UNIVERSITY OF APPLIED SCIENCES UPPER AUSTRIA

Course Offer

for Incoming Exchange Students

Winter semester 2026-2027

School of Business and Management

fh-ooe.at/en/steyr-campus

GENERAL INFORMATION

Choosing Courses

Exchange students may combine courses from different degree programs (such as ILM, GSM, etc.), and different semesters, as long as they meet the prerequisites for each course. Master students are welcome to choose Bachelor courses as well.

Please note that actual course registration will take place during the orientation week (courses schedule will be provided at the same time).

Elective courses

You can also attend courses from the Elective course offer (see page 2). Please, contact Olesia.Lanina@fh-stery.at if you wish to be enrolled to any of the elective courses.

Deadline: 18.09.2026

Workload per semester

A full workload for regular students is 30 ECTS per semester; exchange students are expected to attend courses worth at least 25 ECTS.

Language courses

You can choose from several language courses (e.g. English, German), but you may only enroll in one group per language. For example, if you register for an English course, you can only join one English group. The same applies to German.

Courses in German

Exchange students who speak German fluently (B2 or higher) may also participate in courses taught in German at Steyr Campus – ask International Office for detailed course list. For all others we offer German language courses at various levels (free of charge).

Obligatory courses

The courses “Professional performance in a Globalized World” and “Practical Introduction to Studies” are mandatory for all exchange students and worth 5 ECTS in total.

Important dates in the winter semester 2026/2027

- Recommended Arrival Date: 18th – 20th September 2026
- Orientation Week: 21st – 25th September 2026 (attendance obligatory!)
- Lectures during the semester: 1st October 2026 –30th January 2027
- Examination period: throughout the semester until 15th February 2027 (presence of the student during their study period is mandatory!)
- Christmas holidays: 24th December 2026 – 6th January 2027

Electives Course Offer

Electives are optional courses offered across all four faculties to all FH student who wish to attend. The courses below are taught in English. The credits earned are fully equivalent to those from any other course in the main curriculum.

Please note: Our other campuses are located in different cities across Upper Austria, which may require additional travel time.

Campus	Course unit code	Course unit title	Course type	Level	ECTS	Page
Wels	ACO	Agile Coach	Integrated course	Master	2	83
Wels	BAT	Battery Technology	Lecture	Master	3	84
Online	CMA	Change Management	Integrated course	Master	3	85
Wels	EMT	Energy Meteorology	Integrated course	Master	3	86
Online	FED	Financial Education	Integrated course	Master	2	87
Wels & Online	FSP	Formula Student Project	Integrated course	Bachelor / Master	4	88
Linz	GSD	Global Startup development	Integrated course	Bachelor / Master	2	89
Wels	IPM	International Project Management	Integrated course	Master	3	90
Online	IPP	Introduction to Python Programming	Integrated course	Bachelor	2	91
Online	EQC	Introduction to Quantum Computing	Integrated course	Bachelor	3	92
Steyr	MSP	Motivational Speaking	Integrated course	Master	2	93
Linz	NDL	Neural Networks and Deep Learning	Integrated course	Master	3	94
Online	NELS	Next Level Skills for Student Leaders	Integrated course	Bachelor / Master	3	95
Self-study course	SAS	SAS Business Analytics Specialist	e-learning module and online workshop	Bachelor / Master	6	96
Self-study course	SLS	SAS Life Sciences Analytics Specialization	e-learning module and online workshop	Bachelor / Master	6	97
Online	TAI	Trustworthy AI: Ethics, Human Factors & AI ACT	Lecture	Bachelor / Master	1	98

Bachelor's Degree Program

Program (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
Controlling, Accounting and Financial Management (Bachelor, Steyr Campus)							
CRF.ba	BAP1IL	GERMAN Business Analytics 1	Integrated course	1	Bachelor	1,5	9
CRF.ba	INT1IT	Intercultural Management	Individual Training	1	Bachelor	1	10
CRF.ba	SKV3IT	GERMAN Social Skills training 3 - Presentation & Communication	Individual Training	3	Bachelor	1	13
Global Sales and Marketing (Bachelor, Steyr Campus)							
GSM.ba	SFL1PRG1	NEW Second Foreign Language 1 - Chinese	Integrated course	1	Bachelor	3	11
GSM.ba	BBM1IC	Introduction to B2B Marketing	Integrated course	1	Bachelor	3	15
GSM.ba	EBW5IC	Ethics and Business Ethics in a Worldwide Comparison	Integrated course	5	Bachelor	2	16
GSM.ba	ELEC1I – INC5PR	Elective Course 1 - InnoCamp36	Integrated course	5	Bachelor	3	17
GSM.ba	ELEC1I – MBC5IC	Elective Course 1 - Managing Across Borders and Cultures	Integrated course	5	Bachelor	3	18
GSM.ba	ELEC2I – POL5IC	Elective Course 2 - Positive Leadership	Integrated course	5	Bachelor	3	19
GSM.ba	ICL5PR	NEW Intercultural Context Lab for Marketing and Sales	Practice-oriented session	5	Bachelor	2	8
GSM.ba	ICM1IC	Intercultural Management and Sales	Integrated course	1	Bachelor	5	20
GSM.ba	PSY1IC	Psychology and Personal Resilience	Integrated course	1	Bachelor	2	21
GSM.ba	SOP1IC	Sales Organization and Processes	Integrated course	1	Bachelor	3	22
GSM.ba	STP1IC	Sustainable Strategic Planning for Marketing	Integrated course	1	Bachelor	4	23
International Logistics Management (Bachelor, Steyr Campus)							
ILM.ba	BWL1VO	Business Administration 1	Lecture	1	Bachelor	3	24
ILM.ba	DTM1UE	Datamanagement for Logistics	Practice-oriented session	1	Bachelor	3	25

