



WS 2019/20

## 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
<b>Controlling, Accounting and Financial Management (Bachelor, Steyr Campus)</b>							
CRF	BWLE11ILV	Management 1 - Marketing	Integrated course	1	Bachelor	3	7
CRF	BWLE31ILV	Management 3 - Applied Personal Psychology	Integrated course	1	Bachelor	1,5	8
CRF	CONE13ILV	Strategic Corporate Planning	Integrated course	3	Bachelor	4,5	9
CRF	ENGE11UE	English 1	Practice-oriented session	1	Bachelor	3	10
<b>Global Sales and Marketing Bachelor (Bachelor, Steyr Campus)</b>							
GSM-B	BBM1I	Introduction to B2B-Marketing	Integrated course	1	Bachelor	2	11
GSM-B	ICM1I	Introduction to Cross-Cultural Management and Sales 1	Integrated course	1	Bachelor	4	12
GSM-B	ICM7I	Expatriate Management	Integrated course	5	Bachelor	1,5	14
GSM-B	ORG1L	Introduction to Organisation	Integrated course	1	Bachelor	1	15
GSM-B	PSY1I	Psychology	Integrated course	1	Bachelor	2	16
GSM-B	SAM1I	Introduction to Sales Organisation and Processes	Integrated course	1	Bachelor	2	17
GSM-B	STP1I	Introduction to Strategic Planning	Integrated course	1	Bachelor	4	18
<b>International Logistics-Management (Bachelor, Steyr Campus)</b>							
ILMBakk	10ENG E1U	Englisch Fundamentals 1	Practice-oriented session	1	Bachelor	3	19
ILMBakk	10ENG V4U	English Advanced 4	Practice-oriented session	5	Bachelor	2	20
ILMBakk	10FS2 E1I	2. Foreign Language Fundamentals 1 - Spanish	Integrated course	1	Bachelor	3	21
ILMBakk	10LOM E2I	Logistics Management 2 - Procurement, Planning, Production	Integrated course	1	Bachelor	4,5	22
International Office	IO-ACC	Austrian Culture and Civilization	Integrated course	1	Bachelor	4	23
International Office	IO-CCE	Cross Cultural Entrepreneurship	Integrated course	1	Bachelor	2	24

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
<b>International Logistics-Management (Bachelor, Steyr Campus)</b>							
International Office	IO-CM	Conflict Management	Seminar	1	Bachelor	3	25
International Office	IO-FIN1	Sales Controlling	Integrated course	1	Bachelor	3	26
International Office	IO-FIN2	International Accounting	Integrated course	1	Bachelor	3	27
International Office	IO-FIN3	Capital Budgeting	Integrated course	1	Bachelor	4	28
International Office	IO-GB	German for Beginners	Integrated course	1	Bachelor	4	29
International Office	IO-GI	German Intermediate	Integrated course	1	Bachelor	4	30
International Office	IO-GLI	German Lower Intermediate	Integrated course	1	Bachelor	4	31
International Office	IO-IBB	International Buyer's Behavior	Integrated course	1	Bachelor	4	32
International Office	IO-IM	Intercultural Management "MASTERING STRATEGY IN INTERCULTURAL ENVIRONMENTS"	Lecture	1	Bachelor	3	33
International Office	IO-LI	Logistics Insight	Integrated course	1	Bachelor	4	35
International Office	IO-MBO	Leadership Training in Management by Objectives	Practice-oriented session	1	Bachelor	2	36
International Office	IO-OMG	Operations Management	Integrated course	1	Bachelor	4	37
International Office	IO-ORG	Organization	Integrated course	1	Bachelor	2	38
International Office	IO-PGW	Professional Performance in a Globalised World	Integrated course	1	Bachelor	2	39
International Office	IO-PI	Practical Introduction to studies	Integrated course	1	Bachelor	3	40
International Office	IO-SCM	Supply Chain Management	Integrated course	1	Bachelor	3	41
<b>Marketing and Electronic Business (Bachelor, Steyr Campus)</b>							
MEBBakk	M15-EBIZV5I	E-Business 5 - Businessplan-Design	Integrated course	5	Bachelor	4,5	43
<b>Production and Management (Bachelor, Steyr Campus)</b>							
PMTBakk	ENG E 1 U	English 1	Practice-oriented session	1	Bachelor	3	44

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
<b>Production and Management (Bachelor, Steyr Campus)</b>							
PMTBakk	ENG V 3 U	English 3	Practice-oriented session	3	Bachelor	3	45
PMTBakk	MAN 1 I	Business Psychology	Integrated course	1	Bachelor	2	46
<b>Controlling, Accounting and Financial Management (Bachelor - Part Time, Steyr Campus)</b>							
CRF	BB BWLE11ILV	Management 1 - Marketing	Integrated course	1	Bachelor	3	47
CRF	BB BWLE31ILV	Management 3 - Applied Personal Psychology	Integrated course	1	Bachelor	1,5	48
CRF	BB CONE13ILV	Strategic Corporate Planning	Integrated course	3	Bachelor	4,5	49
CRF	BB ENGE11UE	English 1	Practice-oriented session	1	Bachelor	3	50
CRF	BB ENGV13UE	English 3	Practice-oriented session	3	Bachelor	2	51
CRF	BB FINV13ILV	Financial Engineering/International Capital Market	Integrated course	3	Bachelor	4,5	52
CRF	BB INBE13ILV	Intercultural Management	Integrated course	3	Bachelor	1,5	53
<b>International Logistics-Management (Bachelor - Part Time, Steyr Campus)</b>							
ILMBakk	BB 10BST V3I	Business Studies Advanced 3	Integrated course	3	Bachelor	3	54
ILMBakk	BB 10ENG E1U	Englisch Fundamentals 1	Practice-oriented session	1	Bachelor	3	55
ILMBakk	BB 10INB E2V	International Business	Lecture	3	Bachelor	3	56
ILMBakk	BB 10MAR E1I	Marketing Fundamentals	Integrated course	3	Bachelor	8	57
ILMBakk	BB 10UNF E1I	Business Management Fundamentals 1 - Psychology and Soziology	Integrated course	3	Bachelor	6	58
ILMBakk	BB 10UNF V2I	Business Management Advanced 2 - Leadership and Personnel Management	Integrated course	3	Bachelor	6	59
ILMBakk	BB 10VWL E1V	Economics	Lecture	3	Bachelor	4	61
<b>Process Management and Business Intelligence (Bachelor - Part Time, Steyr Campus)</b>							
PMBIBakk	BI BB EN3UE	English 3	Practice-oriented session	3	Bachelor	4	63

