



Modules taught in English

WS 2018/19

**Course offer for Incoming
Students in English**



**UNIVERSITY
OF APPLIED SCIENCES
UPPER AUSTRIA**

Bachelor's Degree Programme

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
Controlling, Accounting and Financial Management (Bachelor, Steyr Campus)							
CRF	BWLE11ILV	Management 1 - Marketing	Integrated course	1	Bachelor	3	6
CRF	BWLE31ILV	Management 3 - Applied Personal Psychology	Integrated course	1	Bachelor	1,5	7
CRF	ENGE11UE	English 1	Practice-oriented session	1	Bachelor	3	8
Global Sales and Marketing Bachelor (Bachelor, Steyr Campus)							
GSM-B	BBM1I	Introduction to B2B-Marketing	Integrated course	1	Bachelor	2	9
GSM-B	BWL1I	Psychology	Integrated course	1	Bachelor	2	10
GSM-B	BWL2V	Introduction to Organisation	Lecture	1	Bachelor	1,5	11
GSM-B	BWL3I	Introduction to Strategic Planning	Integrated course	1	Bachelor	4	12
GSM-B	ICM1I	Introduction to Cross-Cultural Management and Sales 1	Integrated course	1	Bachelor	1	13
GSM-B	ICM7I	Expatriate Management	Integrated course	5	Bachelor	1,5	15
GSM-B	SAM1I	Introduction to Sales Organisation and Processes	Integrated course	1	Bachelor	2	16
International Logistics-Management (Bachelor, Steyr Campus)							
ILMBakk	10ENG E1U	Englisch Fundamentals 1	Practice-oriented session	1	Bachelor	3	17
ILMBakk	10ENG V4U	English Advanced 4	Practice-oriented session	5	Bachelor	2	18
ILMBakk	10FS2 E1I	2. Foreign Language Fundamentals 1 - Spanish	Integrated course	1	Bachelor	3	19
ILMBakk	10FS2 E1I	2. Foreign Language Fundamentals 1 - Russian	Integrated course	1	Bachelor	3	20
ILMBakk	10LOM E2I	Logistics Management 2 - Procurement, Planning, Production	Integrated course	1	Bachelor	4,5	21
International Office	IO-ACC	Austrian Culture and Civilization	Integrated course	1	Bachelor	4	22
International Office	IO-CM	Conflict Management	Seminar	1	Bachelor	3	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-FIN3	Capital Budgeting	Seminar	1	Bachelor	4	24
International Office	IO-GB	German for Beginners	Seminar	1	Bachelor	4	25
International Office	IO-GI	German Intermediate	Seminar	1	Bachelor	4	26
International Office	IO-GLI	German Lower Intermediate	Seminar	1	Bachelor	4	27
International Office	IO-IBB	International Buyer's Behavior	Seminar	1	Bachelor	4	28
International Office	IO-LI	Logistics Insight	Seminar	1	Bachelor	4	29
International Office	IO-MBO	Leadership Training in Management by Objectives	Seminar	1	Bachelor	2	30
International Office	IO-OMG	Operations Management	Integrated course	1	Bachelor	4	31
International Office	IO-PGW	Professional Performance in a Globalised World (mandatory for all international students)	Seminar	1	Bachelor	2	32
International Office	IO-PI	Practical Introduction to studies (mandatory for all international students)	Integrated course	1	Bachelor	3	33
International Office	IO-SCM	Supply Chain Management	Seminar	1	Bachelor	3	34
Marketing and Electronic Business (Bachelor, Steyr Campus)							
MEBBakk	M-ENGE1U	English 1	Practice-oriented session	1	Bachelor	3	36
MEBBakk	M-ENGV3U	English 3	Practice-oriented session	3	Bachelor	3	37
Production and Management (Bachelor, Steyr Campus)							
PMTBakk	ENG V 3 U	English 3	Practice-oriented session	3	Bachelor	3	38
PMTBakk	MAN 1 I	Business Psychology	Integrated course	1	Bachelor	2	39
Controlling, Accounting and Financial Management (Bachelor - Part Time, Steyr Campus)							
CRF	BB BWLE11ILV	Management 1 - Marketing	Integrated course	1	Bachelor	3	40
CRF	BB BWLE31ILV	Management 3 - Applied Personal Psychology	Integrated course	1	Bachelor	1,5	41

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
Controlling, Accounting and Financial Management (Bachelor - Part Time, Steyr Campus)							
CRF	BB CONE13ILV	Strategic Corporate Planning	Integrated course	3	Bachelor	4,5	42
CRF	BB ENGE11UE	English 1	Practice-oriented session	1	Bachelor	3	43
CRF	BB ENGV13UE	English 3	Practice-oriented session	3	Bachelor	2	44
CRF	BB FINV13ILV	Financial Engineering/International Capital Market	Integrated course	3	Bachelor	4,5	45
CRF	BB INBE13ILV	Intercultural Management	Integrated course	3	Bachelor	1,5	46
International Logistics-Management (Bachelor - Part Time, Steyr Campus)							
ILMBakk	BB 10BST V3I	Business Studies Advanced 3	Integrated course	3	Bachelor	3	47
ILMBakk	BB 10ENG E1U	Englisch Fundamentals 1	Practice-oriented session	1	Bachelor	3	48
ILMBakk	BB 10ENG V4U	English Advanced 4	Practice-oriented session	5	Bachelor	2	49
ILMBakk	BB 10INB E2V	International Business	Lecture	3	Bachelor	3	50
ILMBakk	BB 10MAR E1I	Marketing Fundamentals	Integrated course	3	Bachelor	8	51
ILMBakk	BB 10UNF E1I	Business Mangement Fundamentals 1 - Psychology and Soziology	Integrated course	3	Bachelor	6	52
ILMBakk	BB 10UNF V2I	Business Mangement Advanced 2 - Leadership and Personnel Management	Integrated course	3	Bachelor	6	53
ILMBakk	BB 10VWL E1V	Economics	Lecture	3	Bachelor	4	54
Marketing and Electronic Business (Bachelor - Part Time, Steyr Campus)							
MEBBakk	BB-M-ENGE1U	English 1	Practice-oriented session	1	Bachelor	3	55
MEBBakk	BB-M-ENGV3U	English 3	Practice-oriented session	3	Bachelor	3	56
Process Management and Business Intelligence (Bachelor - Part Time, Steyr Campus)							
PMBIBakk	BI_BB_EN3UE	English 3	Practice-oriented session	3	Bachelor	4	57