Program (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
International Logistics Management (Bachelor, Steyr Campus)							
ILM.ba	FF Datenmanagement mit Excel	FF Datenmanagement mit Excel (preparation course to meet prerequisites for DTM1UE course, has 0 ECTS)	Individual Training	1	Bachelor	0	26
ILM.ba	FIN1IL	Finance I - External and Cost Accounting Basics	Integrated course	1	Bachelor	4,5	27
ILM.ba	GER1IL	German I	Integrated course	1	Bachelor	4,5	28
ILM.ba	ENG1IL	English I	Integrated course	1	Bachelor	4,5	29
ILM.ba	GER3UE	German 3	Practice-oriented session	3	Bachelor	2	30
ILM.ba	IO-ACC	Austrian Culture and Civilization	Integrated course	1	Bachelor	4	31
ILM.ba	IO-ACFV	Applied Corporate Finance for Valuation	Integrated course	1	Bachelor	3	32
ILM.ba	IO-CM	Conflict Management	Seminar	1	Bachelor	3	33
ILM.ba	IO-ENT	Entrepreneurship & Business Entry Models	Integrated course	1	Bachelor	2	34
ILM.ba	IO-GB	German for Beginners	Integrated course	1	Bachelor	4	35
ILM.ba	IO-GI	German Intermediate	Integrated course	1	Bachelor	4	36
ILM.ba	IO-GLI	German Lower Intermediate	Integrated course	1	Bachelor	4	37
ILM.ba	IO-IB	International Business	Integrated course	1	Bachelor	2	38
ILM.ba	IO-LS	Leadership	Integrated course	1	Bachelor	3	39
ILM.ba	IO-OB	NEW Organizational Behavior	Lecture	1	Bachelor	3	40
ILM.ba	IO-PGW	Professional Performance in a Globalized World	Integrated course	1	Bachelor	2	41
ILM.ba	IO-PI	Practical Introduction to studies	Integrated course	1	Bachelor	3	42
ILM.ba	IO-PM	NEW Project Management	Integrated course	1	Bachelor	3	43
ILM.ba	LOM1IL	Logistics Management 2 - Planning and Production Logistics	Integrated course	1	Bachelor	3	44

Program (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
International Logistics Management (Bachelor, Steyr Campus)							
ILM.ba	LOM1VO	Logistics Management 1 - Basics	Lecture	1	Bachelor	3	45
ILM.ba	STB1IL	Sustainability in Logistics	Integrated course	1	Bachelor	2	46
ILM.ba	TUL1VO	Logistics Fundamentals on Transport, Handling and Warehousing	Lecture	1	Bachelor	3	47
Marketing and Digital Business (Bachelor, Steyr Campus)							
MAB.ba	ENG1UE	English I - basics	Practice-oriented session	1	Bachelor	3	48
Smart Production and Management (Bachelor, Steyr Campus)							
SPMT.ba	ENA3UE	Advanced Business English I	Practice-oriented session	3	Bachelor	3	49
Controlling, Accounting and Financial Management (Bachelor - Part Time, Steyr Campus)							
CRF.ba	BB BAP1IL	GERMAN Business Analytics 1	Integrated course	1	Bachelor	1,5	50
CRF.ba	BB FIV3IL	Financial Engineering/International Capital Market	Integrated course	3	Bachelor	4	51
CRF.ba	BB INT1IT	Intercultural Management	Individual Training	1	Bachelor	1	52
CRF.ba	BB MAS3IL	Marketing & Sales	Integrated course	3	Bachelor	3	53
CRF.ba	BB ORG3IL	GERMAN Organization	Integrated course	3	Bachelor	1,5	54
CRF.ba	BB SKV3IT	GERMAN Social Skills training 3 - Presentation & Communication	Individual Training	3	Bachelor	1	57
CRF.ba	BB STR3IL	Strategic Corporate Planning	Integrated course	3	Bachelor	4	58
International Logistics Management (Bachelor - Part Time, Steyr Campus)							
ILM.ba	BB GLL3SE	Case Studies on Global Logistics	Seminar	3	Bachelor	4	60
ILM.ba	BB ILM2SE	GERMAN Integrated Logistics Management	Seminar	2	Bachelor	1	61

Program (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
International Logistics Management (Bachelor - Part Time, Steyr Campus)							
ILM.ba	BB INT3SE	Intercultural Management	Seminar	3	Bachelor	3,5	62
ILM.ba	BB MAP3IL	Marketing and HR-Management	Integrated course	3	Bachelor	4,5	63
ILM.ba	BB MAT3IL	NEW Applied Mathematics in Logistics	Integrated course	3	Bachelor	3	64
ILM.ba	BB MEC3VO	Macroeconomics	Lecture	3	Bachelor	3	65
ILM.ba	BB NEG3SE	Negotiations	Seminar	3	Bachelor	4	66
ILM.ba	BB STL3IL	NEW Applied Statistics in Logistics	Integrated course	3	Bachelor	3	67
Smart Production and Management (Bachelor - Part Time, Steyr Campus)							
SPMT.ba	ENA3UE	Advanced Business English I	Practice-oriented session	3	Bachelor	3	68

Master's Degree Program

Program (department)	Course unit code	Course unit title	Course type	Semester (level)	Level	ECTS	Page
Global Sales and Marketing (Master – Full time/ Part Time, Steyr Campus)							
GSMM.ma	M_CCM3IC	Cross-Cultural Marketing	Integrated course	3	Master	2	69
GSMM.ma	M_CJL3IT	Customer Journey Lab	Individual Training	3	Master	3	70
GSMM.ma	M_GAN3IC	Global Accounts and Network Management	Integrated course	3	Master	3	71
GSMM.ma	M_GNT3IT	Global Negotiation Training	Individual Training	3	Master	1	72
GSMM.ma	M_GPM3IC	Global Price Management	Integrated course	3	Master	2	73
GSMM.ma	M_IPR3IT	International Procurement	Individual Training	3	Master	1	74
GSMM.ma	M_MBA3IC	Market and Business Analytics	Integrated course	3	Master	4	75
GSMM.ma	M_QQM3IC	Quantitative and Qualitative Methods	Integrated course	3	Master	3	76
GSMM.ma	BB_SSE1IC	Servitization and Service Excellence	Integrated course	1	Master	3	77
GSMM.ma	M_SSM3IC	Sales Subsidiary Management	Integrated course	3	Master	2	78
Human Resource Management (Master - Part Time, Steyr Campus)							
HRM.ma	EXP3IL	Expatriate Management	Integrated course	3	Master	2	79
HRM.ma	GHR2IL	Global HRM	Integrated course	2	Master	1,5	80
HRM.ma	STR1IL	NEW Strategic corporate planning	Integrated course	1	Master	3	81
Operations Management (Master - Part Time, Steyr Campus)							
OMT.ma	FUE1IL	GERMAN Human Capital Management and Diversity	Integrated course	1	Master	3	82

Lecture/Seminar profile:

Intercultural Context Lab for Marketing and Sales (ICL5PR)

Degree course	GSM.ba
Course title	Intercultural Context Lab for Marketing and Sales
Course code	ICL5PR
Level	Bachelor
Term	WS26/27
Lecturer	Stefanie Marisch, Denise Hurch
Contact hours per week	1
ECTS credits	2
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	9

Content:

 Lab/-training experience and applying of intercultural management skills by:
o Intercultural role games
o Online and offline cultural simulations
o Intercultural case-studies including ethical and virtual cases
 Preparation of customer visits regarding intercultural, ethical and individual aspects
 Basics of cross-cultural virtual relationship building

