Course Offer

for Incoming Exchange Students

School of Business and Management

Bachelor's Degree Programme

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Note	ECTS	Page
Controlling, Accounting and Financial Management (Bachelor, Steyr Campus)							
CRF.ba	INT2IL / BB INT2IL	Intercultural Management	Integrated course	2	Limited places	1,5	5
Global Sales and Marketing Bachelor (Bachelor, Steyr Campus)							
GSM.ba	BBM3I	Instruments of B2B Marketing and Communication	Integrated course	4	Limited places	3	6
GSM.ba	FIN2IC	Finance 1 - Accounting and Taxation	Integrated course	2	Limited places	2	7
GSM.ba	M/RIS1I	Risk in International Sales	Integrated course	4	Limited places	2	8
GSM.ba	M/SAL2T	Sales in B2B	Individual Training	4	Limited places	2	9
GSM.ba	MBI2IC	Market and Business Intelligence	Integrated course	2	Limited places	5	10
GSM.ba	MSC2IC	Managing Sales Channels	Integrated course	2	Limited places	3	11
International Logistics Management (Bachelor, Steyr Campus)							
ILM.ba	IO-B2B	B2B Marketing in a Global Environment	Practice-oriented session	2		4	12
ILM.ba	IO-CM	Conflict Management	Seminar	2		3	13
ILM.ba	IO-GB	German for Beginners	Integrated course	2		4	14
ILM.ba	IO-GI	German Intermediate	Integrated course	2		4	15
ILM.ba	IO-GLI	German Lower Intermediate	Integrated course	2		4	16
ILM.ba	IO-PGW	Professional Performance in a Globalized World	Integrated course	2	Obligatory course	2	17
ILM.ba	IO-PI	Practical Introduction to studies	Integrated course	2	Obligatory course	3	18
ILM.ba	IO-PRS	Presentation Skills	Integrated course	2		1	19
ILM.ba	IO-ACC	Austrian Culture and Civilization	Integrated course	2		4	20
ILM.ba	IO-ECO	Macroeconomics	Integrated course	2		3	21

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Note	ECTS	Page
International Logistics Management (Bachelor, Steyr Campus)							
ILM.ba	IO-ENT	Entrepreneurship & Business Entry Models	Integrated course	2		2	22
ILM.ba	IO-LS	Leadership	Integrated course	2	Topic of the course is not finalized	2	23
Marketing and Electronic Business (Bachelor, Steyr Campus)							
MEB.ba	BWL2IL	General Business Management 3 - Business Management and Psychology	Integrated course	2	**German language**	3	24
MEB.ba	DMT2LB	Datamanagement 2	Laboratory session	2	Prerequisites for participation	2	25
MEB.ba	EBZ2IL	E-Business 1 - basics	Integrated course	2	**German language**	1,5	26
MEB.ba	GPM2UE	Business Process Management 1 – Introduction and Modelling	Practice-oriented session	2	**German language**	1	27
MEB.ba	GPM2VO	Business Process Management 1 – Introduction and Modelling	Lecture	2	**German language**	1,5	28
MEB.ba	INT4IL	IT-Projects: System planning & Design	Integrated course	4	**German language**	3	29
MEB.ba	UNF4IL	Business Management 2 – Project Management	Integrated course	4	**German language**	3	30
MEB.ba	UNF4VO	Business Management 1 – Basics of Human Resource Management	Lecture	4	**German language**	1,5	31

Language Courses – English

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
Process Management and Business Intelligence (Bachelor - Steyr Campus)							
PMBI.ba	EN2UE / BB EN2UE	English 2	Practice-oriented session	2	Bachelor	2	32
PMBI.ba	EN4LB / BB EN4LB	English 4	Laboratory session	4	Bachelor	4	33
Smart Production and Management (Bachelor - Steyr Campus)							
SPMT.ba	ENA4UE	Advanced Business English II	Practice-oriented session	4	Bachelor	3	34
SPMT.ba	ENG2UE	Business English II	Practice-oriented session	2	Bachelor	3	35
International Logistics Management (Bachelor, Steyr Campus)							
ILM.ba	ENG2UE	Englisch II	Practice-oriented session	2	Bachelor	3	36
ILM.ba	ENG4UE	English conversation	Practice-oriented session	4	Bachelor	2	37
Controlling, Accounting and Financial Management (Bachelor, Steyr Campus)							
CRF.ba	ENE2UE / BB ENE2UE	English 2 - Intermediate professional communication skills	Practice-oriented session	2	Bachelor	3	38
CRF.ba	ENV4UE	English 4 - Proficient professional communication skills	Practice-oriented session	4	Bachelor	2,5	39

Master's Degree Programme (only Master students allowed!)

