n.a.

Content:

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

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

Prerequisites:

n.a.

Lecture/Seminar profile:**Risk in International Sales (M/RIS11)**

Degree course	GSM-B
Course title	Risk in International Sales
Course code	M/RIS11
Level	Bachelor
Term	SS20
Lecturer	Karin Palmetshofer-Hörschinger
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:

Different risks in International Sales (country, commercial, currency and transport risks)

Evaluate the different risks

Learn how to protect against these risks

Understand the costs for each tool

Learn to apply the knowledge in different cases.

Prerequisites:

n.a.

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

Degree course	GSM-B
Course title	Sales in B2B
Course code	M/SAL2T
Level	Bachelor
Term	SS20
Lecturer	Robert Füreder, Hannes Hofstadler
Contact hours per week	2
ECTS credits	2
Course type	Individual Training
Examinations	continuous assessment
Language of instruction	English
Places for international students	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 (MBI1)

Degree course	GSM-B
Course title	Market and Business Intelligence
Course code	MBI1
Level	Bachelor
Term	SS20
Lecturer	Margarethe Überwimmer, Jörg Kraigher-Krainer, Michael Schmidthaler
Contact hours per week	4
ECTS credits	5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	9

Learning objectives:

n.a.

Content:

This course is a B2B focused approach to marketing research.

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

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

Main content

Role and necessity of Market Research in B2B enterprises

The marketing research process, milestones of research projects

Marketing problems translated into research questions

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

Scaling techniques and overview of sampling methods and processes

Questionnaires to collect data according to defined research questions

Basics of descriptive statistics and multivariate analysis techniques

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

Design and execution of a basic survey research project

Comprehensive market reserach reports and presentation of data to an audience

Prerequisites:

n.a.

Lecture/Seminar profile:

Managing Sales Channels (SAM2I)

Degree course	GSM-B
Course title	Managing Sales Channels
Course code	SAM2I
Level	Bachelor
Term	SS20
Lecturer	Christian Stadlmann
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	6

Learning objectives:

n.a.

Content:

Key Account Management

Reasons for, aims and effects of key account management

Strategic, organizational and personnel aspects of key account management

Means of identifying strategic customers

Instruments to analyze key customers

Identification and establishment of key account teams

Sales Partner Management

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

Identification and selection of sales partners

Development and Controlling of partnerships

Termination of sales partners

Prerequisites:

n.a.

Lecture/Seminar profile:

Englisch Fundamentals 2 (10ENG E2U)

Degree course	ILMBakk
Course title	Englisch Fundamentals 2
Course code	10ENG E2U
Level	Bachelor
Term	SS20
Lecturer	Sarah Ann Grafinger, Lutfeeia Linninger
Contact hours per week	3
ECTS credits	3
Course type	Practice-oriented session
Examinations	written examination
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

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

Degree course	ILMBakk
Course title	English Advanced 3
Course code	10ENG V3U
Level	Bachelor
Term	SS20
Lecturer	Samantha Einwagner
Contact hours per week	2
ECTS credits	2
Course type	Practice-oriented session
Examinations	written examination
Language of instruction	English
Places for international students	3

Learning objectives:

n.a.

Content:

Entrepreneurship, acquisitions, buyouts and mergers

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

Prerequisites:

n.a.

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

Degree course	ILMBakk
Course title	2. Foreign Language Fundamentals 2 - Spanish
Course code	10FS2 E2I
Level	Bachelor
Term	SS20
Lecturer	Beatriz Ruberte Pomar, Ines Alessandrini
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	4

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 2 - Russian (10FS2 E2I)**

Degree course	ILMBakk
Course title	2. Foreign Language Fundamentals 2 - Russian
Course code	10FS2 E2I
Level	Bachelor
Term	SS20
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:**2. Foreign Language Advanced 4 - Russian (10FS2 V4I)**

Degree course	ILMBakk
Course title	2. Foreign Language Advanced 4 - Russian
Course code	10FS2 V4I
Level	Bachelor
Term	SS20
Lecturer	Svetlana Maleev
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