Lecture/Seminar profile:

Business Analytics 1 (BAP1IL)

Degree course	CRF.ba
Course title	Business Analytics 1
Course code	BAP1IL
Level	Bachelor
Term	WS26/27
Lecturer	Conny Reis
Contact hours per week	1
ECTS credits	1,5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	German
Places for international students	3

Content:
Grundlagen der Informationsverarbeitung
Tabellenkalkulation: insbesondere Datenaufbereitungsmechanismen und erweiterte Excel-Funktionen (Gliederung, Pivottabellen,…)

Lecture/Seminar profile:

Intercultural Management (INT1IT)

Degree course	CRF.ba
Course title	Intercultural Management
Course code	INT1IT
Level	Bachelor
Term	WS26/27
Lecturer	Wolfgang Schwaiger
Contact hours per week	1
ECTS credits	1
Course type	Individual Training
Examinations	continuous assessment
Language of instruction	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:

Second Foreign Language 1 (SFL1PR)

Degree course	GSM.ba
Course title	Second Foreign Language 1 - Chinese
Course code	SFL1PR
Level	Bachelor
Term	WS26/27
Lecturer	
Contact hours per week	3
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	1

Content:

Communication in everyday situations is practiced.
A varied range of topics are dealt with as a basis for further language acquisition.
Learning and using basic grammar.

Lecture/Seminar profile:

Social Skills training 3 - Presentation & Communication (SKV3IT)

Degree course	CRF.ba
Course title	Social Skills training 3 - Presentation & Communication
Course code	SKV3IT
Level	Bachelor
Term	WS26/27
Lecturer	Geraldine Hubmer, Petra Pelikan, Karim Hübler-Hegazy, Kathrin Kordon
Contact hours per week	1
ECTS credits	1
Course type	Individual Training
Examinations	continuous assessment
Language of instruction	German
Places for international students	20

Content:

Ziele und Bedingungen wirkungsvoller Präsentation
Planung einer wirkungsvollen Präsentation
Evaluierung der Rahmenbedingungen und Auswahl des Präsentationsmediums
Präsentationsmedien im Detail (Hilfsmittel der Visualisierung)
Steuerung von Aufmerksamkeit
Videotraining eigenes Präsentationsverhalten
Anwendung psychologischer Grundprinzipien und dramaturgischer Komponenten in der Präsentation
Non-verbale Einflüsse bei Präsentationen
Kognitive Leistungsfähigkeit des Auditoriums

Lecture/Seminar profile:

Macro- and Microeconomics (VWL1VO)

Degree course	CRF.ba
Course title	Macro- and Microeconomics
Course code	VWL1VO
Level	Bachelor
Term	WS26/27
Lecturer	Mario Lackner
Contact hours per week	2
ECTS credits	3
Course type	Lecture
Examinations	written examination
Language of instruction	German
Places for international students	5

Content:

grundlegende Funktionsweise und Zusammenhänge einer Volkswirtschaft
Beziehungen und gegenseitige Abhängigkeiten zwischen Unternehmen und (natürlicher und sozialer) Umwelt
Grundlagen der Mikro- und Makroökonomie, Wirtschaftssysteme, volkswirtschaftliche Gesamtrechnung, Wirtschaftswachstum und Konjunkturzyklen, Standort, Industrie und Umwelt
Marktformen
Währungs- und Zinspolitik

Lecture/Seminar profile:

Introduction to B2B Marketing (BBM1IC)

Degree course	GSM.ba
Course title	Introduction to B2B Marketing
Course code	BBM1IC
Level	Bachelor
Term	WS26/27
Lecturer	Andreas Zehetner, Christopher Korntner-Kanitz
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	8

Content:

Differences between business markets and consumer markets

- Social marketing versus B2B marketing versus B2C marketing
- 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

Lecture/Seminar profile:

Ethics and Business Ethics in a Worldwide Comparison (EBW5IC)

Degree course	GSM.ba
Course title	Ethics and Business Ethics in a Worldwide Comparison
Course code	EBW5IC
Level	Bachelor
Term	WS26/27
Lecturer	Elisabeth Frankus
Contact hours per week	1
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	8

Content:

- Concepts of ethics, business ethics, and Corporate Social Responsibility (CSR)
- Business Ethics management in B2B for Start Ups, corporate companies and along the value chain network
- Critical reflection of business scandals
- Ethical Management of third parties, external business partners like agents, distributors, …
- Slow mover, off-grade selling and ethical concerns
- Reflection of students' personal setting of values

Lecture/Seminar profile:

Elective Course 1 (ELEC1I) - InnoCamp36

Degree course	GSM.ba
Course title	Elective Course - InnoCamp36
Course code	ELEC1I - INC5PR
Level	Bachelor
Term	WS26/27
Lecturer	Margarethe Überwimmer
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	14

Innovation – Creativity – Topics of the Future: INNOCAMP36® 2024 The Steyr Innovation Camp of Global Sales and Marketing comes again on **4th and 5th November 2026**

Are you creative and capable to deliver top results within 36 hours? Then join in!

Companies in various sectors are seeking innovative ideas and solutions and will confront the participating student teams with actual challenges. All challenges are based on topics of the GSM degree programs at the campus Steyr. Up to 10 teams have 36 hours to come up with great ideas and solutions and to present and discuss these.

Webpage: https://fh-ooe.at/en/degree-programs/global-sales-and-marketing-master/innocamp36

Lecture/Seminar profile:

Elective Course 1 (ELEC1I) - Managing Across Borders and Cultures

Degree course	GSM.ba
Course title	Elective Course - Managing Across Borders and Cultures
Course code	ELEC1I - MBC5IC
Level	Bachelor
Term	WS26/27
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	8

Learning Content:

Today's global work environment is characterized by an unprecedented pace of technological change, increasingly complex jobs, and international assignments.
To keep up, workers must acquire and develop a variety of highly complex skills, ranging from analytical and critical thinking skills to interpersonal and leadership skills. To thrive in such a diverse and complex environment, contemporary workers will need cross cultural competence and global management skills.
This course will provide students a conceptual framework, as well as practical skills to manage culturally diverse teams and organizations, and bring value to their organizations.