Programme (department)	Course unit code	Course unit title	Course type	Semester (level)	Note	ECTS	Page
Operations Management (Master, Steyr Campus)							
OMT.ma	LOP2IL	Lean Operations Management	Lecture	2	**German language**	3	40
OMT.ma	LSH2IL	Leadership	Lecture	2	**German language**	3	41
Digital Business Management (Master - Part Time, Steyr Campus)							
DBM.ma	DWL1	Sustainable Development Goals	Integrated course	2		3	42
Global Sales and Marketing Master (Master - Part Time, Steyr Campus)							
GSMM.ma	BB_BRM2IC	Brand Management	Integrated course	2	Limited places	2	43
GSMM.ma	BB_CHM2IC	Change Management	Integrated course	2	Limited places	3	44
GSMM.ma	BB_DCG2IC	Digital Culture and Global Leadership	Integrated course	2	Limited places	3	45
GSMM.ma	BB_ECO2IC	Economics	Integrated course	2	Limited places	4	46
GSMM.ma	BB_ILA2IC	International Law	Integrated course	2	Limited places	2	47
GSMM.ma	BB_MSP2IC	Marketing and Sales Performance Measurement	Integrated course	2	Limited places	3	48
GSMM.ma	BB_SAE2IC	Sales Enablement	Integrated course	2	Limited places	2	49

Lecture/Seminar profile:

Intercultural Management (INT2IL / BB INT2IL)

Degree course	CRF.ba
Course title	Intercultural Management
Course code	INT2IL / BB INT2IL
Level	Bachelor (full time / part time)
Term	SS24
Lecturer	Wolfgang Schwaiger
Contact hours per week	1
ECTS credits	1,5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	German/English
Places for international students	5

Content:
Internationalization and globalization of business

Forms of international business activity

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

Analysis of opportunities and risks in these markets
Entrepreneurial challenges through international business activities - effects on selected management areas

Procedure models for market entries
Internationalization of financial management - outsourcing and offshoring of financial activities

Lecture/Seminar profile:

Instruments of B2B Marketing and Communication (BBM3I)

Degree course	GSM.ba
Course title	Instruments of B2B Marketing and Communication
Course code	BBM3I
Level	Bachelor
Term	SS24
Lecturer	Peter Hutterer, Andreas Zehetner
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	6

Content:
This course is a practical approach to the B2B marketing mix:
The product as the central force of business marketing instruments.
Decisions about individual product criteria as well as product line and product mix decisions
Basic innovation processes and knowing how to apply them
Challenges, opportunities and the specific rules of B2B services
Principles of branding in business marketing
Different methods for pricing products and services
Channels of distribution as the firm's bridge to the market and distinctive advantages of different sales channels
Instruments of business marketing communications in a global B2B environment
Instruments of digital marketing
Recent developments in B2B Marketing

Lecture/Seminar profile:

Finance 1 - Accounting and Taxation (FIN2IC)

Degree course	GSM.ba
Course title	Finance 1 - Accounting and Taxation
Course code	FIN2IC
Level	Bachelor
Term	SS24
Lecturer	Clemens Redl
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	6

Content:

Business organizations, stakeholders, goal setting
☐ Controlling and financial Management
☐ Financial statements (Balance sheet, income statement, statement of cash-flows)
☐ National accounting principles (Austrian Law)
☐ Transactions and documents
☐ System of double entry accounting
☐ Preparing a balance-sheet and an income statement
☐ Analysis of financial statements by the use of ratios
☐ Principles of corporate taxation

Lecture/Seminar profile:

Risk in International Sales (M/RIS1I)

Degree course	GSM.ba
Course title	Risk in International Sales
Course code	M/RIS1I
Level	Bachelor
Term	SS24
Lecturer	Karin Palmetshofer-Hörschinger
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	10

Content:
Different risks in International Sales (country, commercial, currency and transport risks)
Evaluate the different risks
Learn how to protect against these risks
Understand the costs for each tool
Learn to apply the knowledge in different cases.