## Master's Degree Programme

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
<b>Global Sales and Marketing Master (Master, Steyr Campus)</b>							
GSM-M	M-BNM3I	B2B New Media Marketing	Integrated course	3	Master	2	64
GSM-M	M-CCM3I	Cross-Cultural Marketing	Integrated course	3	Master	2	65
GSM-M	M-CDC1I	International B2B Marketing/CDC	Integrated course	1	Master	5	66
GSM-M	M-CRM3I	Customer Relationship Management	Integrated course	3	Master	2	67
GSM-M	M-FRM1V	Financial Risk Management	Lecture	1	Master	2	68
GSM-M	M-GAM3I	Global Account Management	Integrated course	3	Master	3	69
GSM-M	M-GNT3T	Global Negotiation Training	Individual Training	3	Master	2	71
GSM-M	M-GPM3I	Global Price Management	Integrated course	3	Master	1	72
GSM-M	M-ILA1I	International Law	Integrated course	1	Master	3	73
GSM-M	M-IPS1I	Industrial Psychology	Integrated course	1	Master	1	75
GSM-M	M-KAM1I	Key Account Management	Integrated course	1	Master	2	76
GSM-M	M-LL1V	Labour Law	Lecture	1	Master	1	77
GSM-M	M-MAL1V	Management and Leadership	Lecture	1	Master	3	78
GSM-M	M-MAS3I	Marketing Informations Systems/Marketing Perf. Measurement	Integrated course	3	Master	3	79
GSM-M	M-PBM3I	Product, Service and Brand Management	Integrated course	3	Master	2,5	80
GSM-M	M-PMS3T	Purchasing Management from Sales Point of View	Individual Training	3	Master	1	81
GSM-M	M-QQM3I	Quantitative and Qualitative Methods	Integrated course	3	Master	2	82
GSM-M	M-SAM1I	Sales Management	Integrated course	1	Master	2	83

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
<b>Global Sales and Marketing Master (Master, Steyr Campus)</b>							
GSM-M	M-SAS3I	Sales Abroad and Sales Subsidiaries	Integrated course	3	Master	1	84
GSM-M	M-STP1I	Strategic Planning	Integrated course	1	Master	3	85
GSM-M	M-TSS11T	Training the Sales Staff 1	Individual Training	1	Master	1	86
GSM-M	M-TSS12T	Training the Sales Staff 2	Individual Training	1	Master	1	87
<b>Operations Management (Master, Steyr Campus)</b>							
OMT	MTS 2 ILV	Process Management	Integrated course	3	Master	3	88
OMT	UNF 1 ILV	Change Management	Integrated course	1	Master	3	89
<b>Global Sales and Marketing Master (Master - Part Time, Steyr Campus)</b>							
GSM-M	BB-M-BNM3I	B2B New Media Marketing	Integrated course	3	Master	2	90
GSM-M	BB-M-CAT3I	Critical Analytical Thinking/Thesis Preparation	Integrated course	3	Master	3	91
GSM-M	BB-M-CCM3I	Cross-Cultural Marketing	Integrated course	3	Master	2	92
GSM-M	BB-M-CDC1I	International B2B Marketing/CDC	Integrated course	1	Master	5	93
GSM-M	BB-M-CRM3I	Customer Relationship Management	Integrated course	3	Master	2	94
GSM-M	BB-M-FRM1V	Financial Risk Management	Lecture	1	Master	2	95
GSM-M	BB-M-GAM3I	Global Account Management	Integrated course	3	Master	3	96
GSM-M	BB-M-GPM3I	Global Price Management	Integrated course	3	Master	1	97
GSM-M	BB-M-ILA1I	International Law	Integrated course	1	Master	3	98
GSM-M	BB-M-IPS1I	Industrial Psychology	Integrated course	1	Master	1	100
GSM-M	BB-M-KAM1I	Key Account Management	Integrated course	1	Master	2	101
GSM-M	BB-M-LL1V	Labour Law	Lecture	1	Master	1	102

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
<b>Global Sales and Marketing Master (Master - Part Time, Steyr Campus)</b>							
GSM-M	BB-M-MAL1V	Management and Leadership	Lecture	1	Master	3	103
GSM-M	BB-M-MAS3I	Marketing Informations Systems/Marketing Perf. Measurement	Integrated course	3	Master	3	104
GSM-M	BB-M-PBM3I	Product, Service and Brand Management	Integrated course	3	Master	3	105
GSM-M	BB-M-PMS3T	Purchasing Management from Sales Point of View	Individual Training	3	Master	1	106
GSM-M	BB-M-QQM3I	Quantitative and Qualitative Methods	Integrated course	3	Master	2	107
GSM-M	BB-M-SAM1I	Sales Management	Integrated course	1	Master	2	108
GSM-M	BB-M-SAS3I	Sales Abroad and Sales Subsidiaries	Integrated course	3	Master	1	109
GSM-M	BB-M-STP1I	Strategic Planning	Integrated course	1	Master	3	110
GSM-M	BB-M-TSS11T	Training the Sales Staff 1	Individual Training	1	Master	1	111
GSM-M	BB-M-TSS12T	Training the Sales Staff 2	Individual Training	1	Master	1	112
<b>Operations Management (Master - Part Time, Steyr Campus)</b>							
OMT	MTS 2 ILV	Process Management	Integrated course	3	Master	3	113
OMT	UNF 1 ILV	Change Management	Integrated course	1	Master	3	114