Master's Degree Programme

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
Global Sales and Marketing Master (Master, Steyr Campus)							
GSM-M	M-CCM3I	Cross-Cultural Marketing	Integrated course	3	Master	2	58
GSM-M	M-CDC1I	International B2B Marketing/CDC	Integrated course	1	Master	5	59
GSM-M	M-FRM1V	Financial Risk Management	Lecture	1	Master	2	60
GSM-M	M-GAM3I	Global Account Management	Integrated course	3	Master	3	61
GSM-M	M-GPM3I	Global Price Management	Integrated course	3	Master	1	63
GSM-M	M-ILA1I	International Law	Integrated course	1	Master	3	64
GSM-M	M-IPS1I	Industrial Psychology	Integrated course	1	Master	1	66
GSM-M	M-KAM1I	Key Account Management	Integrated course	1	Master	2	67
GSM-M	M-LL1V	Labour Law	Lecture	1	Master	1	68
GSM-M	M-MAL1V	Management and Leadership	Lecture	1	Master	3	69
GSM-M	M-MAS3I	Marketing Informations Systems/Marketing Perf. Measurement	Integrated course	3	Master	3	70
GSM-M	M-PBM3I	Product, Service and Brand Management	Integrated course	3	Master	2,5	71
GSM-M	M-QQM3I	Quantitative and Qualitative Methods	Integrated course	3	Master	2	72
GSM-M	M-SAM1I	Sales Management	Integrated course	1	Master	2	73
GSM-M	M-STP1I	Strategic Planning	Integrated course	1	Master	3	74
GSM-M	M-TSS11T	Training the Sales Staff 1	Individual Training	1	Master	1	75
GSM-M	M-TSS12T	Training the Sales Staff 2	Individual Training	1	Master	1	76

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
Operations Management (Master, Steyr Campus)							
OMT	UNF 1 ILV	Change Management	Integrated course	1	Master	3	77
Global Sales and Marketing Master (Master - Part Time, Steyr Campus)							
GSM-M	BB-M-CCM3I	Cross-Cultural Marketing	Integrated course	3	Master	2	78
GSM-M	BB-M-CDC1I	International B2B Marketing/CDC	Integrated course	1	Master	5	79
GSM-M	BB-M-GAM3I	Global Account Management	Integrated course	3	Master	3	80
GSM-M	BB-M-GPM3I	Global Price Management	Integrated course	3	Master	1	81
GSM-M	BB-M-MAS3I	Marketing Informations Systems/Marketing Perf. Measurement	Integrated course	3	Master	3	82
GSM-M	BB-M-PBM3I	Product, Service and Brand Management	Integrated course	3	Master	3	83
GSM-M	BB-M-PMS3T	Purchasing Management from Sales Point of View	Individual Training	3	Master	1	84
GSM-M	BB-M-QQM3I	Quantitative and Qualitative Methods	Integrated course	3	Master	2	85
Operations Management (Master - Part Time, Steyr Campus)							
OMT	UNF 1 ILV	Change Management	Integrated course	1	Master	3	86

Lecture/Seminar profile:

Management 1 - Marketing (BWLE11ILV)

Degree course	CRF
Course title	Management 1 - Marketing
Course code	BWLE11ILV
Level	Bachelor
Term	WS18/19
Lecturer	Jörg Kraigher-Krainer
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	5

Learning objectives:

n.a.

Content:

Customer needs and customer satisfaction

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

Marketing strategy in the context of the organisation

Segmenting, targeting and positioning

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

Price: price definition and adjustments, competitive pricing

Placement: sales channels, sales organisation, distribution

Promotion: branding, advertising, sales support, corporate identity

Marketing budget and return on marketing

Marketing concept, structure and quality

Prerequisites:

n.a.

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

Degree course	CRF
Course title	Management 3 - Applied Personal Psychology
Course code	BWLE31ILV
Level	Bachelor
Term	WS18/19
Lecturer	Kathrin Kordon
Contact hours per week	1
ECTS credits	1,5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	5

Learning objectives:

n.a.

Content:

Applied Psychology

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

Sociological approach, especially role theories

Prerequisites:

n.a.

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

Degree course	CRF
Course title	English 1
Course code	ENGE11UE
Level	Bachelor
Term	WS18/19
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:

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

Prerequisites:

n.a.

Lecture/Seminar profile:

Introduction to B2B-Marketing (BBM1I)

Degree course	GSM-B
Course title	Introduction to B2B-Marketing
Course code	BBM1I
Level	Bachelor
Term	WS18/19
Lecturer	Andreas Zehetner, Jörg Kraigher-Krainer
Contact hours per week	2
ECTS credits	2
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	10

Learning objectives:

n.a.

Content:

- Differences between business markets and consumer markets
- Assessment of opportunities in business markets
- The business marketing management process
- Marketing decisions that lead a company to generate and deliver sustainable value to customers that lead to customer satisfaction and customer loyalty.
- Design of a customer-centric marketing approach that focuses on relationships as opposed to transactions
- Market segmentation, targeting and positioning to organizations, business units and products or services.
- marketing processes, with special emphasis to organizational buying processes, roles and behaviour
- Strategic elements of B2B marketing for various business sectors and segments

Prerequisites:

n.a.

Lecture/Seminar profile:

Psychology (BWL1I)

Degree course	GSM-B
Course title	Psychology
Course code	BWL1I
Level	Bachelor
Term	WS18/19
Lecturer	Hannes Hofstadler
Contact hours per week	2
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	10

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

Lecture/Seminar profile:**Introduction to Organisation (BWL2V)**

Degree course	GSM-B
Course title	Introduction to Organisation
Course code	BWL2V
Level	Bachelor
Term	WS18/19
Lecturer	Günther Kamml
Contact hours per week	1
ECTS credits	1,5
Course type	Lecture
Examinations	continuous assessment
Language of instruction	English
Places for international students	10

Learning objectives:

n.a.