Lecture/Seminar profile:

Sales in B2B (M/SAL2T)

Degree course	GSM.ba
Course title	Sales in B2B
Course code	M/SAL2T
Level	Bachelor
Term	SS24
Lecturer	Robert Füreder, Piotr Kwiatek
Contact hours per week	2
ECTS credits	2
Course type	Individual Training
Examinations	continuous assessment
Language of instruction	English
Places for international students	10

Content:
Technical and Sales Training based on a Real Company Case (High End Technical Product)
Students experience the functions of Buying Center/ selling Center structures in practical application by learning to know a Real Case situation (business background, technology involved, real product training by a top Austrian producer of high end machines…)
How to sell technical products (How can product training be transferred into sales situations)
How to define an appropriate offer for a complex product/service package
Price politics and importance of price for buying process
Proper preparation for a complex sales process

Lecture/Seminar profile:

Market and Business Intelligence (MBI2IC)

Degree course	GSM.ba
Course title	Market and Business Intelligence
Course code	MBI2IC
Level	Bachelor
Term	SS24
Lecturer	Piotr Kwiatek, Margarethe Überwimmer, Christopher Korntner-Kanitz
Contact hours per week	4
ECTS credits	5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	9

Content:
This course is a B2B focused approach to marketing and market research.
Students will be introduced to several analysis techniques and be enabled to conduct these analyses by themselves.
☐ Role and necessity of Market and Business Intelligence in B2B enterprises
☐ The marketing research process, milestones of research projects
☐ Marketing and sales problems translated into research questions
☐ Secondary and primary research (qualitative and quantitative) major instruments and tools in both approaches
☐ Scaling techniques and overview of sampling methods and processes
☐ Questionnaires to collect data according to defined research questions
☐ Basics of descriptive statistics and multivariate analysis techniques
☐ Design and execution of a basic survey research project
☐ Data analysis using statistical methods, inferential statistics for market research (estimation and testing), correlation analysis
☐ Comprehensive market research reports and presentation of data to an audience

Lecture/Seminar profile:

Managing Sales Channels (MSC2IC)

Degree course	GSM.ba
Course title	Managing Sales Channels
Course code	MSC2IC
Level	Bachelor
Term	SS24
Lecturer	Robert Füreder, Christian Stadlmann
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	6

Content:

Key Account Management
☐ Reasons for, aims and effects of key account management
☐ Strategic, organizational and personnel aspects of key account management
☐ Means of identifying strategic customers
☐ Instruments to analyze key customers
☐ Identification and establishment of key account teams
Sales Partner Management
☐ Aspects of sales partner management (legal, financial, logistical, regional, …)
☐ Identification and selection of sales partners
☐ Development and Controlling of partnerships
☐ Termination of sales partners

Lecture/Seminar profile:

B2B Marketing in a Global Environment (IO-B2B)

Degree course	ILM.ba
Course title	B2B Marketing in a Global Environment
Course code	IO-B2B
Level	Bachelor
Term	SS24
Lecturer	Wiesinger Sophie
Contact hours per week	1
ECTS credits	2
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	20

Content:
☐ Understanding the impact of a global environment on B2B-Marketing
☐ Adapting B2B-Marketing instruments according to different requirements of a global market scenario
☐ Discussing strategic and operative B2B-Marketing in the light of different socio-political-cultural environments
☐ E.g. Methods of global marketing research, global products – local customers, interculturally adjusted marketing, international marketing mix, strategy of global market development

Lecture/Seminar profile:

Conflict Management (IO-CM)

Degree course	ILM.ba
Course title	Conflict Management
Course code	IO-CM
Level	Bachelor
Term	SS24
Lecturer	Höllriegl Jutta
Contact hours per week	2
ECTS credits	3
Course type	Seminar
Examinations	continuous assessment
Language of instruction	English
Places for international students	20

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.