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

<b>Degree course</b>	CRF
<b>Course title</b>	Management 1 - Marketing
<b>Course code</b>	BWLE11ILV
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Jörg Kraigher-Krainer
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	CRF
<b>Course title</b>	Management 3 - Applied Personal Psychology
<b>Course code</b>	BWLE31ILV
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Christine Ebner
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1,5
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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 (CONE13ILV)**

<b>Degree course</b>	CRF
<b>Course title</b>	Strategic Corporate Planning
<b>Course code</b>	CONE13ILV
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Heimo Losbichler
<b>Contact hours per week</b>	3
<b>ECTS credits</b>	4,5
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	10

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

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

<b>Degree course</b>	CRF
<b>Course title</b>	English 1
<b>Course code</b>	ENGE11UE
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Michael Dean, Karin Ertl
<b>Contact hours per week</b>	3
<b>ECTS credits</b>	3
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	4

**Learning objectives:**

n.a.

**Content:**

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)**

<b>Degree course</b>	GSM-B
<b>Course title</b>	Introduction to B2B-Marketing
<b>Course code</b>	BBM1I
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Andreas Zehetner, Jörg Kraigher-Krainer
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	10

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:**

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

<b>Degree course</b>	GSM-B
<b>Course title</b>	Introduction to Cross-Cultural Management and Sales 1
<b>Course code</b>	ICM1I
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Sophie Wiesinger, Hannes Hofstadler, Johan Cottyn, Jérôme Dumetz, Muge Aknur, Margarethe Überwimmer
<b>Contact hours per week</b>	4
<b>ECTS credits</b>	4
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	10

**Learning objectives:**

n.a.

**Content:**

Block 1: "Doing business in..."

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

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

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

Block 2: Introduction to Cross-Cultural theory

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

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

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

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

Block 4: Cross-Cultural background knowledge

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

**Prerequisites:**

n.a.



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

<b>Degree course</b>	GSM-B
<b>Course title</b>	Expatriate Management
<b>Course code</b>	ICM7I
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Iris Eva Maria Kollinger
<b>Contact hours per week</b>	0,8
<b>ECTS credits</b>	1,5
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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 Organisation (ORG1L)**

<b>Degree course</b>	GSM-B
<b>Course title</b>	Introduction to Organisation
<b>Course code</b>	ORG1L
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Günther Kamml, Peter Harald Brandstätter
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	10

**Learning objectives:**

n.a.

**Content:**

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

Management Circle

Application of knowledge according to degree programme requirements

Case study on basic organizational challenges

**Prerequisites:**

n.a.



**Lecture/Seminar profile:****Psychology (PSY1I)**

<b>Degree course</b>	GSM-B
<b>Course title</b>	Psychology
<b>Course code</b>	PSY1I
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Hannes Hofstadler
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	10

**Learning objectives:**

n.a.

**Content:**

Psychology of Personality &amp; Personality Types (Enneagramm, MacLean, V. Satir)

Psychology of Motivation

Group Dynamics, Teambuilding and Performance of Teams

Managing Conflict

Role Theory and Role Models

Application of knowledge according to degree programme requirements (especially in sales and leadership situations)

**Prerequisites:**

n.a.

**Lecture/Seminar profile:**

**Introduction to Sales Organisation and Processes (SAM1I)**

<b>Degree course</b>	GSM-B
<b>Course title</b>	Introduction to Sales Organisation and Processes
<b>Course code</b>	SAM1I
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Christian Stadlmann
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	6

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:**

**Introduction to Strategic Planning (STP1I)**

<b>Degree course</b>	GSM-B
<b>Course title</b>	Introduction to Strategic Planning
<b>Course code</b>	STP1I
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Margarethe Überwimmer, Robert Füreder
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	4
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	9

**Learning objectives:**

n.a.

**Content:**

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

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

Basic strategic rules (PIMS)

Introduction to strategic business units

Strategic possibilities for companies in a special situation

ABC – SWOT and portfolio analysis

Case studies “Applied strategic planning”

Connections between strategy, Marketing and Sales Management

CANVAS business modeling

**Prerequisites:**

n.a.

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

<b>Degree course</b>	ILMBakk
<b>Course title</b>	Englisch Fundamentals 1
<b>Course code</b>	10ENG E1U
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Sarah Ann Grafinger, Judith Franziska Hansen
<b>Contact hours per week</b>	3
<b>ECTS credits</b>	3
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	ILMBakk
<b>Course title</b>	English Advanced 4
<b>Course code</b>	10ENG V4U
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Nicholas Allen
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	ILMBakk
<b>Course title</b>	2. Foreign Language Fundamentals 1 - Spanish
<b>Course code</b>	10FS2 E1I
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Beatriz Ruberte Pomar, Ines Alessandrini
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	10

**Learning objectives:**

n.a.