Learning Goals:

• Understand, assess, and address changing factors driving the need for cross cultural management knowledge and skills
• Compare and contrast domestic versus global roles, mindset, and activities
• Enhance the ability to see cultural influences and adjust to ambiguous and uncertain situations
• Evaluate the role of culture when leading teams and develop a wider repertoire of management styles and strategies
• Create a personal developmental plan to improve competencies best suited for success in your career

Lecture/Seminar profile:

Elective Course 2 (ELEC2I) - Positive Leadership

Degree course	GSM.ba
Course title	Elective Course - Positive Leadership
Course code	ELEC2I - POL5IC
Level	Bachelor
Term	WS26/27
Lecturer	Iris Eva Maria Kollinger
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	8

Learning Goals:

By the end of the course, …

- understand the importance of leadership with a special focus on positive leadership
- explain the core principles of Positive Leadership
- reflect on Positive Leadership as an attitude and align their own leadership behavior accordingly
- explain the PERMA model from Positive Psychology
- identify practical fields of application for positive leadership and apply appropriate interventions
- critically analyze current trends in modern leadership, understand their implications and connect them with positive leadership

Learning Content:

- Principles of positive leadership
- Positive leadership as an attitude
- Framework of positive leadership
- “PERMA” model
- Practical fields of positive leadership (feedback, conflict resolution, motivation, well-being…)
- Modern leadership trends

Lecture/Seminar profile:

Intercultural Management and Sales (ICM1IC)

Degree course	GSM.ba
Course title	Intercultural Management and Sales
Course code	ICM1IC
Level	Bachelor
Term	WS26/27
Lecturer	Monika Pleschinger, Martin Glatz, Georg Weingartner, Ekkehard Redlhammer, Muge Aknur, Harald Josef Hammer
Contact hours per week	3
ECTS credits	5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	9

Content:

Block 1: 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

 Sustainability and digitalization in a world-wide intercultural reflection

Block 2: Political Systems and Relevance for Business

 Introduction into political systems

 Relevance of political structures and societal resolution mechanism for global business activities

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 – “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

Lecture/Seminar profile:

Psychology and Personal Resilience (PSY1IC)

Degree course	GSM.ba
Course title	Psychology and Personal Resilience
Course code	PSY1IC
Level	Bachelor
Term	WS26/27
Lecturer	Richard Griffith
Contact hours per week	2
ECTS credits	2
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	6

Content:

Models of Personality Types (e.g. MacLean, V. Satir, Big Five, DISC Model)
Psychology of Motivation
Group dynamics, teambuilding and performance of teams
Managing conflicts
Personal resilience
Advertising and communication psychology
Application of knowledge according to degree program requirements (especially in sales and leadership situations)

Lecture/Seminar profile:

Sales Organisation and Processes (SOP1IC)

Degree course	GSM.ba
Course title	Sales Organisation and Processes
Course code	SOP1IC
Level	Bachelor
Term	WS26/27
Lecturer	Jovana Pinter, 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	4

Content:

Organization
- Basics of hierarchical organization (historical roots, current models, latest developments)
- Management Circle
- Sales Organization - 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

Lecture/Seminar profile:

Sustainable Strategic Planning for Marketing (STP1IC)

Degree course	GSM.ba
Course title	Sustainable Strategic Planning for Marketing
Course code	STP1IC
Level	Bachelor
Term	WS26/27
Lecturer	Robert Füreder, Margarethe Überwimmer, Piotr Kwiatek
Contact hours per week	2
ECTS credits	4
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	9

Content:

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

- Basic models in strategic planning (Porter model, ...)
- Introduction to strategic business units
- ABC, SWOT and portfolio analysis
- Strategic possibilities for companies in a special situation
- Case studies “Applied strategic planning”
- CANVAS business modeling and circular business models
- Sustainability framework and strategy
- Connections between strategy, Marketing and Sales Management

Lecture/Seminar profile:

Business Administration 1 (BWL1VO)

Degree course	ILM.ba
Course title	Business Administration 1
Course code	BWL1VO
Level	Bachelor
Term	WS26/27
Lecturer	Andreas Geiblinger
Contact hours per week	2
ECTS credits	3
Course type	Lecture
Examinations	written examination
Language of instruction	English
Places for international students	5

Content:

- History of organizational theory
- Strategic decision bases for the choice of the organizational form
- Classical models of organizational structure (single-line and multi-line systems)
- New organizational approaches and leadership models
- Authority and leadership in hierarchy
- Internationalization and globalization of business
- Forms of international business activity
- Basics of organizational structure and process organization
- Basics of process organization
- Derivation of the most important organizational approaches

Lecture/Seminar profile:

Datamanagement for Logistics (DTM1UE)

Degree course	ILM.ba
Course title	Datamanagement for Logistics
Course code	DTM1UE
Level	Bachelor
Term	WS26/27
Lecturer	Reinhard Tockner, Matthias Neubauer
Contact hours per week	3
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	4

Content:

- Basic information systems and data elements in the company
- Different types of data and their origin and meaning in enterprises
- Data and information flows in the enterprise environment
- Information systems in the networked enterprise and their role
- Industry-specific examples
- Revision of imported data in MS Excel
- Data preparation mechanisms in MS Excel - especially pivot tables
- Preparation of data from operational systems (e.g. ERP)
- Elaboration of contents on the basis of industry-specific examples

Lecture/Seminar profile:

(FF Datenmanagement mit Excel)

Degree course	ILM.ba
Course title	FF Datenmanagement mit Excel
Course code	FF Datenmanagement mit Excel
Level	Bachelor
Term	WS26/27
Lecturer	Manuel Walch
Contact hours per week	1
ECTS credits	0
Course type	Individual Training
Examinations	continuous assessment
Language of instruction	German
Places for international students	2

Learning objectives:

This is an optional course (without ECTS credits) that takes place as a block course at the beginning of the semester. It is a prerequisite for the Data Management course (DTM1UE) page 25.
There are no credits for this course itself.

Lecture/Seminar profile:

Finance I - External and Cost Accounting Basics (FIN1IL)

Degree course	ILM.ba
Course title	Finance I - External and Cost Accounting Basics
Course code	FIN1IL
Level	Bachelor
Term	WS26/27
Lecturer	Anja Sturm
Contact hours per week	3
ECTS credits	4,5
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	5

Content:

- Companies and their goals
- Controlling and financial corporate management
- Legal and organizational principles of external accounting
- Contents of the annual financial statement
- The double-entry accounting system
- Basics of cost and activity accounting
- System and elements of cost and activity accounting

Lecture/Seminar profile:

German I (GER1IL)

Degree course	ILM.ba
Course title	German I
Course code	GER1IL
Level	Bachelor
Term	WS26/27
Lecturer	Gerhard Forsthuber
Contact hours per week	4
ECTS credits	4,5
Course type	Integrated course
Examinations	oral or written examination
Language of instruction	German
Places for international students	5

Learning objectives:
n.a.

Content:
n.a.

Prerequisites:
n.a.