Lecture/Seminar profile:

German for Beginners (IO-GB)

Degree course	ILM.ba
Course title	German for Beginners
Course code	IO-GB
Level	Bachelor
Term	SS24
Lecturer	Susanne Schachermayr
Contact hours per week	2
ECTS credits	4
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	15

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

Lecture/Seminar profile:

German Intermediate (IO-GI)

Degree course	ILM.ba
Course title	German Intermediate
Course code	IO-GI
Level	Bachelor
Term	SS24
Lecturer	Winter Silvia
Contact hours per week	2
ECTS credits	4
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	15

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

Lecture/Seminar profile:

German Lower Intermediate (IO-GLI)

Degree course	ILM.ba
Course title	German Lower Intermediate
Course code	IO-GLI
Level	Bachelor
Term	SS24
Lecturer	Barbara Reisenbichler
Contact hours per week	2
ECTS credits	4
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	15

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

Lecture/Seminar profile:

Professional Performance in a Globalized World (IO-PGW)

Degree course	ILM.ba
Course title	Professional Performance in a Globalized World
Course code	IO-PGW
Level	Bachelor
Term	SS24
Lecturer	Höllriegl Jutta
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	60

Content:
Students are requested to think out of the box, break their patterns of behavior 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.

Lecture/Seminar profile:

Practical Introduction to studies (IO-PI)

Degree course	ILM.ba
Course title	Practical Introduction to studies
Course code	IO-PI
Level	Bachelor
Term	SS24
Lecturer	Edtmeier Anton
Contact hours per week	1
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	60

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.

Lecture/Seminar profile:

Presentation Skills (IO-PRS)

Degree course	ILM.ba
Course title	Presentation Skills
Course code	IO-PRS
Level	Bachelor
Term	SS24
Lecturer	Fuereder Robert
Contact hours per week	1
ECTS credits	1
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	20

Content:

The students are able to deliver professional presentations in a business context. Students are able to use different media, that are appropriate in specific situations. They become confident in delivering long and difficult presentations. They are able to create a positive atmosphere and find the right balance between facts (hard facts) and feelings (soft facts). Students learn how to present and deliver the main messages via MS Teams (online).

Lecture/Seminar profile:

Austrian Culture and Civilization (IO-ACC)

Degree course	ILM.ba
Course title	Austrian Culture and Civilization
Course code	IO-ACC
Level	Bachelor
Term	SS24
Lecturer	Hannes Hofstadler
Contact hours per week	2
ECTS credits	4
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	20

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

Lecture/Seminar profile:

Macroeconomics (IO-ECO)

Degree course	ILM.ba
Course title	Macroeconomics
Course code	IO-ECO
Level	Bachelor
Term	SS24
Lecturer	Matthias Unterbuchschachner
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	15

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

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

Lecture/Seminar profile:

Entrepreneurship & Business Entry Models (IO-ENT)

Degree course	ILM.ba
Course title	Entrepreneurship & Business Entry Models
Course code	IO-ENT
Level	Bachelor
Term	SS24
Lecturer	Ahu Seda Genis-Gruber
Contact hours per week	2
ECTS credits	2
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	20

Learning objectives:
Course Aim:
1. Understanding the importance of Startup Business and International Management
2. Founding Strategies for emerging markets
3. Trends and developments facing international managers and startups
4. Creating the perfect pitch
5. Strategies for SMEs and value creation in alliances
6. International Human Resource Management applications
7. Negotiation and Effective Conflict Resolution methods
8. Intrapreneurial Thinking
9. Getting ability to run a Startup in Austria

Content:
For an effective entrepreneurial and organizational management, the analysis of recent developments and trends within hypercompetitive global arena will be carried out in the classes through text and case studies. The expanding Startup Commuinty 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.
Learning objectives:

Lecture/Seminar profile:

Leadership (IO-LS)

Degree course	ILM.ba
Course title	Leadership
Course code	IO-LS
Level	Bachelor
Term	SS24
Lecturer	Dieter W. Schauer
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	15

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

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

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

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

Lecture/Seminar profile:

General Business Management 3 - Business Management and Psychology (BWL2IL)

Degree course	MEB.ba
Course title	General Business Management 3 - Business Management and Psychology
Course code	BWL2IL
Level	Bachelor
Term	SS24
Lecturer	Gisela Schutti-Pfeil
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	written examination
Language of instruction	German
Places for international students	2