Content:

- Basics of hierarchical organization (historical roots, current models, latest developments)
- Management Circle
- Application of knowledge according to degree program requirements
- Case study on basic organizational challenges

Prerequisites:

n.a.

Lecture/Seminar profile:**Introduction to Strategic Planning (BWL3I)**

Degree course	GSM-B
Course title	Introduction to Strategic Planning
Course code	BWL3I
Level	Bachelor
Term	WS18/19
Lecturer	Robert Füreder, Margarethe Überwimmer, Thomas Meneder
Contact hours per week	2
ECTS credits	4
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	18

Learning objectives:

n.a.

Content:

- Basic models in strategic planning (Porter, St. Gallen model..)
- Introduction into product/market units
- Strategic possibilities for companies in a special situation
- Basic strategic rules (PIMS)
- ABC – SWOT and portfolio analysis
- Case study “Applied strategic planning”
- Connections between strategy, Marketing and Sales Management

Prerequisites:

n.a.

Lecture/Seminar profile:

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

Degree course	GSM-B
Course title	Introduction to Cross-Cultural Management and Sales 1
Course code	ICM1I
Level	Bachelor
Term	WS18/19
Lecturer	Jérôme Dumetz, Hannes Hofstadler, Johan Cottyn, Margarethe Überwimmer, Robert Füreder
Contact hours per week	each block 1
ECTS credits	each block 1
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	10

Content:

Block 1: "Doing business in Russia

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

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

Discussion of do`s and don`ts in the chosen country both in the fields of Sales and Management.

Block 2: 500 years of World History

An overview of the key elements of world history. Critical analysis of the main economic, social, philoso and religious influence factors determining the developments of different parts of the world during that p Discussion of the reasons for Europe`s leading role during 450 years of this period.

Block 3: Philosophical roots of the modern world.

Introduction to the philosophical roots of the modern industrial world, especially the enlightenment, individualism, liberalism and Marxism. Analysis of the influence of these philosophical roots on historical, economic, sociological and legal backgrounds of societies. Comparison with societies which were not touched by these ideas.

Block 4: Cross-Cultural Theory

This course is an approach to fundamentals of Intercultural Management: By the end of the term studen

- understand and apply the main intercultural models
- understand the challenges of intercultural communication for managerial situations
- be able to apply their knowledge about culture comparison approaches in practice
- be able to reflect their own cultural background as a basis of understanding other cultures
- understand the process of gaining intercultural competence
- be aware of culture shock and intercultural misunderstandings

The students should be able to individually reflect the course content and its relevance for their managerial practice.

Lecture/Seminar profile:**Expatriate Management (ICM7I)**

Degree course	GSM-B
Course title	Expatriate Management
Course code	ICM7I
Level	Bachelor
Term	WS18/19
Lecturer	Iris Eva Maria Kollinger
Contact hours per week	0,8
ECTS credits	1,5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	10

Learning objectives:

n.a.

Content:

Introduction into the ideas and methods of professional Expatriate Management following the stages of recruitment and selection, preparation, coaching the Expat during the stay and successful Repatriation. Comparison of the methods and approaches in int. HRM with the student's own experience as an Expat during the semester abroad

Prerequisites:

n.a.

Lecture/Seminar profile:

Introduction to Sales Organisation and Processes (SAM1I)

Degree course	GSM-B
Course title	Introduction to Sales Organisation and Processes
Course code	SAM1I
Level	Bachelor
Term	WS18/19
Lecturer	Christian Stadlmann
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	6

Learning objectives:

n.a.

Content:

n.a.

Prerequisites:

n.a.

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

Degree course	ILMBakk
Course title	Englisch Fundamentals 1
Course code	10ENG E1U
Level	Bachelor
Term	WS18/19
Lecturer	Sarah Ann Grafinger, Judith Franziska Hansen
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:

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

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

Prerequisites:

n.a.

Lecture/Seminar profile:

English Advanced 4 (10ENG V4U)

Degree course	ILMBakk
Course title	English Advanced 4
Course code	10ENG V4U
Level	Bachelor
Term	WS18/19
Lecturer	Nicholas Allen
Contact hours per week	2
ECTS credits	2
Course type	Practice-oriented session
Examinations	written examination
Language of instruction	English
Places for international students	5

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

Lecture/Seminar profile:

2. Foreign Language Fundamentals 1 - Spanish (10FS2 E1I)

Degree course	ILMBakk
Course title	2. Foreign Language Fundamentals 1 - Spanish
Course code	10FS2 E1I
Level	Bachelor
Term	WS18/19
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	6

Learning objectives:

n.a.

Content:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

2. Foreign Language Fundamentals 1 - Russian (10FS2 E1I)

Degree course	ILMBakk
Course title	2. Foreign Language Fundamentals 1 - Russian
Course code	10FS2 E1I
Level	Bachelor
Term	WS18/19
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:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

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

Degree course	ILMBakk
Course title	Logistics Management 2 - Procurement, Planning, Production
Course code	10LOM E2I
Level	Bachelor
Term	WS18/19
Lecturer	Gerald Schönwetter
Contact hours per week	3
ECTS credits	4,5
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	15

Learning objectives:

n.a.

Content:

n.a.

Prerequisites:

n.a.

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

Degree course	ILMBakk
Course title	Austrian Culture and Civilization
Course code	IO-ACC
Level	Bachelor
Term	WS18/19
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:**Conflict Management (IO-CM)**

Degree course	ILMBakk
Course title	Conflict Management
Course code	IO-CM
Level	Bachelor
Term	WS18/19
Lecturer	Jutta Höllriegl
Contact hours per week	2
ECTS credits	3
Course type	Seminar
Examinations	continuous assessment
Language of instruction	English
Places for international students	40

Learning objectives:

n.a.