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

Degree course	ILMBakk
Course title	2. Foreign Language Advanced 4 - Spanish
Course code	10FS2 V4I
Level	Bachelor
Term	SS20
Lecturer	Beatriz Ruberte Pomar
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

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

Degree course	ILMBakk
Course title	Intercultural Management
Course code	10INB E1I
Level	Bachelor
Term	SS20
Lecturer	Melanie Tomaschitz
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	15

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

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

Degree course	International Office
Course title	Austrian Culture and Civilization
Course code	IO-ACC
Level	Bachelor
Term	SS20
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:**Applied Corporate Finance for Valuation (IO-ACFV)**

Degree course	International Office
Course title	Applied Corporate Finance for Valuation
Course code	IO-ACFV
Level	Bachelor
Term	SS20
Lecturer	Giorgio Valentinuz
Contact hours per week	1,33
ECTS credits	3
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	20

Learning objectives:

The course aims to introduce students to the major concepts of corporate finance for the evaluation of industrial enterprises, in search of the "intrinsic value".

Students will have an initial idea of the functioning of the capital markets and the reasons why it is necessary or desirable to know the value of the company. Also, they can understand the difference between price and value.

During the course, will also be presented evaluation reports of listed companies, produced by investment banks.

A focus will be devoted to start-up companies' evaluation.

Content:

Specifically, the main contents taught will be:

- Pro-forma Income Statement, Balance sheet, and cash flow statement
- Free cash flow to the firm and Free cash flow to the Equity
- Rates of growth, enterprise performance and dividend policy
- The rate of return required by shareholders
- The cost of capital
- The discounted cash flows models
- Accounting evaluation models
- The relative valuation
- Start-up companies valuation and the Real Option Valuation

Format of Course:

Learning content will be presented using power-point slides.

Cases, exercises and evaluation reports should lead to an in-depth understanding of the content of the course.

Prerequisites:

n.a.

Lecture/Seminar profile:

Cross Cultural Entrepreneurship (IO-CCE)

Degree course	International Office
Course title	Cross Cultural Entrepreneurship
Course code	IO-CCE
Level	Bachelor
Term	SS20
Lecturer	Ahu Seda Genis-Gruber, Gerold Weisz
Contact hours per week	2
ECTS credits	2
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	30

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:**International Accounting (IO-FIN2)**

Degree course	International Office
Course title	International Accounting
Course code	IO-FIN2
Level	Bachelor
Term	SS20
Lecturer	
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	20

Learning objectives:

After completing this course, the student should be able to understand the basic rules of international accounting, the generally accepted accounting principles, the most important accounting movements from which the Income Statement and the Balance Sheet come, and should be able to do two of the four basic financial statements.

The student will understand accounting as an information system that provides reports to stakeholders about the economic activities and the condition of a business.

Content:

The course combines theory, and exercises. The students have to prepare exercises almost every week as homework. The exercises will be presented by the teacher during the lecture and discussed together.

Prerequisites:

n.a.

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

Degree course	International Office
Course title	German for Beginners
Course code	IO-GB
Level	Bachelor
Term	SS20
Lecturer	
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	International Office
Course title	German Intermediate
Course code	IO-GI
Level	Bachelor
Term	SS20
Lecturer	
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	International Office
Course title	German Lower Intermediate
Course code	IO-GLI
Level	Bachelor
Term	SS20
Lecturer	
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:

International Buyer's Behavior (IO-IBB)

Degree course	International Office
Course title	International Buyer's Behavior
Course code	IO-IBB
Level	Bachelor
Term	SS20
Lecturer	Jörg Kraigher-Krainer
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:

The lecture gives an overview of the principles of buyer's behavior in general, the differences in selected regions of the world and how these differences affect marketing and branding:

Introduction in Buyer Behavior

Perception

Learning and Memory

Emotion and Motivation

Values and the Self

Perceived Risk and Cognitive Learning

Individual Decision Making

Group Influences and Opinion Leadership

Organizational and Household Decision Making

Income and Social Class

Ethnic, Racial and Religious and Age Subcultures

Cultural Influences on Consumer Behavior

Global Culture

Prerequisites:

n.a.