**Content:**

- Practice of grammatical structures and their application in everyday situations
- Improve speaking, writing, listening and reading comprehension (summarize topics and express own opinion to this topic)
- Simple standard situations in occupational everyday situations
- Completion of the topics necessary for language acquisition

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****Logistics Management 2 - Procurement, Planning, Production (10LOM E2I)**

<b>Degree course</b>	ILMBakk
<b>Course title</b>	Logistics Management 2 - Procurement, Planning, Production
<b>Course code</b>	10LOM E2I
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Gerald Schönwetter
<b>Contact hours per week</b>	3
<b>ECTS credits</b>	4,5
<b>Course type</b>	Integrated course
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	15

**Learning objectives:**

n.a.

**Content:**

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

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

**Prerequisites:**

n.a.

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

<b>Degree course</b>	ILMBakk
<b>Course title</b>	Austrian Culture and Civilization
<b>Course code</b>	IO-ACC
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Manuela Holzer
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	4
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	20

**Learning objectives:**

n.a.

**Content:**

Students will be familiar with the significant figures, personalities and dates of Austrian geography and history

Students will become acquainted with Austria's culture and society

Students will have an insight into Austria's political and economic life

Students will learn about Austrian traditions, customs and etiquette

Stimulation and promotion of cultural open mindedness

Improvement of intercultural communication

Acquiring an overall picture of the geographical and historical situation of the Austrian Republic by means of dealing with selected examples

Dealing with specific examples of Austria's politics, economy, culture and society

Reflection on the identity and value systems of the students' own linguistic and cultural background as compared to Austria

General survey on Austrian Music, Arts and Literature

**Prerequisites:**

n.a.



**Lecture/Seminar profile:**

**Cross Cultural Entrepreneurship (IO-CCE)**

<b>Degree course</b>	ILMBakk
<b>Course title</b>	Cross Cultural Entrepreneurship
<b>Course code</b>	IO-CCE
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Ahu Seda Genis-Gruber, Gerold Weisz
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	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:**

**Conflict Management (IO-CM)**

<b>Degree course</b>	ILMBakk
<b>Course title</b>	Conflict Management
<b>Course code</b>	IO-CM
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Jutta Höllriegl
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Seminar
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	40

**Learning objectives:**

n.a.

**Content:**

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

Communication exercises / filter / prejudices

Expressing (negative) feelings, feedback & rules

Conflict models of Schwarz

Levels of conflict and consequences – Glasl

Role plays

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****Sales Controlling (IO-FIN1)**

<b>Degree course</b>	ILMBakk
<b>Course title</b>	Sales Controlling
<b>Course code</b>	IO-FIN1
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Javier Valero
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	20

**Learning objectives:**

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.

**Pre-Requisite Skills:**

Basic Financial Accounting

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****International Accounting (IO-FIN2)**

<b>Degree course</b>	ILMBakk
<b>Course title</b>	International Accounting
<b>Course code</b>	IO-FIN2
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Javier Valero
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	20

**Learning objectives:**

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:****Capital Budgeting (IO-FIN3)**

<b>Degree course</b>	ILMBakk
<b>Course title</b>	Capital Budgeting
<b>Course code</b>	IO-FIN3
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Javier Valero
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	4
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	20

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

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

<b>Degree course</b>	ILMBakk
<b>Course title</b>	German for Beginners
<b>Course code</b>	IO-GB
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Petra Schabhüttl, Karin Maresch
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	4
<b>Course type</b>	Integrated course
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	ILMBakk
<b>Course title</b>	German Intermediate
<b>Course code</b>	IO-GI
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Silvia Josefine Winter
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	4
<b>Course type</b>	Integrated course
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	ILMBakk
<b>Course title</b>	German Lower Intermediate
<b>Course code</b>	IO-GLI
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Barbara Reisenbichler
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	4
<b>Course type</b>	Integrated course
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	ILMBakk
<b>Course title</b>	International Buyer's Behavior
<b>Course code</b>	IO-IBB
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Jörg Kraigher-Krainer
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	4
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	30

**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)**

<b>Degree course</b>	ILMBakk
<b>Course title</b>	Intercultural Management "MASTERING STRATEGY IN INTERCULTURAL ENVIRONMENTS"
<b>Course code</b>	IO-IM
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Ahu Seda Genis-Gruber
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Lecture
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	20

**Learning objectives:**

Course Aim:

1. Understanding the importance of International Management
2. Trends and developments facing international managers
3. Strategies for emerging markets
4. Strategies for SMEs and value creation in alliances
5. International Human Resource Management applications
6. Cross Cultural Communication
7. Negotiation and Effective Conflict Resolution methods

**Content:**

For an effective strategic and organizational management, the analysis of recent developments and trends within hypercompetitive global arena will be carried out in the classes through text and case studies. Cross cultural management and competitive strategies will be evaluated in the context of global changes, the expanding trade among the geographies, and rapidly growing economies in Asia that require new management applications.

The course will concentrate on topics:

- Culture, cultural differences and their boundaries
- Cultural dimensions
- Cultural standards
- Managing Interdependence „Social Responsibilities and Ethics“
- Intercultural communication
- International Negotiation
- Teamwork with diverse team members

- Formulating Strategy in Multicultural Environments
- Sending employees on foreign assignments “Expatriation”
- Current issues in intercultural management and potential solutions

**Prerequisites:**

n.a.

**Lecture/Seminar profile:**

**Logistics Insight (IO-LI)**

<b>Degree course</b>	ILMBakk
<b>Course title</b>	Logistics Insight
<b>Course code</b>	IO-LI
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Thomas Wallner-Drewitz
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	4
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	20

**Learning objectives:**

n.a.