Content:
Persönlichkeitspsychologie
• Motivationspsychologie
• Psychologie der Gruppe
• Konfliktmanagement
• Rollentheoretische Ansätze
• Selbstmanagement, Prioritätensetzung und Burnout - Prävention
• Studiengangsspezifische Übungsbeispiele und Fallstu-dien zur Anwendung der theoretischen Konzeption

Lecture/Seminar profile:

Datamanagement 2 (DMT2LB)

Degree course	MEB.ba
Course title	Data management 2
Course code	DMT2LB
Level	Bachelor
Term	SS24
Lecturer	Gerald Petz, Dietmar Nedbal
Contact hours per week	2
ECTS credits	2
Course type	Laboratory session
Examinations	written examination
Language of instruction	English
Places for international students	8

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

Prerequisites:
1. Fundamentals of databases (cf. http://www.cherrycreekeducation.com/bbk/b/Pearson_Database_Systems_A_Practical_Approach _to_Design_Implementation_and_Management_6th_Global_Edition_1292061189.pdf
   - Relational model and languages
   - Relational algebra
   - SQL – Data Manipulation (cf. https://www.w3schools.com/sql/default.asp)
   - Experience with MS Access or other relational databases (e.g. MySQL, MS SQL Server, …)
2. MS Excel
   - Fundamentals
   - Pivot-tables

Lecture/Seminar profile:

E-Business 1 - basics (EBZ2IL)

Degree course	MEB.ba
Course title	E-Business 1 - basics
Course code	EBZ2IL
Level	Bachelor
Term	SS24
Lecturer	Gerald Petz
Contact hours per week	1
ECTS credits	1,5
Course type	Integrated course
Examinations	written examination
Language of instruction	German
Places for international students	2

Content:
- Grundlagen der Internet-Ökonomie
- Überblick über E-Business-Einsatzszenarien entlang der Supply Chain
- E-Business-Anwendungsgebiete wie E-Commerce, E-Procurement, E-Cooperation, Communities, etc.
- E-Business-Management
- Best-Practices aus E-Business-Anwendungen
- Technische Lösungen hinter den E-Business-Best-Practices

Lecture/Seminar profile:

Business Process Management 1 – Introduction and Modelling (GPM2UE)

Degree course	MEB.ba
Course title	Business Process Management 1 – Introduction and Modelling
Course code	GPM2UE
Level	Bachelor
Term	SS24
Lecturer	Markus Gahleitner
Contact hours per week	1
ECTS credits	1
Course type	Practice-oriented session
Examinations	written examination
Language of instruction	German
Places for international students	2

Content:

      Einführung in Prozessmanagement
- PM - Projektabwicklung
- Methoden zur Erhebung, Darstellung und Dokumentation von Prozessen
- Methoden und Tools zur Modellierung von Prozessen (Brown Paper, Flowcharter, PM-Tools)
- Kennzahlen für Prozessleistungstransparenz
- Methoden zur Analyse der Effizienz der Prozesse
- Anwendung von Methoden und PM –Tools
- Methoden zur Bestimmung von Prozessreifegraden (Process Audit, …)

Lecture/Seminar profile:

Business Process Management 1 – Introduction and Modelling (GPM2VO)

Degree course	MEB.ba
Course title	Business Process Management 1 – Introduction and Modelling
Course code	GPM2VO
Level	Bachelor
Term	SS24
Lecturer	Markus Gahleitner
Contact hours per week	1
ECTS credits	1,5
Course type	Lecture
Examinations	written examination
Language of instruction	German
Places for international students	2

Content:

      Einführung in Prozessmanagement
- PM - Projektabwicklung
- Methoden zur Erhebung, Darstellung und Dokumentation von Prozessen
- Methoden und Tools zur Modellierung von Prozessen (Brown Paper, Flowcharter, PM-Tools)
- Kennzahlen für Prozessleistungstransparenz
- Methoden zur Analyse der Effizienz der Prozesse
- Anwendung von Methoden und PM –Tools
- Methoden zur Bestimmung von Prozessreifegraden (Process Audit, …)

Lecture/Seminar profile:

IT-Projects: System planning & Design (INT4IL)

Degree course	MEB.ba
Course title	IT-Projects: System planning & Design
Course code	INT4IL
Level	Bachelor
Term	SS24
Lecturer	Gerold Wagner
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	written examination
Language of instruction	German
Places for international students	2

Content:

Systemplanung
- Zieldefinition für E-Business-Projekte
- Festlegung von Kriterien, Requirements-Engineering
- Erhebung von Systemalternativen
- Entscheidung zwischen Standard- und Individualsoft-ware
- Bewertung von Lösungsalternativen
- Erstellung von Pflichten- und Lastenheften
- Planung der Einführung von Informationssystemen

Lecture/Seminar profile:

Business Management 2 – Project Management (UNF4IL)

Degree course	MEB.ba
Course title	Business Management 2 – Project Management
Course code	UNF4IL
Level	Bachelor
Term	SS24
Lecturer	René Riedl
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	written examination
Language of instruction	German
Places for international students	2

Content:

Methoden und Instrumente des Projektmanagements
• Projektdefinition, -antrag
• Besonderheiten von E-Business- und Marketing-Projekten
• Projektplanung: Aufgabenplanung und Projektstruktur-plan, Termin- und Ablaufplanung, Ressourcen und Kos-tenplanung von Projekten, Ermittlung des kritischen Pfades
• Projektorganisation
• Projektsteuerung
• Projektcontrolling und -berichtswesen
• Krisenmanagement bei Projektverzögerung
• Projektabschluss
• Multiprojektmanagement
• Agiles Projektmanagement
• Anwendung der Methoden und Instrumente am Beispiel des Unternehmensprojekts (UPRV1P)

Lecture/Seminar profile:

Business Management 1 – Basics of Human Resource Management (UNF4VO)

Degree course	MEB.ba
Course title	Business Management 1 – Basics of Human Resource Management
Course code	UNF4VO
Level	Bachelor
Term	SS24
Lecturer	Christine Ebner
Contact hours per week	1
ECTS credits	1,5
Course type	Lecture
Examinations	written examination
Language of instruction	German
Places for international students	2

Content:
Funktionen des Personalmanagements
- Personalmanagement-Strategien
- Arbeitgeber-/Arbeitnehmerbeziehungen und Rechts-grundlagen
- Such- und Auswahlinstrumente
- Personalentwicklung
- Personalplanung
- Fallstudie Anwendung Personalmanagement

Lecture/Seminar profile:

English 2 (EN2UE / BB EN2UE)

Degree course	PMBI.ba
Course title	English 2
Course code	EN2UE / BB EN2UE
Level	Bachelor (full time/ part time)
Term	SS24
Lecturer	Rory Marc Thomas
Contact hours per week	2
ECTS credits	2
Course type	Practice-oriented session
Examinations	oral or written examination
Language of instruction	English
Places for international students	3

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

Lecture/Seminar profile:

English 4 (EN4LB / BB EN4LB)

Degree course	PMBI.ba
Course title	English 4
Course code	EN4LB / BB EN4LB
Level	Bachelor
Term	SS24
Lecturer	
Contact hours per week	3
ECTS credits	4
Course type	Laboratory session
Examinations	oral or written examination
Language of instruction	English
Places for international students	3

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

Lecture/Seminar profile:

Advanced Business English II (ENA4UE)

Degree course	SPMT.ba
Course title	Advanced Business English II
Course code	ENA4UE
Level	Bachelor
Term	SS24
Lecturer	Rory Marc Thomas
Contact hours per week	2
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	3

Learning objectives:
n.a.

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

Prerequisites:
n.a.

Lecture/Seminar profile:

Business English II (ENG2UE)

Degree course	SPMT.ba
Course title	Business English II
Course code	ENG2UE
Level	Bachelor
Term	SS24
Lecturer	Kristina Jilly
Contact hours per week	2
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	3

Learning objectives:
n.a.

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

Topics dealt with from the field of Production and Management

Prerequisites:
n.a.