Content:

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

Communication exercises / filter / prejudices

Expressing (negative) feelings, feedback & rules

Conflict models of Schwarz

Levels of conflict and consequences – Glasl

Role plays

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

Prerequisites:

n.a.

Lecture/Seminar profile:**Capital Budgeting (IO-FIN3)**

Degree course	ILMBakk
Course title	Capital Budgeting
Course code	IO-FIN3
Level	Bachelor
Term	WS18/19
Lecturer	Javier Valero
Contact hours per week	2
ECTS credits	4
Course type	Seminar
Examinations	continuous assessment
Language of instruction	English
Places for international students	20

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

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

Degree course	ILMBakk
Course title	German for Beginners
Course code	IO-GB
Level	Bachelor
Term	WS18/19
Lecturer	Petra Schabhüttl, Karin Maresch
Contact hours per week	2
ECTS credits	4
Course type	Seminar
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	ILMBakk
Course title	German Intermediate
Course code	IO-GI
Level	Bachelor
Term	WS18/19
Lecturer	Silvia Josefine Winter
Contact hours per week	2
ECTS credits	4
Course type	Seminar
Examinations	written examination
Language of instruction	English
Places for international students	20

Learning objectives:

n.a.

Content:

Improvement of students' active language skills

Structure:

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

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

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

Students will acquire a command of basic grammar of German

Prerequisites:

At least 4 years of German studies

Prerequisites:

n.a.

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

Degree course	ILMBakk
Course title	German Lower Intermediate
Course code	IO-GLI
Level	Bachelor
Term	WS18/19
Lecturer	Karin Maresch
Contact hours per week	2
ECTS credits	4
Course type	Seminar
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	ILMBakk
Course title	International Buyer's Behavior
Course code	IO-IBB
Level	Bachelor
Term	WS18/19
Lecturer	Jörg Kraigher-Krainer
Contact hours per week	2
ECTS credits	4
Course type	Seminar
Examinations	continuous assessment
Language of instruction	English
Places for international students	25

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:

Logistics Insight (IO-LI)

Degree course	ILMBakk
Course title	Logistics Insight
Course code	IO-LI
Level	Bachelor
Term	WS18/19
Lecturer	Gerald Schönwetter
Contact hours per week	2
ECTS credits	4
Course type	Seminar
Examinations	continuous assessment
Language of instruction	English
Places for international students	25

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 Training in Management by Objectives (IO-MBO)

Degree course	ILMBakk
Course title	Leadership Training in Management by Objectives
Course code	IO-MBO
Level	Bachelor
Term	WS18/19
Lecturer	Dieter W. Schauer
Contact hours per week	2
ECTS credits	2
Course type	Seminar
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	ILMBakk
Course title	Operations Management
Course code	IO-OMG
Level	Bachelor
Term	WS18/19
Lecturer	Joachim Paul Althaler
Contact hours per week	2
ECTS credits	4
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	20

Learning objectives:

n.a.

Content:

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

Prerequisites:

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

Prerequisites:

n.a.

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

Degree course	ILMBakk
Course title	Professional Performance in a Globalised World
Course code	IO-PGW
Level	Bachelor
Term	WS18/19
Lecturer	Jutta Höllriegl
Contact hours per week	1
ECTS credits	2
Course type	Seminar
Examinations	continuous assessment
Language of instruction	English
Places for international students	70

Learning objectives:

n.a.

Content:

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

This aim should be reached by various tasks in and outside the classroom, so that students are “forced” to approach new people, find information in the real world and not only in the virtual world.

Furthermore the course aims at raising the personal awareness for the students themselves but also for the surrounding world (people, place).

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

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

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

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

Prerequisites:

n.a.

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

Degree course	ILMBakk
Course title	Practical Introduction to studies
Course code	IO-PI
Level	Bachelor
Term	WS18/19
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	70

Learning objectives:

n.a.

Content:

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

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

Prerequisites:

n.a.

Lecture/Seminar profile:**Supply Chain Management (IO-SCM)**

Degree course	ILMBakk
Course title	Supply Chain Management
Course code	IO-SCM
Level	Bachelor
Term	WS18/19
Lecturer	Thomas Wallner-Drewitz
Contact hours per week	2
ECTS credits	3
Course type	Seminar
Examinations	continuous assessment
Language of instruction	English
Places for international students	20

Learning objectives:

n.a.

Content:

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 1 (M-ENGE1U)

Degree course	MEBBakk
Course title	English 1
Course code	M-ENGE1U
Level	Bachelor
Term	WS18/19
Lecturer	Sarah Ann Grafinger, Samantha Einwagner
Contact hours per week	3
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

English 3 (M-ENGV3U)

Degree course	MEBBakk
Course title	English 3
Course code	M-ENGV3U
Level	Bachelor
Term	WS18/19
Lecturer	Michael Dean, Lutfeeia Linninger
Contact hours per week	3
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

English 3 (ENG V 3 U)

Degree course	PMTBakk
Course title	English 3
Course code	ENG V 3 U
Level	Bachelor
Term	WS18/19
Lecturer	Michael Dean, Ashley Lambert, 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	6

Learning objectives:

n.a.

Content:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

Business Psychology (MAN 1 I)

Degree course	PMTBakk
Course title	Business Psychology
Course code	MAN 1 I
Level	Bachelor
Term	WS18/19
Lecturer	Christine Ebner
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	German
Places for international students	10

Learning objectives:

n.a.

Content:

- Applied Psychology
- Motivation Psychology
- Teams and group dynamics
- Conflict Management
- Role theories
- Implementation of study programme related contents in form of concrete examples

Prerequisites:

Keine

Lecture/Seminar profile:**Management 1 - Marketing (BB BWLE11ILV)**

Degree course	CRF
Course title	Management 1 - Marketing
Course code	BB BWLE11ILV
Level	Bachelor
Term	WS18/19
Lecturer	Hubert Preisinger
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	5

Learning objectives:

n.a.

Content:

Customer needs and customer satisfaction

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

Marketing strategy in the context of the organisation

Segmenting, targeting and positioning

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

Price: price definition and adjustments, competitive pricing

Placement: sales channels, sales organisation, distribution

Promotion: branding, advertising, sales support, corporate identity

Marketing budget and return on marketing

Marketing concept, structure and quality

Prerequisites:

n.a.