Lecture/Seminar profile:

English I (ENG1IL)

Degree course	ILM.ba
Course title	English I
Course code	ENG1IL
Level	Bachelor
Term	WS26/27
Lecturer	Teresa Rieger
Contact hours per week	3
ECTS credits	4,5
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	6

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:

German 3 (GER3)

Degree course	ILM.ba
Course title	German 3
Course code	GER3UE
Level	Bachelor
Term	WS26/27
Lecturer	Gerhard Forsthuber
Contact hours per week	2
ECTS credits	2
Course type	Practice-oriented session
Examinations	oral or written examination
Language of instruction	German
Places for international students	5

Learning objectives:
n.a.

Content:
n.a.

Prerequisites:
n.a.

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	WS26/27
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

Learning objectives:
n.a.

Content:
Students will be familiar with the significant figures, personalities and dates of Austrian geography and history
Students will become acquainted with Austria's culture and society
Students will have an insight into Austria's political and economic life
Students will learn about Austrian traditions, customs and etiquette
Stimulation and promotion of cultural open mindedness
Improvement of intercultural communication

Acquiring an overall picture of the geographical and historical situation of the Austrian Republic by means of dealing with selected examples
Dealing with specific examples of Austria's politics, economy, culture and society
Reflection on the identity and value systems of the students' own linguistic and cultural background as compared to Austria
General survey on Austrian Music, Arts and Literature

Prerequisites:
n.a.

Lecture/Seminar profile:

Applied Corporate Finance for Valuation (IO-ACFV)

Degree course	ILM.ba
Course title	Applied Corporate Finance for Valuation
Course code	IO-ACFV
Level	Bachelor
Term	WS26/27
Lecturer	Giorgio Valentinuz
Contact hours per week	1,33
ECTS credits	3
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	20

Learning objectives:
The course aims to introduce students to the major concepts of corporate finance for the evaluation of industrial enterprises, in search of the "intrinsic value".
Students will have an initial idea of the functioning of the capital markets and the reasons why it is necessary or desirable to know the value of the company. Also, they can understand the difference between price and value.
During the course, will also be presented evaluation reports of listed companies, produced by investment banks.
A focus will be devoted to start-up companies' evaluation.

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

Format of Course:
Learning content will be presented using power-point slides.
Cases, exercises and evaluation reports should lead to an in-depth understanding of the content of the course.

Lecture/Seminar profile:

Conflict Management (IO-CM)

Degree course	ILM.ba
Course title	Conflict Management
Course code	IO-CM
Level	Bachelor
Term	WS26/27
Lecturer	Daniel Mendl
Contact hours per week	2
ECTS credits	3
Course type	Seminar
Examinations	continuous assessment
Language of instruction	English
Places for international students	20

Learning objectives:
n.a.

Content:
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:

Entrepreneurship & Business Entry Models (IO-ENT)

Degree course	ILM.ba
Course title	Entrepreneurship & Business Entry Models
Course code	IO-ENT
Level	Bachelor
Term	WS26/27
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.

Lecture/Seminar profile:

German for Beginners (IO-GB)

Degree course	ILM.ba
Course title	German for Beginners
Course code	IO-GB
Level	Bachelor
Term	WS26/27
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	20

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	WS26/27
Lecturer	Silvia Josefine Winter
Contact hours per week	2
ECTS credits	4
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	20

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	WS26/27
Lecturer	Harald Augeneder
Contact hours per week	2
ECTS credits	4
Course type	Integrated course
Examinations	written examination
Language of instruction	English
Places for international students	20

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:

International Business (IO-IB)

Degree course	ILM.ba
Course title	International Business
Course code	IO-IB
Level	Bachelor
Term	WS26/27
Lecturer	Alexander Bramerdorfer
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:
Aim of the subject is to provide students with an understanding of international trade, the role of investment theory, managing international business and managing of international business operations.

Content:
International Business subject defines theoretical knowledge and practice cases of international business, and an overview of world's marketplaces. The course is focused on the area of International business environment and trading. To explain characteristics of international environment and the importance of international business; to characterize basic ideas and terminology, main subjects and organisations in international business; to introduce basic trade operations and managing of international business.

Prerequisites:
n.a.

Lecture/Seminar profile:

Leadership (IO-LS)

Degree course	ILM.ba
Course title	Leadership
Course code	IO-LS
Level	Bachelor
Term	WS26/27
Lecturer	Roman Hofer
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	20

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

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

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

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

Lecture/Seminar profile:

Organizational Behavior (IO-OB)

Degree course	ILM.ba
Course title	Organizational Behavior
Course code	IO-OB
Level	Bachelor
Term	WS26/27
Lecturer	Ahu Seda Genis-Gruber
Contact hours per week	2
ECTS credits	3
Course type	Lecture
Examinations	continuous assessment
Language of instruction	English
Places for international students	20

Learning objectives:
Upon successful completion, students will be able to:
1. Learn about differences in characteristics and attitudes of organizational members, perceptual tendencies and biases in individual decision-making, motivation and compensation. (Individual Level)
2. Analyze groups and teamwork in organizations and the potential challenges of group dynamics, organizational micropolitics, power processes and conflict in organizations. (Group Level)
3. Demonstrate the concept of organizational culture and storytelling for changing organizations combined with change management and organizational development. (Organizational Level)

Content:
This course presents individual and group processes involved in management-employee relationships; deals with leadership, group dynamics, communications, motivation, morale, power, conflict management, and job design and satisfaction. It includes analysis of modern concepts of participatory management, organizational culture, change, and development.

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	WS26/27
Lecturer	Kathrin Kordon
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 to raise 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	WS26/27
Lecturer	Anton Edtmeier
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:

Project Management (IO-PM)

Degree course	ILM.ba
Course title	Project Management
Course code	IO-PM
Level	Bachelor
Term	WS26/27
Lecturer	Theresa Irresberger
Contact hours per week	2
ECTS credits	3
Course type	Lecture
Examinations	continuous assessment
Language of instruction	English
Places for international students	20

Learning objectives:
Upon successful completion of this course, students will be able to:
1. Explain the fundamental principles, terminology, and frameworks of modern project management.
2. Develop essential project management documents
3. Apply project management processes to define project scope, schedule, budget, quality standards, communication strategies, and risk responses throughout the project life cycle.
4. Create realistic project schedules and monitor project performance through suitable controlling methods.
5. Evaluate project risks, stakeholder expectations, and communication challenges.
6. Collaborate effectively in international and culturally diverse project teams by applying principles of intercultural communication, diversity management, and constructive conflict resolution.
7. Assess the opportunities and limitations of Artificial Intelligence (AI) in project management and select appropriate AI-supported tools.
8. Integrate technical project management methods with leadership, communication, and intercultural competencies.