Lecture/Seminar profile:

Englisch II (ENG2UE)

Degree course	ILM.ba
Course title	Englisch II
Course code	ENG2UE
Level	Bachelor
Term	SS24
Lecturer	Sarah Ann Grafinger
Contact hours per week	3
ECTS credits	3
Course type	Practice-oriented session
Examinations	oral or written examination
Language of instruction	English
Places for international students	2

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

Lecture/Seminar profile:

English conversation (ENG4UE)

Degree course	ILM.ba
Course title	English conversation
Course code	ENG4UE
Level	Bachelor
Term	SS24
Lecturer	Nicholas Allen
Contact hours per week	2
ECTS credits	2
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	3

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)

Lecture/Seminar profile:

English 2 - Intermediate professional communication skills (ENE2UE / BB ENE2UE)

Degree course	CRF.ba
Course title	English 2 - Intermediate professional communication skills
Course code	ENE2UE / BB ENE2UE
Level	Bachelor (full time / part time)
Term	SS24
Lecturer	Sarah Ann Grafinger, Teresa Rieger
Contact hours per week	3
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	6

Content:
Change Management
Giving and receiving feedback in presentations
Corporate Social Responsibility
Green Washing - Company Image
Corporate Governance
Public companies - Direction and control
Sarbanes-Oxley Act and Corporate Financial responsibility
The role of shareholders
Mergers and Acquisitions

Lecture/Seminar profile:

English 4 - Proficient professional communication skills (ENV4UE)

Degree course	CRF.ba
Course title	English 4 - Proficient professional communication skills
Course code	ENV4UE
Level	Bachelor
Term	SS24
Lecturer	Sarah Ann Grafinger, Samantha Einwagner
Contact hours per week	2
ECTS credits	2,5
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	6

Content:
Individual student generated topics
Leadership, power and responsibility
Developing proficiency in debating skills
Risk management
Advanced negotiation skills
Presentations based on specific business/economic topics

Lecture/Seminar profile:

Lean Operations Management (LOP2IL)

Degree course	OMT.ma
Course title	Lean Operations Management
Course code	LOP2IL
Level	Master
Term	SS24
Lecturer	Roland Braune
Contact hours per week	2
ECTS credits	3
Course type	Lecture
Examinations	oral or written examination
Language of instruction	German
Places for international students	5

Content:

Zur Vermittlung eines vertieften Verständnisses, der grundlegenden Zusammenhänge und Logiken wird schwerpunktmäßig – mit Praxisbezug zu Unternehmen aus Industrie, Gewerbe und Dienstleistung – auf folgende Lean Operations Management spezifische Themen eingegangen:
- Begriffsklarheit: Management, Lean Production, Lean Management, Operations Management, Produktivität, Qualität, Digitalisierung, Nachhaltigkeit, …
- Grundlagen Lean Management, Operations Management: Historie,
- Philosophie, Kultur, Prinzipien, …
- Nutzen/Erfolge einer schlanken Organisation
- Multiple, ganzheitliche Zielsetzung im Lean Operations Management
- Lean-Kennzahlen, KPI´s und Balanced Scorecards
- Prozesse erheben, visualisieren, optimieren und standardisieren
- Anwendung von Lean Management Methoden und Werkzeugen zur
- Optimierung, wie Vermeidung von Verschwendung, KVP, 3M, 5S, ABC/XYZ, Swimlane, Shopfloor, …
- Wirksames Change Management als Basis zur Umsetzung von Lean Operations Management
- Skills erfolgreicher Operations Manager
- Lean Leadership – wirksame Führungsprinzipien im Operations Management

Lecture/Seminar profile:

Leadership (LSH2IL)

Degree course	OMT.ma
Course title	Leadership
Course code	LSH2IL
Level	Master
Term	SS24
Lecturer	Ludwig Pekarek
Contact hours per week	2
ECTS credits	3
Course type	Lecture
Examinations	oral or written examination
Language of instruction	German
Places for international students	5

Content:
- Überblick Unternehmensführung
- Grundlagen der Führung
- Führungstheorien und -aufgaben
- Führungsstile und -verhalten
- Führungsinstrumente
- Partizipation, Delegation
- Führungskompetenzen
- Generationenmanagement
- Interkulturelle Aspekte der Führung

Lecture/Seminar profile:

Sustainable Development Goals (DWL1)

Degree course	DBM.ma
Course title	Sustainable Development Goals
Course code	DWL1
Level	Master
Term	SS24
Lecturer	Georg Redlhammer
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	10

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

Lecture/Seminar profile:

Brand Management (BB_BRM2IC)

Degree course	GSMM.ma
Course title	Brand Management
Course code	BB_BRM2IC
Level	Master
Term	SS24
Lecturer	Pavel Strach
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Content:
☐ Establishing and maintaining international brands (corporate, range, product and service brands) in a joint brand portfolio.
☐ Different functions and challenges of the brand manager in an international company, especially within an intensified digital world.
☐ Coordination and interplay of different functions in companies with respect to brand policy.
☐ Brands managed along digital brand touchpoints.