Lecture/Seminar profile:

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

Degree course	International Office
Course title	Intercultural Management "MASTERING STRATEGY IN INTERCULTURAL ENVIRONMENTS"
Course code	IO-IM
Level	Bachelor
Term	SS20
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	International Office
Course title	Logistics Insight
Course code	IO-LI
Level	Bachelor
Term	SS20
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	International Office
Course title	Leadership
Course code	IO-LS
Level	Bachelor
Term	SS20
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:

Leadership Training in Management by Objectives (IO-MBO)

Degree course	International Office
Course title	Leadership Training in Management by Objectives
Course code	IO-MBO
Level	Bachelor
Term	SS20
Lecturer	Dieter W. Schauer
Contact hours per week	2
ECTS credits	2
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	20

Learning objectives:

n.a.

Content:

Introduction to the details of MbO
Recognizing the difference to other management types (MbD, MbE, etc.)
Breaking down long-term to realistic mid- and short-term objectives
S-M-A-R-T Objectives and communicating them well
Basic rules in successful communication: NLP, TA, Body Language, etc.
MbO-Business-Talks: Objectives finding – setting – and controlling
Feedback rules
Handling difficult situations during MbO-processes in different role-plays

Prerequisites:

n.a.

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

Degree course	International Office
Course title	Operations Management
Course code	IO-OMG
Level	Bachelor
Term	SS20
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	International Office
Course title	Professional Performance in a Globalised World
Course code	IO-PGW
Level	Bachelor
Term	SS20
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	80

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	International Office
Course title	Practical Introduction to studies
Course code	IO-PI
Level	Bachelor
Term	SS20
Lecturer	GmBH BIS Meldung Korrektur (Nicht Exportiert)
Contact hours per week	1
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	80

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	International Office
Course title	Supply Chain Management
Course code	IO-SCM
Level	Bachelor
Term	SS20
Lecturer	Thomas Wallner-Drewitz
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	20

Learning objectives:

n.a.

Content:

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

Subjects covered:

Introduction to logistics management

Development of the term “logistics”: the “standard” history

From T-U-L logistics to supply chain management

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

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

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

Trends in logistics

General trends (according to Baumgarten)

Trends in logistics management

Customer orientation

Outsourcing

Network management and co-operation

Objectives and success factors

The core processes of supply chain management

Sales process (order acquisition process)

Development process

Material flow process

Planning process

Overview optimisation tools
Vendor Managed Inventory

Prerequisites:

n.a.

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

Degree course	PMBIBakk
Course title	English 4
Course code	EN4LB
Level	Bachelor
Term	SS20
Lecturer	Karin Ertl
Contact hours per week	3
ECTS credits	4
Course type	Laboratory session
Examinations	oral or written examination
Language of instruction	English
Places for international students	1

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

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

Degree course	PMTBakk
Course title	English 2
Course code	ENG E 2 U
Level	Bachelor
Term	SS20
Lecturer	Karin Ertl, Michael Dean, Lutfeeia Linninger
Contact hours per week	2
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	6

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

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

Degree course	PMTBakk
Course title	English 4
Course code	ENG V 4 U
Level	Bachelor
Term	SS20
Lecturer	Karin Ertl
Contact hours per week	2
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

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

Degree course	PMTBakk
Course title	Marketing
Course code	MAR 1 V
Level	Bachelor
Term	SS20
Lecturer	Jörg Kraigher-Krainer
Contact hours per week	2
ECTS credits	3
Course type	Lecture
Examinations	oral or written examination
Language of instruction	English
Places for international students	5

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

Lecture/Seminar profile:

Sales (MAR 2 V)

Degree course	PMTBakk
Course title	Sales
Course code	MAR 2 V
Level	Bachelor
Term	SS20
Lecturer	Klemens Dolzer
Contact hours per week	2
ECTS credits	3
Course type	Lecture
Examinations	oral or written examination
Language of instruction	English
Places for international students	5

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

Lecture/Seminar profile:**Human Capital Management (TK2 2 I)**

Degree course	PMTBakk
Course title	Human Capital Management
Course code	TK2 2 I
Level	Bachelor
Term	SS20
Lecturer	Monika Pleschinger
Contact hours per week	2
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	German
Places for international students	5

Learning objectives:

n.a.