Lecture/Seminar profile:

Management 3 - Applied Personal Psychology (BB BWLE31ILV)

Degree course	CRF
Course title	Management 3 - Applied Personal Psychology
Course code	BB BWLE31ILV
Level	Bachelor
Term	WS18/19
Lecturer	Christine Ebner
Contact hours per week	1
ECTS credits	1,5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	5

Learning objectives:

n.a.

Content:

Applied Psychology

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

Sociological approach, especially role theories

Prerequisites:

n.a.

Lecture/Seminar profile:

Strategic Corporate Planning (BB CONE13ILV)

Degree course	CRF
Course title	Strategic Corporate Planning
Course code	BB CONE13ILV
Level	Bachelor
Term	WS18/19
Lecturer	Heimo Losbichler
Contact hours per week	3
ECTS credits	4,5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	10

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

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

Degree course	CRF
Course title	English 1
Course code	BB ENGE11UE
Level	Bachelor
Term	WS18/19
Lecturer	Michael Dean, Heimo Vala
Contact hours per week	3
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

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

Degree course	CRF
Course title	English 3
Course code	BB ENGV13UE
Level	Bachelor
Term	WS18/19
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 performance

structural analysis of language

vocabulary extension

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

intensive reading

Prerequisites:

n.a.

Lecture/Seminar profile:

Financial Engineering/International Capital Market (BB FINV13ILV)

Degree course	CRF
Course title	Financial Engineering/International Capital Market
Course code	BB FINV13ILV
Level	Bachelor
Term	WS18/19
Lecturer	Stefan Fink
Contact hours per week	3
ECTS credits	4,5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	German/English
Places for international students	5

Learning objectives:

n.a.

Content:

Überblick über die Kapitalmarktfinanzierungen (Going Public, IPO, Private Equity, etc.)

M&A Formen (Asset-deal vs. Share-deal)

Funktionsweise von Kapitalmärkten

gängige Anlageformen und Anlagestrategien

Wertpapieranalyse

Prerequisites:

n.a.

Lecture/Seminar profile:

Intercultural Management (BB INBE13ILV)

Degree course	CRF
Course title	Intercultural Management
Course code	BB INBE13ILV
Level	Bachelor
Term	WS18/19
Lecturer	Wolfgang Schwaiger
Contact hours per week	1
ECTS credits	1,5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	5

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

Lecture/Seminar profile:

Business Studies Advanced 3 (BB 10BST V3I)

Degree course	ILMBakk
Course title	Business Studies Advanced 3
Course code	BB 10BST V3I
Level	Bachelor
Term	WS18/19
Lecturer	Axel Zugschwert
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:

- EU and international trading blocs
- Globalization and multinational companies
- Mergers and acquisitions
- Business ethics and corporate social responsibility
- Finance, banking and stockmarket
- Casestudies

Prerequisites:

n.a.

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

Degree course	ILMBakk
Course title	Englisch Fundamentals 1
Course code	BB 10ENG E1U
Level	Bachelor
Term	WS18/19
Lecturer	Sarah Ann Grafinger, Ashley Lambert
Contact hours per week	3
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	10

Learning objectives:

n.a.

Content:

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

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

Prerequisites:

n.a.

Lecture/Seminar profile:

English Advanced 4 (BB 10ENG V4U)

Degree course	ILMBakk
Course title	English Advanced 4
Course code	BB 10ENG V4U
Level	Bachelor
Term	WS18/19
Lecturer	Nicholas Allen
Contact hours per week	2
ECTS credits	2
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	10

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

Lecture/Seminar profile:

International Business (BB 10INB E2V)

Degree course	ILMBakk
Course title	International Business
Course code	BB 10INB E2V
Level	Bachelor
Term	WS18/19
Lecturer	Hans-Christian Graf, Christian Tschurtschenthaler
Contact hours per week	2
ECTS credits	3
Course type	Lecture
Examinations	written examination
Language of instruction	English
Places for international students	10

Learning objectives:

n.a.

Content:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

Marketing Fundamentals (BB 10MAR E1)

Degree course	ILMBakk
Course title	Marketing Fundamentals
Course code	BB 10MAR E1I
Level	Bachelor
Term	WS18/19
Lecturer	Markus-Maximilian Eiselsberg
Contact hours per week	4
ECTS credits	8
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 Mangement Fundamentals 1 - Psychology and Soziology (BB 10UNF E1I)

Degree course	ILMBakk
Course title	Business Mangement Fundamentals 1 - Psychology and Soziology
Course code	BB 10UNF E1I
Level	Bachelor
Term	WS18/19
Lecturer	Thomas Wallner-Drewitz
Contact hours per week	3
ECTS credits	6
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	10

Learning objectives:

n.a.

Content:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

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

Degree course	ILMBakk
Course title	Business Mangement Advanced 2 - Leadership and Personnel Management
Course code	BB 10UNF V2I
Level	Bachelor
Term	WS18/19
Lecturer	Monika Pleschinger
Contact hours per week	3
ECTS credits	6
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	10

Learning objectives:

n.a.

Content:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

Economics (BB 10VWL E1V)

Degree course	ILMBakk
Course title	Economics
Course code	BB 10VWL E1V
Level	Bachelor
Term	WS18/19
Lecturer	Alexander Knabl
Contact hours per week	2
ECTS credits	4
Course type	Lecture
Examinations	written examination
Language of instruction	English
Places for international students	10

Learning objectives:

n.a.

Content:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

English 1 (BB-M-ENGE1U)

Degree course	MEBBakk
Course title	English 1
Course code	BB-M-ENGE1U
Level	Bachelor
Term	WS18/19
Lecturer	Jonathan Charles Bamford, Irene Kapl
Contact hours per week	3
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

English 3 (BB-M-ENGV3U)

Degree course	MEBBakk
Course title	English 3
Course code	BB-M-ENGV3U
Level	Bachelor
Term	WS18/19
Lecturer	Frank Cromack, Jonathan Charles Bamford
Contact hours per week	3
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

n.a.