**Content:**

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)**

<b>Degree course</b>	ILMBakk
<b>Course title</b>	Leadership Training in Management by Objectives
<b>Course code</b>	IO-MBO
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Dieter W. Schauer
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	20

**Learning objectives:**

n.a.

**Content:**

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)**

<b>Degree course</b>	ILMBakk
<b>Course title</b>	Operations Management
<b>Course code</b>	IO-OMG
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Joachim Paul Althaler
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	4
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	20

**Learning objectives:**

n.a.

**Content:**

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:**

**Organization (IO-ORG)**

<b>Degree course</b>	ILMBakk
<b>Course title</b>	Organization
<b>Course code</b>	IO-ORG
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Peter Harald Brandstätter
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	20

**Learning objectives:**

n.a.

**Content:**

n.a.

**Prerequisites:**

n.a.

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

<b>Degree course</b>	ILMBakk
<b>Course title</b>	Professional Performance in a Globalised World
<b>Course code</b>	IO-PGW
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Jutta Höllriegl
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	ILMBakk
<b>Course title</b>	Practical Introduction to studies
<b>Course code</b>	IO-PI
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	GmBH BIS Meldung Korrektur (Nicht Exportiert)
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	ILMBakk
<b>Course title</b>	Supply Chain Management
<b>Course code</b>	IO-SCM
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Thomas Wallner-Drewitz
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	20

**Learning objectives:**

n.a.

**Content:**

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

Subjects covered:

Introduction to logistics management

Development of the term "logistics": the "standard" history

From T-U-L logistics to supply chain management

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

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

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

Trends in logistics

General trends (according to Baumgarten)

Trends in logistics management

Customer orientation

Outsourcing

Network management and co-operation

Objectives and success factors

The core processes of supply chain management

Sales process (order acquisition process)

Development process

Material flow process

Planning process

Overview optimisation tools  
Vendor Managed Inventory

**Prerequisites:**

n.a.

**Lecture/Seminar profile:**

**E-Business 5 - Businessplan-Design (M15-EBIZV5I)**

<b>Degree course</b>	MEBBakk
<b>Course title</b>	E-Business 5 - Businessplan-Design
<b>Course code</b>	M15-EBIZV5I
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Gerold Wagner
<b>Contact hours per week</b>	3
<b>ECTS credits</b>	4,5
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	German
<b>Places for international students</b>	10

**Learning objectives:**

n.a.

**Content:**

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

Contents:

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****English 1 (ENG E 1 U)**

<b>Degree course</b>	PMTBakk
<b>Course title</b>	English 1
<b>Course code</b>	ENG E 1 U
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Karin Ertl, Sarah Ann Grafinger
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	4

**Learning objectives:**

n.a.

**Content:**

- Human Resources
- Organizations
- Presentation skills
- Intensive reading and writing practice
- Current affairs
- Improving knowledge and manipulation of grammatical structures
- Writing skills and correspondence
- Building confidence in both formal and informal English as well as in academic English.
- Using appropriate style and register in both oral and written communication

**Prerequisites:**

n.a.

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

<b>Degree course</b>	PMTBakk
<b>Course title</b>	English 3
<b>Course code</b>	ENG V 3 U
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Michael Dean, Karin Ertl
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	4

**Learning objectives:**

n.a.

**Content:**

- Governance and Leadership
- Power (responsibility and ethics)
- resources
- Presentation skills
- Intensive reading and writing practice
- Current affairs
- Improving knowledge and manipulation of grammatical structures
- Writing skills and business correspondence
- Building confidence in both formal and informal English as well as in academic English.
- Using appropriate style and register in both oral and written communication

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****Business Psychology (MAN 1 I)**

<b>Degree course</b>	PMTBakk
<b>Course title</b>	Business Psychology
<b>Course code</b>	MAN 1 I
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Christine Ebner
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	5

**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:**

n.a.

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

<b>Degree course</b>	CRF
<b>Course title</b>	Management 1 - Marketing
<b>Course code</b>	BB BWLE11ILV
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Hubert Preisinger
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	CRF
<b>Course title</b>	Management 3 - Applied Personal Psychology
<b>Course code</b>	BB BWLE31ILV
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Christine Ebner
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1,5
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	CRF
<b>Course title</b>	Strategic Corporate Planning
<b>Course code</b>	BB CONE13ILV
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Heimo Losbichler
<b>Contact hours per week</b>	3
<b>ECTS credits</b>	4,5
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	CRF
<b>Course title</b>	English 1
<b>Course code</b>	BB ENGE11UE
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Michael Dean, Heimo Vala
<b>Contact hours per week</b>	3
<b>ECTS credits</b>	3
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	4

**Learning objectives:**

n.a.

**Content:**

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)**

<b>Degree course</b>	CRF
<b>Course title</b>	English 3
<b>Course code</b>	BB ENGV13UE
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Frank Cromack, John Wynne
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	4

**Learning objectives:**

n.a.

**Content:**

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)**

<b>Degree course</b>	CRF
<b>Course title</b>	Financial Engineering/International Capital Market
<b>Course code</b>	BB FINV13ILV
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Stefan Fink
<b>Contact hours per week</b>	3
<b>ECTS credits</b>	4,5
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	German/English
<b>Places for international students</b>	5

**Learning objectives:**

n.a.

**Content:**

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

M&amp;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)**

<b>Degree course</b>	CRF
<b>Course title</b>	Intercultural Management
<b>Course code</b>	BB INBE13ILV
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Wolfgang Schwaiger
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1,5
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	ILMBakk
<b>Course title</b>	Business Studies Advanced 3
<b>Course code</b>	BB 10BST V3I
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Axel Zugschwert
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	ILMBakk
<b>Course title</b>	Englisch Fundamentals 1
<b>Course code</b>	BB 10ENG E1U
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Sarah Ann Grafinger, Ulrike Morrenth
<b>Contact hours per week</b>	3
<b>ECTS credits</b>	3
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	4

**Learning objectives:**

n.a.