Lecture/Seminar profile:

Change Management (BB_CHM2IC)

Degree course	GSMM.ma
Course title	Change Management
Course code	BB_CHM2IC
Level	Master
Term	SS24
Lecturer	Peter Harald Brandstätter
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Content:
☐ Change management theories and tools
☐ Designing productive change interventions
☐ Dealing with resistance to change
☐ Learning and competency development in change

Lecture/Seminar profile:

Digital Culture and Global Leadership (BB_DCG2IC)

Degree course	GSMM.ma
Course title	Digital Culture and Global Leadership
Course code	BB_DCG2IC
Level	Master
Term	SS24
Lecturer	Richard Griffith
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Content:
☐ Leadership theories and tools
☐ Productivity and leadership in the digital age
☐ Ethical leadership and individual competencies of a productive leader
☐ Leadership tasks and their relevance in respect to different organizational settings/development phases
☐ Special requirements to leadership in remote digital situations and under multicultural diverse conditions

Lecture/Seminar profile:

Economics (BB_ECO2IC)

Degree course	GSMM.ma
Course title	Economics
Course code	BB_ECO2IC
Level	Master
Term	SS24
Lecturer	Wolfgang Schwaiger
Contact hours per week	2
ECTS credits	4
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Content:
☐ Economic foundations in micro- and macroeconomics - distribution, taxation, equality
☐ Economic growth and policy models
☐ Unemployment and inflation
☐ Domestic and foreign investment and their dependency on local conditions
☐ Policy intervention options: possibilities of states, national banks,… to influence these economical conditions

Lecture/Seminar profile:

International Law (BB_ILA2IC)

Degree course	GSMM.ma
Course title	International Law
Course code	BB_ILA2IC
Level	Master
Term	SS24
Lecturer	Robert Reitmann
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Content:
 International Law
o Relationship between International Legal Systems
o Overview about important organizations and institutions in Europe
and beyond
o Unfair Competition – Differences between Austria (UWG) and other
European countries; relationship to other acts, rules, and regulations.
o Product Liability, Consumer Rights and Consumer Protection
o International IPR
 Data Protection
o Basic principles of data protection
o Main actors
o Data subjects rights
o Data protection – relevance for sales and marketing
 Contract Management
o Conclusion of contracts
o Priority of documents
o Retention of title
o Transfer the risk
o Delay
o Warranty/Guarantee

Lecture/Seminar profile:

Marketing and Sales Performance Measurement (BB_MSP2IC)

Degree course	GSMM.ma
Course title	Marketing and Sales Performance Measurement
Course code	BB_MSP2IC
Level	Master
Term	SS24
Lecturer	Harald Josef Hammer
Contact hours per week	1
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Content:
☐ Concepts and procedures for investigating and industrial clients' buying habits, international market, analyzing competitors' behaviour and environmental factors
☐ Developing a Marketing Information System and interpreting and reporting findings in an international business environment.
☐ Applying marketing performance tools as prerequisite and foundation for strategic and tactical marketing decisions.
☐ Measuring the effects of marketing and sales activities
☐ Measuring customer satisfaction and brand attitudes
☐ Calculating the lifetime value of a customer
☐ Supporting pricing decisions and new product development
☐ Evaluating the effects of advertising and sales promotion, etc.
☐ Applying critical success factors (CSF) and key performance indicators (KPI)
☐ Developing tactical and strategic performance "dashboards", to monitor, analyze and manage the business.

Lecture/Seminar profile:

Sales Enablement (BB_SAE2IC)

Degree course	GSMM.ma
Course title	Sales Enablement
Course code	BB_SAE2IC
Level	Master
Term	SS24
Lecturer	Harald Josef Hammer
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Content:

Implementing Sales Enablement:
- Customer´s path and resulting Enablement Charter
- Content, Training and Coaching Services
- Creating Consistency through Value Messaging
- Sales Force Effective Measurement Tools

Applying Commercial Excellence:
- Commercial Excellence Handbook
- Opportunity Management Tool
- Business & Service Level Guidelines (framework)