Prerequisites:

n.a.

Lecture/Seminar profile:

English 3 (BI_BB_EN3UE)

Degree course	PMBIBakk
Course title	English 3
Course code	BI_BB_EN3UE
Level	Bachelor
Term	WS18/19
Lecturer	Samantha Einwagner, Lutfeeia Linninger
Contact hours per week	2
ECTS credits	4
Course type	Practice-oriented session
Examinations	oral or written examination
Language of instruction	English
Places for international students	4

Learning objectives:

n.a.

Content:

- Governance and Leadership
- Responsibility and ethics
- Resources
- Presentation skills
- Intensive reading and writing practice
- Current affairs
- Improving knowledge and manipulation of grammatical structures
- Writing skills and business correspondence
- Building confidence in both formal and informal English as well as in academic English
- Using appropriate style and register in both oral and written communication
- There will be a focus on reading assignments both in terms of length and depth

Prerequisites:

n.a.

Lecture/Seminar profile:

Cross-Cultural Marketing (M-CCM3I)

Degree course	GSM-M
Course title	Cross-Cultural Marketing
Course code	M-CCM3I
Level	Master
Term	WS18/19
Lecturer	Andreas Zehetner
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	oral or written examination
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

Discussing strategic and operative Marketing the light of different cultures.

Elaborating advantages and disadvantages of various Marketing techniques in a particular culture.

Integrating Cross- cultural Marketing into the larger corporate structure of a competitive business

Prerequisites:

n.a.

Lecture/Seminar profile:

International B2B Marketing/CDC (M-CDC1I)

Degree course	GSM-M
Course title	International B2B Marketing/CDC
Course code	M-CDC1I
Level	Master
Term	WS18/19
Lecturer	Jörg Kraigher-Krainer, Andreas Zehetner
Contact hours per week	3
ECTS credits	5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	5

Learning objectives:

n.a.

Content:

Main strategic concepts of marketing management;
B2B marketing fundamentals;
Integrating the customer driven company concept;
Developing company vision and mission statement based on customer value perceptions;
Applying the segmenting-targeting-positioning-integrating-Process;
deriving value proposition;
communicating value to the customer following an integrative
Approach;
Strategic partnering and network organizations;

Prerequisites:

n.a.

Lecture/Seminar profile:

Financial Risk Management (M-FRM1V)

Degree course	GSM-M
Course title	Financial Risk Management
Course code	M-FRM1V
Level	Master
Term	WS18/19
Lecturer	Alexander Knabl
Contact hours per week	2
ECTS credits	2
Course type	Lecture
Examinations	continuous assessment
Language of instruction	English
Places for international students	3

Learning objectives:

n.a.

Content:

Methods of risk reduction:

- Letter of credit (LC)
- Credit insurance (esp. Kontrollbank)
- Methods to reduce the currency risks
- INCOTERMS

Prerequisites:

n.a.

Lecture/Seminar profile:

Global Account Management (M-GAM3I)

Degree course	GSM-M
Course title	Global Account Management
Course code	M-GAM3I
Level	Master
Term	WS18/19
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	2

Learning objectives:

n.a.

Content:

Global Account Management
Network Management
Understanding global players
Develop GAM strategies
Supplier based models for GAM
Global Account Management processes
Requirements for GAM
Understand the globalization drivers; understand the customers` demand / benefits for GAM.
Main success factors
- Global prices
- Leading international sales staff
- Controlling
- Cross-cultural challenges
Implementing Global Account Management in the organization
Performance Measurement
Differences between GAM and PM
Functions and roles of Product Management
Translation of business objectives into technical requirements

Prerequisites:

n.a.

Lecture/Seminar profile:

Global Price Management (M-GPM3I)

Degree course	GSM-M
Course title	Global Price Management
Course code	M-GPM3I
Level	Master
Term	WS18/19
Lecturer	Robert Füreder
Contact hours per week	1
ECTS credits	1
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

Price Management (strategic / operational) and Price Differentiation
Pricing Process and Price Enforcement
Pricing Strategies
Value based pricing in B2B
Instruments for value based pricing (TCO, SPIN Concept, etc.)
Price anchor (Innovations)
Price Negotiation
Price management for different service levels

Prerequisites:

n.a.

Lecture/Seminar profile:**International Law (M-ILA1I)**

Degree course	GSM-M
Course title	International Law
Course code	M-ILA1I
Level	Master
Term	WS18/19
Lecturer	Armin Toifl, Isabella Hödl
Contact hours per week	1
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

Basic introduction into Relationship between International Legal Systems, Applicable Law and Jurisdiction: International Law, Community Law and Austrian Law; Convention of Rome 1980; Brussels I (EuGVVO); direct and indirect effects of directives; the International, European and National Court; the Community and the global legal system; international settlement of disputes; Fundamental Rights – a brief comparison of selected countries.

Overview about important organisations and institutions in Europe and beyond (e.g.: the United Nations; the European Union, the Council of Europe and the Parliament; the Commission and its legislative power; WTO and GATT).

Unfair Competition – Differences between Austria (UWG) and other European countries; relationship to other acts, rules, and regulations.

Other Marketing-relevant national and international issues like Product Liability, Consumer Rights and Consumer Protection, Convention of Rome 1980 (Art. 5); Consumer Contracts and Insurance Matters; protection of personal data, Telecommunication Law, Copyright Law, Patents and (Non)Registered Trade Marks, Terms of Business, Delivery and Payment; prorogation, recognition and enforcement; Promotions Prohibitions. Protection of

Intellectual Property Rights; Sales and Licence Agreements.
Lobbyists and their influence on legislation.

Prerequisites:

n.a.

Lecture/Seminar profile:

Industrial Psychology (M-IPS1I)

Degree course	GSM-M
Course title	Industrial Psychology
Course code	M-IPS1I
Level	Master
Term	WS18/19
Lecturer	Richard Griffith
Contact hours per week	1
ECTS credits	1
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	3

Learning objectives:

n.a.

Content:

Introduction to the theory of the Enneagram, practical application of the Enneagram in the treatment of customers

Prerequisites:

n.a.