Content:
This course provides international students with a practical introduction to modern project management in an international business context. Students learn how to initiate, plan, execute, monitor, and close projects using established project management methods and tools. Through case studies and group assignments, students develop the competencies required to contribute effectively to international and cross-functional project teams.

Lecture/Seminar profile:

Logistics Management 2 - Planning and Production Logistics (LOM1IL)

Degree course	ILM.ba
Course title	Logistics Management 2 - Planning and Production Logistics
Course code	LOM1IL
Level	Bachelor
Term	WS26/27
Lecturer	Veit Kohnhauser
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	oral or written examination
Language of instruction	English
Places for international students	5

Content:

- Primary demand planning: from the sales program to the production program, aggregation and disaggregation; conflicting goals and adjustment measures within the framework of primary demand planning; interfaces to marketing and distribution

- Assortment design and material rationalization: standardization, standardization and typing, common part concepts, variant management

- Material requirements planning: methods and procedures for determining requirements, order quantities or lot-size planning

- Make or Buy decision process: Decision alternatives, decision criteria, decision methods

- Procurement logistics: delivery concepts, goods receipt and warehouse organization

- Production: production types, customer order decoupling point, aspects of alternative production concepts (TPS, JIT production, lean production), material supply concepts, rationalization options in production

- Instruments, systems and methods: ABC analysis, XYZ analysis, value stream mapping and design; IT systems (PPS, ERP).

The integrated exercise is designed to help students understand the content of the lecture by requiring them to apply the content to concrete practical problems. Field trip to a production plant (e.g. BMW, ZKW,
CNH) is planned.

Lecture/Seminar profile:

Logistics Management 1 - Basics (LOM1VO)

Degree course	ILM.ba
Course title	Logistics Management 1 - Basics
Course code	LOM1VO
Level	Bachelor
Term	WS26/27
Lecturer	Gerald Schönwetter
Contact hours per week	2
ECTS credits	3
Course type	Lecture
Examinations	oral or written examination
Language of instruction	English
Places for international students	5

Content:

Typical functions (organizational and operational structure) in industrial, commercial and service companies and their relation to coordination logistics.

- Objectives, tasks and significance of logistics in industrial, commercial and service companies service companies

- Development stages of logistics and related terms (e.g. TUL, materials management, coordination logistics, supply chain management)

- Selected cost and performance measures of logistics (incl. calculation)

- Supporting functions and processes ("enablers") of logistics (IT systems)

Lecture/Seminar profile:

Sustainability in Logistics (STB1IL)

Degree course	ILM.ba
Course title	Sustainability in Logistics
Course code	STB1IL
Level	Bachelor
Term	WS26/27
Lecturer	Valentin Schmidt, Denise Beil
Contact hours per week	1,33
ECTS credits	2
Course type	Integrated course
Examinations	oral or written examination
Language of instruction	English
Places for international students	5

Content:

- The EU Green Deal
- The GLEC framework and how it can be applied to logistics to determine emissions
- The Supply Chain Act and similar laws and their impact on logistics management
- Examples from current research at the Logistikum

Lecture/Seminar profile:

Logistics Fundamentals on Transport, Handling and Warehousing (TUL1VO)

Degree course	ILM.ba
Course title	Logistics Fundamentals on Transport, Handling and Warehousing
Course code	TUL1VO
Level	Bachelor
Term	WS26/27
Lecturer	Oliver Schauer, Christoph Bittenauer, Andrea Massimiani
Contact hours per week	2
ECTS credits	3
Course type	Lecture
Examinations	oral or written examination
Language of instruction	English
Places for international students	5

Content:

- Basics of Transport-Transhipment-Warehouse Logistics

- Central definitions and concepts, essential components, importance in companies

- Elements of material and information flow and their conception and implementation

- Transport goods - packaging - loading unit

- Basics of transport logistics

- Internal transports, transport systems, transport techniques and chains as well as different means of transportation

- Economic efficiency, investments and operating costs of transport logistics
- Warehouse logistics and warehouse technologies

Lecture/Seminar profile:

English I - basics (ENG1UE)

Degree course	MAB.ba
Course title	English I - basics
Course code	ENG1UE
Level	Bachelor
Term	WS26/27
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	8

Content:

Presentation techniques, methodology and analysis represent a fundamental target skill throughout semester one and are practised 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)

Lecture/Seminar profile:

Advanced Business English I (ENA3UE)

Degree course	SPMT.ba
Course title	Advanced Business English I
Course code	ENA3UE
Level	Bachelor
Term	WS26/27
Lecturer	Kathleen Louisa Brandhofer
Contact hours per week	2
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	4

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

Lecture/Seminar profile:

Business Analytics 1 (BB BAP1IL)

Degree course	CRF.ba
Course title	Business Analytics 1
Course code	BB BAP1IL
Level	Bachelor
Term	WS26/27
Lecturer	Sonia Frenkenberger
Contact hours per week	1
ECTS credits	1,5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	German
Places for international students	3

Content:

Grundlagen der Informationsverarbeitung
Tabellenkalkulation: insbesondere Datenaufbereitungsmechanismen und erweiterte Excel-Funktionen (Gliederung, Pivottabellen,…)

Lecture/Seminar profile:

Financial Engineering/International Capital Market (BB FIV3IL)

Degree course	CRF.ba
Course title	Financial Engineering/International Capital Market
Course code	BB FIV3IL
Level	Bachelor
Term	WS26/27
Lecturer	Stefan Fink, Paul Hofmarcher
Contact hours per week	3
ECTS credits	4
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	10

Content:

Overview of capital market financing (Going Public, IPO, Private Equity, etc.)
Functioning of capital markets
Fundamentals of valuation of financial instruments and derivatives
Forms of investment, investment strategies and portfolio management
Risk Analysis

Lecture/Seminar profile:

Intercultural Management (INT1IT)

Degree course	CRF.ba
Course title	Intercultural Management
Course code	BB INT1IT
Level	Bachelor
Term	WS26/27
Lecturer	Wolfgang Schwaiger
Contact hours per week	1
ECTS credits	1
Course type	Individual Training
Examinations	continuous assessment
Language of instruction	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:

Marketing & Sales (BB MAS3IL)

Degree course	CRF.ba
Course title	Marketing & Sales
Course code	BB MAS3IL
Level	Bachelor
Term	WS26/27
Lecturer	Hubert Preisinger
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	5

Content:

customer value and customer satisfaction
the marketing process and its four "P "s
buying behavior of end consumers and organizations
Market segmentation, target group identification and positioning
product and service strategies
pricing strategies and policies
Distribution policy and sales structures
Customer Relationship Management
Digital Marketing