Content:

- Personalwirtschaftliche Funktionen
- Such- und Auswahlinstrumente
- Vergütungssysteme
- Grundlagen Arbeitsrecht
- Praktische Anwendung

Prerequisites:

Produktionswirtschaft, Produktionsoptimierung, Management

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

Degree course	CRF
Course title	English 2
Course code	BB ENGE22UE
Level	Bachelor
Term	SS20
Lecturer	Michael Dean, Heimo Vala
Contact hours per week	3
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

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

Degree course	CRF
Course title	English 4
Course code	BB ENGV24UE
Level	Bachelor
Term	SS20
Lecturer	Frank Cromack, John Wynne
Contact hours per week	2
ECTS credits	2
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

Lecture/Seminar profile:

Intercultural Management (10INB E1I)

Degree course	ILMBakk
Course title	Intercultural Management
Course code	10INB E1I
Level	Bachelor
Term	SS20
Lecturer	Melanie Tomaschitz
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	10

Learning objectives:

n.a.

Content:

n.a.

Prerequisites:

n.a.

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

Degree course	ILMBakk
Course title	Business Studies Fundamentals 2
Course code	BB 10BST E2I
Level	Bachelor
Term	SS20
Lecturer	Georg Loisel, Roberto Zazzara
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	10

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

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

Degree course	ILMBakk
Course title	Englisch Fundamentals 2
Course code	BB 10ENG E2U
Level	Bachelor
Term	SS20
Lecturer	Sarah Ann Grafinger, Ulrike Morrenth
Contact hours per week	3
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

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

Degree course	ILMBakk
Course title	English Advanced 3
Course code	BB 10ENG V3U
Level	Bachelor
Term	SS20
Lecturer	Irene Kapl, 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 performances
- Structural analysis of language
- Vocabulary extension
- Describing figures and trends
- Language of clarification, persuading, agreeing, disagreeing, interrupting etc.
- Intensive reading

Prerequisites:

n.a.

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

Degree course	PMBIBakk
Course title	English 2
Course code	BB EN2UE
Level	Bachelor
Term	SS20
Lecturer	Karin Ertl, John Wynne
Contact hours per week	2
ECTS credits	2
Course type	Practice-oriented session
Examinations	oral or written examination
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

Lecture/Seminar profile:**Business Simulation (M-BS2T)**

Degree course	GSM-M
Course title	Business Simulation
Course code	BB-M-BS2T
Level	Master
Term	SS20
Lecturer	Peter Hofer
Contact hours per week	2
ECTS credits	2
Course type	Individual Training
Examinations	continuous assessment
Language of instruction	English
Places for international students	3

Learning objectives:

n.a.

Content:

Business simulation focused very much at the situation of a sales

(Management) person in critical decisional situations;

Students operate in groups, playing against other competing groups, using all the knowledge they acquired before in financial and sales issues;

Prerequisites:

n.a.

Lecture/Seminar profile:

Organisational Behavior/Change Management (M-OCM2I)

Degree course	GSM-M
Course title	Organisational Behavior/Change Management
Course code	BB-M-OCM2I
Level	Master
Term	SS20
Lecturer	Harald Jauschnig
Contact hours per week	2
ECTS credits	5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	3

Learning objectives:

n.a.

Content:

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

Traditional Organization theory, Lean Management, and Virtual Organization;

Prerequisites:

n.a.

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

Degree course	GSM-M
Course title	Economics
Course code	M-ECO2I
Level	Master
Term	SS20
Lecturer	Wolfgang Schwaiger, Michael Schmidthaler
Contact hours per week	3
ECTS credits	5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	3

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

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

Degree course	GSM-M
Course title	Finance and Accounting
Course code	M-FAA2I
Level	Master
Term	SS20
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	3

Learning objectives:

n.a.

Content:

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

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

Analysing the balance sheet of companies;

Prerequisites:

n.a.

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

Degree course	GSM-M
Course title	General Business Subject
Course code	M-GBS2I
Level	Master
Term	SS20
Lecturer	Michael Schmidthaler, Paul Voithofer
Contact hours per week	2
ECTS credits	3,33
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	3

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.