Lecture/Seminar profile:

Key Account Management (M-KAM1I)

Degree course	GSM-M
Course title	Key Account Management
Course code	M-KAM1I
Level	Master
Term	WS18/19
Lecturer	Christian Stadlmann
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	5

Learning objectives:

n.a.

Content:

Strategic, organizational aspects of KAM
Identification and selection of Key Accounts
Different Instruments for KAM
The role of KAM in the internal organization
Development and Controlling (KPI's) of KAM
Establishment of KAM-Teams (different roles, personalities, etc.)

Prerequisites:

n.a.

Lecture/Seminar profile:**Labour Law (M-LL1V)**

Degree course	GSM-M
Course title	Labour Law
Course code	M-LL1V
Level	Master
Term	WS18/19
Lecturer	
Contact hours per week	1
ECTS credits	1
Course type	Lecture
Examinations	oral or written examination
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

Principles of Rights and Duties of Employees, Superiors and Subordinates, the Relationship between Management and Unions;
Individual Contracts of Employment; the Manager of a Limited Company in Austria; Rome Convention 1980 (Employment Contracts).

A Comparison Between Selected Countries and Austria.

Consulting Specialized Solicitors; Cooperating with the Legal Department and Utilizing the Know how of the Personnel Department.

Prerequisites:

n.a.

Lecture/Seminar profile:**Management and Leadership (M-MAL1V)**

Degree course	GSM-M
Course title	Management and Leadership
Course code	M-MAL1V
Level	Master
Term	WS18/19
Lecturer	Peter Harald Brandstätter
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:

Central aspects of leadership, leadership style and behaviour, participation, delegation, leadership instruments, such as evaluations and appraisal system, various intervention techniques.
Roles of a leader and managing conflicting interests in crucial leadership activities.

Prerequisites:

n.a.

Lecture/Seminar profile:**Marketing Informations Systems/Marketing Perf. Measurement (M-MAS3I)**

Degree course	GSM-M
Course title	Marketing Informations Systems/Marketing Perf. Measurement
Course code	M-MAS3I
Level	Master
Term	WS18/19
Lecturer	Jörg Kraigher-Krainer, Gerhard Svolba
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

Developing concepts and procedures for investigating and industrial clients' buying habits,

Analyzing competitors' behaviour and environmental factors

Developing a Marketing Information System (MAIS)

Interpreting and reporting findings in an international business environment.

International brain-, desk-, and field research

Applying qualitative market research methods

Data Warehousing, Data Mining

Benchmarking and Competitor Intelligence

organizational structure of KAM in the customer driven company.

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

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

Prerequisites:

n.a.

Lecture/Seminar profile:

Product, Service and Brand Management (M-PBM3I)

Degree course	GSM-M
Course title	Product, Service and Brand Management
Course code	M-PBM3I
Level	Master
Term	WS18/19
Lecturer	Michael Schmidthaler, Thomas Höllbacher
Contact hours per week	1,67
ECTS credits	2,5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

Establishing and maintaining international brands (corporate, product and service brands).
Understanding functions and challenges of the brand or product manager in an international company.
Coordination and interplay of different functions in companies with respect to product and brand policy.

Prerequisites:

n.a.

Lecture/Seminar profile:

Quantitative and Qualitative Methods (M-QQM3I)

Degree course	GSM-M
Course title	Quantitative and Qualitative Methods
Course code	M-QQM3I
Level	Master
Term	WS18/19
Lecturer	Michael Schmidthaler, Yasel José Costa Salas
Contact hours per week	2
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

Qualitative and quantitative methods, triangulation,
processing data analysis (SPSS, MAXQDA)
interpretation of results

Prerequisites:

n.a.

Lecture/Seminar profile:

Sales Management (M-SAM1I)

Degree course	GSM-M
Course title	Sales Management
Course code	M-SAM1I
Level	Master
Term	WS18/19
Lecturer	Robert Füreder
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	5

Learning objectives:

n.a.

Content:

Organization structure
Sales channels
Sales controlling
Sales subsidiaries (Select countries, Founding and steering)
Sales Partner Management (Identification, selection, development, controlling and termination of partnerships)

Prerequisites:

n.a.

Lecture/Seminar profile:

Strategic Planning (M-STP1I)

Degree course	GSM-M
Course title	Strategic Planning
Course code	M-STP1I
Level	Master
Term	WS18/19
Lecturer	Wolfgang Schwaiger, Charles E. Bryant
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	5

Learning objectives:

n.a.

Content:

Principles of Strategic Planning.
Market and Competitor Based View: Ansoff, BCG-Portfolio, SWOT-Analysis, PIMS, five forces ...; Customer Based View: Treacy/Wiersema, Reichheld, Ohmae, Strebl, ECID, Servqual ...; Resource Based Approaches: Core Competencies, Tangible and Intangible Resources, experience curve, value chain, outsourcing...

Prerequisites:

n.a.

Lecture/Seminar profile:

Training the Sales Staff 1 (M-TSS11T)

Degree course	GSM-M
Course title	Training the Sales Staff 1
Course code	M-TSS11T
Level	Master
Term	WS18/19
Lecturer	Roger Hage
Contact hours per week	1
ECTS credits	1
Course type	Individual Training
Examinations	continuous assessment
Language of instruction	English
Places for international students	3

Learning objectives:

n.a.

Content:

- Sales process in B2B
- Analyzing of the buying center
- Need Analysis
- Translate technical features into benefits for the customer
- Methods for counter-arguments
- Price negotiation
- Prepare a detailed sales offer
- Develop a unique negotiation strategy

Prerequisites:

n.a.

Lecture/Seminar profile:

Training the Sales Staff 2 (M-TSS12T)

Degree course	GSM-M
Course title	Training the Sales Staff 2
Course code	M-TSS12T
Level	Master
Term	WS18/19
Lecturer	Roger Hage
Contact hours per week	1
ECTS credits	1
Course type	Individual Training
Examinations	continuous assessment
Language of instruction	English
Places for international students	3

Learning objectives:

n.a.