Lecture/Seminar profile:

Organization (BB ORG3IL)

Degree course	CRF.ba
Course title	Organization
Course code	BB ORG3IL
Level	Bachelor
Term	WS26/27
Lecturer	Roman Hofer
Contact hours per week	1
ECTS credits	1,5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	German
Places for international students	5

Content:

Grundlagen der Aufbau- und Ablauforganisation
Grundlagen der Prozessorganisation
Herleitung der wichtigsten Organisationsansätze
Erarbeitung möglicher Lösungen für unterschiedliche organisatorische Fragestellungen
Grundlagen agiler Organisationsformen

Lecture/Seminar profile:

Project Management (BB PRO3SE)

Degree course	CRF.ba
Course title	Project Management
Course code	BB PRO3SE
Level	Bachelor
Term	WS26/27
Lecturer	Christoph Schwaiger
Contact hours per week	2
ECTS credits	2,5
Course type	Seminar
Examinations	continuous assessment
Language of instruction	German
Places for international students	5

Content:

Projektorganisation
Agile Organisationsformen, Scrum
Klassische Projektplanung: Aufgaben, Termine, Ressourcen, Netzplantechniken
Projektcontrolling
SW-Tools zur Projektsteuerung
Analyse und Diskussion von Projektbeispielen
Erfolgsfaktoren von Projekten und Gründe für deren Scheitern

Lecture/Seminar profile:

Supply Chain Management (BB SCM3VO)

Degree course	CRF.ba
Course title	Supply Chain Management
Course code	BB SCM3VO
Level	Bachelor
Term	WS26/27
Lecturer	Mátyás Gritsch
Contact hours per week	1
ECTS credits	1,5
Course type	Lecture
Examinations	written examination
Language of instruction	German
Places for international students	5

Content:

Grundlagen des Supply Chain Managements
Ziele und Bedeutung des Supply Chain Managements
Methoden des Supply Chain Designs
Grundlagen des Toyota-Produktionssystems
Auswirkungen der Konzepte und Methoden auf Kostenstrukturen und Bestände und Wertbeitrag der Funktion

Lecture/Seminar profile:

Social Skills training 3 - Presentation & Communication (BB SKV3IT)

Degree course	CRF.ba
Course title	Social Skills training 3 - Presentation & Communication
Course code	BB SKV3IT
Level	Bachelor
Term	WS26/27
Lecturer	Geraldine Hubmer, Petra Pelikan, Karim Hübler-Hegazy
Contact hours per week	1
ECTS credits	1
Course type	Individual Training
Examinations	continuous assessment
Language of instruction	German
Places for international students	15

Content:

Ziele und Bedingungen wirkungsvoller Präsentation
Planung einer wirkungsvollen Präsentation
Evaluierung der Rahmenbedingungen und Auswahl des Präsentationsmediums
Präsentationsmedien im Detail (Hilfsmittel der Visualisierung)
Steuerung von Aufmerksamkeit
Videotraining eigenes Präsentationsverhalten
Anwendung psychologischer Grundprinzipien und dramaturgischer Komponenten in der Präsentation
Non-verbale Einflüsse bei Präsentationen
Kognitive Leistungsfähigkeit des Auditoriums

Lecture/Seminar profile:

Strategic Corporate Planning (BB STR3IL)

Degree course	CRF.ba
Course title	Strategic Corporate Planning
Course code	BB STR3IL
Level	Bachelor
Term	WS26/27
Lecturer	Heimo Losbichler, Michael Dickstein
Contact hours per week	3
ECTS credits	4
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	5

Learning objectives:
n.a.

Content:
Basics of strategic corporate planning (concept of pre-tax variables, connection and interaction between corporate strategy, structure and culture)
Process of strategic corporate planning (steps in market or resource-oriented strategy approach)
Strategic goal setting (vision, mission, values)
strategic analysis (environment analysis, industry analysis, SWOT analysis)
Competitive strategies, positioning
Formation of strategic business areas
Strategic concepts and instruments (core competencies, PIMS, product life cycle, experience curve, portfolio)
Strategy implementation

Prerequisites:
n.a.

Lecture/Seminar profile:

Macro- and Microeconomics (BB VWL1VO)

Degree course	CRF.ba
Course title	Macro- and Microeconomics
Course code	BB VWL1VO
Level	Bachelor
Term	WS26/27
Lecturer	Mario Lackner
Contact hours per week	2
ECTS credits	3
Course type	Lecture
Examinations	written examination
Language of instruction	German
Places for international students	5

Learning objectives:
n.a.

Content:
grundlegende Funktionsweise und Zusammenhänge einer Volkswirtschaft
Beziehungen und gegenseitige Abhängigkeiten zwischen Unternehmen und (natürlicher und sozialer) Umwelt
Grundlagen der Mikro- und Makroökonomie, Wirtschaftssysteme, volkswirtschaftliche Gesamtrechnung, Wirtschaftswachstum und Konjunkturzyklen, Standort, Industrie und Umwelt
Marktformen
Währungs- und Zinspolitik

Prerequisites:
n.a.

Lecture/Seminar profile:

Case Studies on Global Logistics (BB GLL3SE)

Degree course	ILM.ba
Course title	Case Studies on Global Logistics
Course code	BB GLL3SE
Level	Bachelor
Term	WS26/27
Lecturer	Roberto Zazzara
Contact hours per week	2
ECTS credits	4
Course type	Seminar
Examinations	continuous assessment
Language of instruction	English
Places for international students	5

Learning objectives:
n.a.

Content:
• Apply theory-based content of module Logistikmanagement Einführung on selected cases of global logistic problems
• Gain understanding on how to extract the core of logistical problems in complex case studies
• Prepare solid presentations and a seminar thesis on distinct logistical problems containing thorough analysis of situations, preparation of solution scenarios and a final recommendation

Prerequisites:
n.a.

Lecture/Seminar profile:

Integrated Logistics Management (BB ILM2SE)

Degree course	ILM.ba
Course title	Integrated Logistics Management
Course code	BB ILM2SE
Level	Bachelor
Term	WS26/27
Lecturer	Gerald Schönwetter
Contact hours per week	0,67
ECTS credits	1
Course type	Seminar
Examinations	continuous assessment
Language of instruction	German
Places for international students	5

Learning objectives:
n.a.

Content:
- Synthesis of the contents taught in the courses Logistics Management I, Logistics Management II, TUL Logistics, Logistics Management in Retail and Distribution.
- Processing of case studies, case examples, exercises and a business game, which show the interaction of the various departments, functions and processes in the logistics environment and from which measures for optimizing results are to be derived and presented.