**Content:**

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:**

**International Business (BB 10INB E2V)**

<b>Degree course</b>	ILMBakk
<b>Course title</b>	International Business
<b>Course code</b>	BB 10INB E2V
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Hans-Christian Graf, Christian Tschurtschenthaler
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Lecture
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	10

**Learning objectives:**

n.a.

**Content:**

This course is a working class with a mixture of individual as well as group work tasks. The audience is working along an international case study example to learn how to set up large scale projects in the automotive industry.

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

- Understand the big picture and the needs to go international
- Set goals to meet and define production system premisses
- Set priorities along a timing schedule for a successful Start of Production (SOP)
- Identify risks to deal with and develop successful risk minimation strategies
- Set up an international work / team organisation
- Set up a reporting and escalation system
- Deal and decide on uncertain problems during project phase
- Run launch management during ramp up phase

Format of

**Prerequisites:**

n.a.

**Lecture/Seminar profile:**

**Marketing Fundamentals (BB 10MAR E1I)**

<b>Degree course</b>	ILMBakk
<b>Course title</b>	Marketing Fundamentals
<b>Course code</b>	BB 10MAR E1I
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Markus-Maximilian Eiselsberg
<b>Contact hours per week</b>	4
<b>ECTS credits</b>	8
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	10

**Learning objectives:**

n.a.

**Content:**

Define marketing

- Understand the basics of marketing
- Getting to know the marketing management process
- Getting to know market research
- Setting marketing goals
- Developing marketing strategies
- Getting to know the 4 Ps
- Understanding the innovation process
- Discussing different price strategies
- Using the communication tools
- Understanding the distribution channels

**Prerequisites:**

n.a.

**Lecture/Seminar profile:**

**Business Management Fundamentals 1 - Psychology and Soziology (BB 10UNF E1I)**

<b>Degree course</b>	ILMBakk
<b>Course title</b>	Business Management Fundamentals 1 - Psychology and Soziology
<b>Course code</b>	BB 10UNF E1I
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Thomas Wallner-Drewitz
<b>Contact hours per week</b>	3
<b>ECTS credits</b>	6
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	10

**Learning objectives:**

n.a.

**Content:**

The goals and objectives of this course are threefold:

1) Students will develop a profound understanding of the role, the importance and the application of the social sciences in a business context.

2) Students will gain insights and acquire specific knowledge in selected fields of the social sciences including some basic methods of empirical social research.

The topics covered are listed in the class schedule at the end of the document.

3) Students will understand, that the topics covered in this course are not about a foreign species like customers, employees or “the others” but by the same token, about themselves, as they are drawn from the constituents of their existence as human beings – the “condition humaine”.

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****Business Management Advanced 2 - Leadership and Personnel Management  
(BB 10UNF V2I)**

<b>Degree course</b>	ILMBakk
<b>Course title</b>	Business Management Advanced 2 - Leadership and Personnel Management
<b>Course code</b>	BB 10UNF V2I
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Monika Pleschinger
<b>Contact hours per week</b>	3
<b>ECTS credits</b>	6
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	10

**Learning objectives:**

n.a.

**Content:**

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

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:**

**Economics (BB 10VWL E1V)**

<b>Degree course</b>	ILMBakk
<b>Course title</b>	Economics
<b>Course code</b>	BB 10VWL E1V
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Alexander Knabl
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	4
<b>Course type</b>	Lecture
<b>Examinations</b>	written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	10

**Learning objectives:**

n.a.

**Content:**

At the end of the course the students should be able to:

- To know where economics end and business administration starts.
  - o The main focus of the course is dedicated to macro economics and a basic understanding of financial markets.
  - o Micro economics are tackled as a scientific pre-requisite in the final chapter of the course.
  
- Understand financial markets and their link to the corporate world based on a historic overview – what is today different?
  
- Know the historic development of “money” and “capital”.
  - o Required characteristics of a currency
  - o Gold standard / Bretton Woods
  - o the EUR and its quotation to other currencies
  - o Free and Fixed quotation of currencies
  - o Inflation

- Understand principal leading ideas of Smith / Ricardo / Schumpeter / Keynes/ Friedman and others and its impact on political economy and new current developments in Economic Theory
  - o GNP
  - o Public debt & government spending
  - o Twin deficit
  - o The invisible hand & and its critics
  - o Multiplier effect in economics and its critics
  
- Understand and explain the principal pillars of micro-economics

**Prerequisites:**

n.a.

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

<b>Degree course</b>	PMBIBakk
<b>Course title</b>	English 3
<b>Course code</b>	BI BB EN3UE
<b>Level</b>	Bachelor
<b>Term</b>	WS19/20
<b>Lecturer</b>	Samantha Einwagner, Lutfeeia Linninger
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	4
<b>Course type</b>	Practice-oriented session
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	4

**Learning objectives:**

n.a.

**Content:**

- 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:****B2B New Media Marketing (M-BNM3I)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	B2B New Media Marketing
<b>Course code</b>	M-BNM3I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Mark Kramer
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**Learning objectives:**

n.a.

**Content:**

Providing a deeper understanding of New Media Marketing (like Web Sites, Face Book, Twitter, Blogs, YouTube, ...), how it works and how B2C and primarily B2B companies can use it to promote their goods and services

Developing integrated marketing concepts along with the new tools required to compete in a highly competitive economy.

Planning and executing a marketing strategy that merges classical as well as new marketing tools into an integrated marketing program.