Content:

Contact
Relationship and Trust
Need assessment
Argumentation
Price discussion
Negotiation

Prerequisites:

n.a.

Lecture/Seminar profile:

Change Management (UNF 1 ILV)

Degree course	OMT
Course title	Change Management
Course code	UNF 1 ILV
Level	Master
Term	WS18/19
Lecturer	Peter Harald Brandstätter, Harald Jauschnig
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	oral or written examination
Language of instruction	German/English
Places for international students	5

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.

Lecture/Seminar profile:

Cross-Cultural Marketing (M-CCM3I)

Degree course	GSM-M
Course title	Cross-Cultural Marketing
Course code	BB-M-CCM3I
Level	Master
Term	WS18/19
Lecturer	Andreas Zehetner
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	oral or written examination
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

Discussing strategic and operative Marketing the light of different cultures.
Elaborating advantages and disadvantages of various Marketing techniques in a particular culture.
Integrating Cross-cultural Marketing into the larger corporate structure of a competitive business

Prerequisites:

n.a.

Lecture/Seminar profile:

International B2B Marketing/CDC (M-CDC1I)

Degree course	GSM-M
Course title	International B2B Marketing/CDC
Course code	BB-M-CDC1I
Level	Master
Term	WS18/19
Lecturer	
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:

Main strategic concepts of marketing management;
B2B marketing fundamentals;
Integrating the customer driven company concept;
Developing company vision and mission statement based on customer value perceptions;
Applying the segmenting-targeting-positioning-integrating-Process;
deriving value proposition;
communicating value to the customer following an integrative
Approach;
Strategic partnering and network organizations;

Prerequisites:

n.a.

Lecture/Seminar profile:

Global Account Management (M-GAM3I)

Degree course	GSM-M
Course title	Global Account Management
Course code	BB-M-GAM3I
Level	Master
Term	WS18/19
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	2

Learning objectives:

n.a.

Content:

Global Account Management Network Management Understand-ing global players Develop GAM strategies Supplier based models for GAM
Global Account Management processes
Requirements for GAM
Understand the globalization drivers; understand the customers` demand / benefits for GAM.
Main success factors
- Global prices
- Leading international sales staff
- Controlling
- Cross-cultural challenges
Implementing Global Account Management in the organization
Performance Measurement Differences between GAM and PM Functions and roles of Product Management
Translation of business objectives into technical requirements

Prerequisites:

n.a.

Lecture/Seminar profile:

Global Price Management (M-GPM3)

Degree course	GSM-M
Course title	Global Price Management
Course code	BB-M-GPM3I
Level	Master
Term	WS18/19
Lecturer	Robert Füreder
Contact hours per week	1
ECTS credits	1
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

Price Management (strategic / operational) and Price Differentiation
Pricing Process and Price Enforcement
Pricing Strategies
Value based pricing in B2B
Instruments for value based pricing (TCO, SPIN Concept, etc.) Price anchor (Innovations)
Price Negotiation
Price management for different service levels

Prerequisites:

n.a.

Lecture/Seminar profile:**Marketing Informations Systems/Marketing Perf. Measurement (M-MAS3I)**

Degree course	GSM-M
Course title	Marketing Informations Systems/Marketing Perf. Measurement
Course code	BB-M-MAS3I
Level	Master
Term	WS18/19
Lecturer	Jörg Kraigher-Krainer, Gerhard Svolba
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

Developing concepts and procedures for investigating and industrial clients' buying habits, international market, analyzing competitors' behaviour and environmental factors

Developing a Marketing Information System (MAIS) and interpreting and reporting findings in an international business environment.

Data Warehousing, Data Mining Benchmarking and Competitor Intelligence

Applying marketing performance tools as prerequisite and foundation for strategic and tactical marketing decisions.

Measuring the effects of marketing activities in the customer driven companies, measuring customer satisfaction and brand attitudes

Calculating the lifetime value of a customer

Applying critical success factors (CSF) and key performance indicators (KPI), developing tactical and strategic performance "dash-boards", to monitor, analyze and manage the business.

Prerequisites:

n.a.

Lecture/Seminar profile:

Product, Service and Brand Management (M-PBM3I)

Degree course	GSM-M
Course title	Product, Service and Brand Management
Course code	BB-M-PBM3I
Level	Master
Term	WS18/19
Lecturer	Michael Schmidthaler, Thomas Höllbacher
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

Establishing and maintaining international brands (corporate, product and service brands).
Understanding functions and challenges of the brand or product manager in an international company.
Coordination and interplay of different functions in companies with respect to product and brand policy.

Prerequisites:

n.a.

Lecture/Seminar profile:

Purchasing Management from Sales Point of View (M-PMS3T)

Degree course	GSM-M
Course title	Purchasing Management from Sales Point of View
Course code	BB-M-PMS3T
Level	Master
Term	WS18/19
Lecturer	Gerald Schielin
Contact hours per week	1
ECTS credits	1
Course type	Individual Training
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

Strategic sourcing – principles and process
Sourcing Strategy
Negotiation Process and Methods
Contract Management
Supplier relationship management
Value Generation in Procurement – KPI's
Procurement Tools and Systems

Prerequisites:

n.a.

Lecture/Seminar profile:

Quantitative and Qualitative Methods (M-QQM3I)

Degree course	GSM-M
Course title	Quantitative and Qualitative Methods
Course code	BB-M-QQM3I
Level	Master
Term	WS18/19
Lecturer	Michael Schmidthaler
Contact hours per week	2
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Learning objectives:

n.a.

Content:

Qualitative and quantitative methods, triangulation,
processing data analysis (SPSS, MAXQDA)
interpretation of results

Prerequisites:

n.a.

Lecture/Seminar profile:

Change Management (UNF 1 ILV)

Degree course	OMT
Course title	Change Management
Course code	UNF 1 ILV
Level	Master
Term	WS18/19
Lecturer	Peter Harald Brandstätter, Harald Jauschnig
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	oral or written examination
Language of instruction	German/English
Places for international students	5

Learning objectives:

n.a.

Content:

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

Prerequisites:

n.a.