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****Cross-Cultural Marketing (M-CCM3I)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Cross-Cultural Marketing
<b>Course code</b>	M-CCM3I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Andreas Zehetner
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**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-CDC11)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	International B2B Marketing/CDC
<b>Course code</b>	M-CDC11
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Jörg Kraigher-Krainer, Andreas Zehetner
<b>Contact hours per week</b>	3
<b>ECTS credits</b>	5
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	6

**Learning objectives:**

n.a.

**Content:**

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:**

**Customer Relationship Management (M-CRM3I)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Customer Relationship Management
<b>Course code</b>	M-CRM3I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Stephan Salinger
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**Learning objectives:**

n.a.

**Content:**

CRM principles, theories, strategies and techniques and the important role that CRM plays in today's business.

- Hands-on experience in working with real cases and actual customer relationship management and marketing communications programs.

- Key Account and Strategic Account Management and the 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:****Financial Risk Management (M-FRM1V)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Financial Risk Management
<b>Course code</b>	M-FRM1V
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Alexander Knabl
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Lecture
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	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)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Global Account Management
<b>Course code</b>	M-GAM3I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Christian Stadlmann
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**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 Negotiation Training (M-GNT3T)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Global Negotiation Training
<b>Course code</b>	M-GNT3T
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Darko Pantelic
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Individual Training
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**Learning objectives:**

n.a.

**Content:**

Understand and apply the Negotiation Process

Learn to apply the Harvard Concept in different purchasing situations.

Understand the importance of intercultural sensibility and intercultural competence

Apply the knowledge about personalities to a negotiation situations

Apply different methods in the price discussion (SPIN, TCO, etc.)

Understand the buying centre and adapt your personal negotiation strategy to the specific situation

Training of an International heterogenic Team negotiation

**Prerequisites:**

n.a.



**Lecture/Seminar profile:**

**Global Price Management (M-GPM3I)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Global Price Management
<b>Course code</b>	M-GPM3I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Robert Füreder
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**Learning objectives:**

n.a.

**Content:**

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)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	International Law
<b>Course code</b>	M-ILA1I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Armin Toifl, Isabella Hödl
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**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)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Industrial Psychology
<b>Course code</b>	M-IPS1I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Richard Griffith
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	6

**Learning objectives:**

n.a.

**Content:**

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-KAM11)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Key Account Management
<b>Course code</b>	M-KAM11
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Christian Stadlmann
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	6

**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)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Labour Law
<b>Course code</b>	M-LL1V
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Manfred Harrer
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1
<b>Course type</b>	Lecture
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**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)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Management and Leadership
<b>Course code</b>	M-MAL1V
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Peter Harald Brandstätter
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Lecture
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	6

**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)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Marketing Informations Systems/Marketing Perf. Measurement
<b>Course code</b>	M-MAS3I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Jörg Kraigher-Krainer, Gerhard Svolba
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**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)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Product, Service and Brand Management
<b>Course code</b>	M-PBM3I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Pavel Strach, Thomas Höllbacher
<b>Contact hours per week</b>	1,67
<b>ECTS credits</b>	2,5
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**Learning objectives:**

n.a.

**Content:**

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)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Purchasing Management from Sales Point of View
<b>Course code</b>	M-PMS3T
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Gerald Schielin
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1
<b>Course type</b>	Individual Training
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**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)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Quantitative and Qualitative Methods
<b>Course code</b>	M-QQM3I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Michael Schmidthaler
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:**

**Sales Management (M-SAM1I)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Sales Management
<b>Course code</b>	M-SAM1I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Robert Füreder
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	6

**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:****Sales Abroad and Sales Subdiaries (M-SAS3I)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Sales Abroad and Sales Subdiaries
<b>Course code</b>	M-SAS3I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Andreas Penz
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:**

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-STP11)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Strategic Planning
<b>Course code</b>	M-STP11
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Wolfgang Schwaiger, Charles Edward Bryant
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	6

**Learning objectives:**

n.a.

**Content:**

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 Ressources, experience curve, value chain, outsourcing...

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****Training the Sales Staff 1 (M-TSS11T)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Training the Sales Staff 1
<b>Course code</b>	M-TSS11T
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Roger Hage
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1
<b>Course type</b>	Individual Training
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	6

**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)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Training the Sales Staff 2
<b>Course code</b>	M-TSS12T
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Roger Hage
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1
<b>Course type</b>	Individual Training
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	6

**Learning objectives:**

n.a.

**Content:**

Contact  
Relationship and Trust  
Need assessment  
Argumentation  
Price discussion  
Negotiation

**Prerequisites:**

n.a.



**Lecture/Seminar profile:**

**Process Management (MTS 2 ILV)**

<b>Degree course</b>	OMT
<b>Course title</b>	Process Management
<b>Course code</b>	MTS 2 ILV
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Michael Boyle
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	German/English
<b>Places for international students</b>	3

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

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

<b>Degree course</b>	OMT
<b>Course title</b>	Change Management
<b>Course code</b>	UNF 1 ILV
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Peter Harald Brandstätter, Harald Jauschnig
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	German/English
<b>Places for international students</b>	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:****B2B New Media Marketing (M-BNM3I)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	B2B New Media Marketing
<b>Course code</b>	BB-M-BNM3I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Mark Kramer
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**Learning objectives:**

n.a.

**Content:**

Providing a deeper understanding of New Media Marketing (like Web Sites, Face Book, Twitter, Blogs, YouTube, ...), how it works and how B2C and primarily B2B companies can use it to promote their goods and services

Developing integrated marketing concepts along with the new tools required to compete in a highly competitive economy.

Planning and executing a marketing strategy that merges classical as well as new marketing tools into an integrated marketing pro-gram.

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****Critical Analytical Thinking/Thesis Preparation (M-CAT3I)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Critical Analytical Thinking/Thesis Preparation
<b>Course code</b>	BB-M-CAT3I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Michael Schmidthaler
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**Learning objectives:**

n.a.

**Content:**

What is Scientific Work?

Finding a topic, that is worth to be explored within a master thesis

Structuring the process and finding a line of arguments;

Elaborating a research question and/or formulating correct hypoth-eses

Studying books and papers; providing theoretical and empirical contributions within the master thesis

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****Cross-Cultural Marketing (M-CCM3I)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Cross-Cultural Marketing
<b>Course code</b>	BB-M-CCM3I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Andreas Zehetner
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**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)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	International B2B Marketing/CDC
<b>Course code</b>	BB-M-CDC1I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Jörg Kraigher-Krainer, Andreas Zehetner
<b>Contact hours per week</b>	3
<b>ECTS credits</b>	5
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**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:****Customer Relationship Management (M-CRM3I)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Customer Relationship Management
<b>Course code</b>	BB-M-CRM3I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Tanja Spennlingwimmer
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**Learning objectives:**

n.a.

**Content:**

CRM principles, theories, strategies and techniques and the important role that CRM plays in today's business.

Hands-on experience in working with real cases and actual customer relationship management and marketing communications programs.

Key Account and Strategic Account Management and the 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:**

**Financial Risk Management (M-FRM1V)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Financial Risk Management
<b>Course code</b>	BB-M-FRM1V
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Alexander Knabl
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Lecture
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**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)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Global Account Management
<b>Course code</b>	BB-M-GAM3I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Christian Stadlmann
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**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)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Global Price Management
<b>Course code</b>	BB-M-GPM3I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Robert Füreder
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**Learning objectives:**

n.a.

**Content:**

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)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	International Law
<b>Course code</b>	BB-M-ILA1I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Armin Toifl, Isabella Hödl
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:**

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)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Industrial Psychology
<b>Course code</b>	BB-M-IPS1I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Kathrin Kordon
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:**

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)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Key Account Management
<b>Course code</b>	BB-M-KAM1I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Christian Stadlmann
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:**

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)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Labour Law
<b>Course code</b>	BB-M-LL1V
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Manfred Harrer
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1
<b>Course type</b>	Lecture
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:**

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)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Management and Leadership
<b>Course code</b>	BB-M-MAL1V
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Erika Kriechbaumer
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Lecture
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:**

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)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Marketing Informations Systems/Marketing Perf. Measurement
<b>Course code</b>	BB-M-MAS3I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Jörg Kraigher-Krainer, Gerhard Svolba
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**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)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Product, Service and Brand Management
<b>Course code</b>	BB-M-PBM3I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Pavel Strach, Thomas Höllbacher
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**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)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Purchasing Management from Sales Point of View
<b>Course code</b>	BB-M-PMS3T
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Gerald Schielin
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1
<b>Course type</b>	Individual Training
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**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)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Quantitative and Qualitative Methods
<b>Course code</b>	BB-M-QQM3I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Michael Schmidthaler
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

**Lecture/Seminar profile:****Sales Management (M-SAM1I)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Sales Management
<b>Course code</b>	BB-M-SAM1I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Robert Füreder
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	2
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**Learning objectives:**

n.a.

**Content:**

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:****Sales Abroad and Sales Subsidiaries (M-SAS3I)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Sales Abroad and Sales Subsidiaries
<b>Course code</b>	BB-M-SAS3I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Andreas Penz
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**Learning objectives:**

n.a.

**Content:**

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-STP1)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Strategic Planning
<b>Course code</b>	BB-M-STP1I
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Wolfgang Schwaiger
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	3

**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 Ressources, experience curve, value chain, outsourcing...

**Prerequisites:**

n.a.

**Lecture/Seminar profile:**

**Training the Sales Staff 1 (M-TSS11T)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Training the Sales Staff 1
<b>Course code</b>	BB-M-TSS11T
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Dieter Puganigg
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1
<b>Course type</b>	Individual Training
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:**

n.a.

**Prerequisites:**

n.a.



**Lecture/Seminar profile:****Training the Sales Staff 2 (M-TSS12T)**

<b>Degree course</b>	GSM-M
<b>Course title</b>	Training the Sales Staff 2
<b>Course code</b>	BB-M-TSS12T
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Dieter Puganigg
<b>Contact hours per week</b>	1
<b>ECTS credits</b>	1
<b>Course type</b>	Individual Training
<b>Examinations</b>	continuous assessment
<b>Language of instruction</b>	English
<b>Places for international students</b>	2

**Learning objectives:**

n.a.

**Content:**

Contact  
Relationship and Trust  
Need assessment  
Argumentation  
Price discussion  
Negotiation

**Prerequisites:**

n.a.

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

<b>Degree course</b>	OMT
<b>Course title</b>	Process Management
<b>Course code</b>	MTS 2 ILV
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Michael Boyle
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	German/English
<b>Places for international students</b>	3

**Learning objectives:**

n.a.

**Content:**

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

**Prerequisites:**

n.a.

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

<b>Degree course</b>	OMT
<b>Course title</b>	Change Management
<b>Course code</b>	UNF 1 ILV
<b>Level</b>	Master
<b>Term</b>	WS19/20
<b>Lecturer</b>	Peter Harald Brandstätter, Harald Jauschnig
<b>Contact hours per week</b>	2
<b>ECTS credits</b>	3
<b>Course type</b>	Integrated course
<b>Examinations</b>	oral or written examination
<b>Language of instruction</b>	German/English
<b>Places for international students</b>	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.