Prerequisites:
n.a.

Lecture/Seminar profile:

Intercultural Management (BB INT3SE)

Degree course	ILM.ba
Course title	Intercultural Management
Course code	BB INT3SE
Level	Bachelor
Term	WS26/27
Lecturer	Melanie Tomaschitz
Contact hours per week	2
ECTS credits	3,5
Course type	Seminar
Examinations	continuous assessment
Language of instruction	English
Places for international students	5

Content:

- Internationalization and globalization of business
- Entrepreneurial challenges due to international business activities
- Development, goals and tasks of intercultural management
- Intercultural business strategies and management forms
- Success and failure factors
- Intercultural human resource management, legal problems of doing business abroad

Lecture/Seminar profile:

Marketing and HR-Management (BB MAP3IL)

Degree course	ILM.ba
Course title	Marketing and HR-Management
Course code	BB MAP3IL
Level	Bachelor
Term	WS26/27
Lecturer	Markus-Maximilian Eiselsberg, Monika Pleschinger
Contact hours per week	3
ECTS credits	4,5
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	6

Content:
- Development, definition and concept of marketing with reference to the SHI.
- Elaboration of the differences between the scientific marketing perspective and the view of the entrepreneurial practice
- Explanation of the differences and characteristics of business-to-business, industrial goods and business-to-consumer marketing
- Situation analysis, market segmentation, definition and evaluation of target markets, selection of target markets, development of differentiation and positioning strategies
- Product, price, distribution, sales and communication policy
- Integrated market communication and its importance
- Introduction to deduction and induction problems
- Characteristics of a population (location and dispersion parameters)
- Representativeness and selection procedure, confidence interval width
- Formulation of hypotheses
- Validity, reliability, objectivity
- Effect sizes
- Different research designs
- Methods of information gathering
- Questionnaire development
- Overview of important multivariate analysis methods
- Personality Psychology
- motivational psychology
- Teams and group dynamics
- Economic sociology
- Application of the contents by means of practical examples
- working time models
- Personnel search, recruitment and development

Lecture/Seminar profile:

Applied Mathematics in Logistics (BB MAT3IL)

Degree course	ILM.ba
Course title	Applied Mathematics in Logistics
Course code	BB MAT3IL
Level	Bachelor
Term	WS26/27
Lecturer	Gerald Schönwetter
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	5

Content:

- Functions
- Vectors and matrices
- Linear and non-linear systems of equations, e.g. simplex methods
- Calculation of interest and compound interest
- differential calculus
- Integral calculus
- Mathematical optimization

Based on a realistic case study, entrepreneurial questions (e.g. program planning incl. capacity planning, investment planning, inventory management, forecasting future sales, searching and finding optimal production programs) are worked on and answered in a business environment. The problem-oriented didactic approach combines the theoretical background with the framework of the professional field

Lecture/Seminar profile:

Macroeconomics (BB MEC3VO)

Degree course	ILM.ba
Course title	Macroeconomics
Course code	BB MEC3VO
Level	Bachelor
Term	WS26/27
Lecturer	Alexander Knabl
Contact hours per week	2
ECTS credits	3
Course type	Lecture
Examinations	written examination
Language of instruction	English
Places for international students	5

Content:

- Basic functioning and interrelationships of a national economy
- Relationships and interdependencies between businesses and the (natural and social) environment.
- Basics of micro- and macroeconomics, economic systems, national accounts, economic growth and business cycles, location, industry and environment
- Market forms
- money market
- Currency and interest rate policy
- International business strategies and economics

Lecture/Seminar profile:

Negotiations (BB NEG3SE)

Degree course	ILM.ba
Course title	Negotiations
Course code	BB NEG3SE
Level	Bachelor
Term	WS26/27
Lecturer	Sophie Wiesinger
Contact hours per week	2
ECTS credits	4
Course type	Seminar
Examinations	continuous assessment
Language of instruction	English
Places for international students	5

Content:

- Harvard negotiation project
- Role plays with negotiation tasks
- Purpose of negotiations
- Types of negotiations
- Body language and gestures as part of negotiations

Lecture/Seminar profile:

Applied Statistics in Logistics (BB STL3IL)

Degree course	ILM.ba
Course title	Applied Statistics in Logistics
Course code	BB STL3IL
Level	Bachelor
Term	WS26/27
Lecturer	Reinhard Tockner
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	continuous assessment
Language of instruction	English
Places for international students	5

Content:
- Descriptive statistics
- Probability theory
- Random variables and their distributions
- Estimation and testing

Application of the mathematical content of the course:
- Capturing business metrics with random influence such as quality metrics, satisfaction, market share, etc.
- Distributions of measured values
- Process optimization under random influence
- process control
- inventory management
- Sample size and questions of market research

Lecture/Seminar profile:

Advanced Business English I (ENA3UE)

Degree course	SPMT.ba
Course title	Advanced Business English I
Course code	ENA3UE
Level	Bachelor
Term	WS26/27
Lecturer	Ekaterina Vasileva
Contact hours per week	2
ECTS credits	3
Course type	Practice-oriented session
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

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

Lecture/Seminar profile:

Cross-Cultural Marketing (M_CCM3IC)

Degree course	GSMM.ma
Course title	Cross-Cultural Marketing
Course code	M_CCM3IC
Level	Master
Term	WS26/27
Lecturer	Andreas Zehetner
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:

• Discussing strategic and operative Marketing in 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

Lecture/Seminar profile:

Customer Journey Lab (M_CJL3IT)

Degree course	GSMM.ma
Course title	Customer Journey Lab
Course code	M_CJL3IT
Level	Master
Term	WS26/27
Lecturer	Piotr Kwiatek
Contact hours per week	2
ECTS credits	3
Course type	Individual Training
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Content:

- Advanced theory on digital and analogue communication and content management
- CRM principles, theories, strategies and techniques and the important role that CRM plays in today's business.
- Consolidation of data and automation of processes to improve the CRM system.
- Hands-on experience in working with CRM software on use cases which are split into four stages and represent different activities along the customer journey: CRM basics, classification, lead management, pricing/profitability

Lecture/Seminar profile:

Global Accounts and Network Management (M_GAN3IC)

Degree course	GSMM.ma
Course title	Global Accounts and Network Management
Course code	BB_GAN3IC
Level	Master
Term	WS26/27
Lecturer	Christian Stadlmann, Karina Burgdorff Jensen
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:

- Fundamentals of Global Account Management (GAM)
- Coordination and global framework agreements (GFAs) in GAM
- Fundamentals of networking, social network analysis in sales and GAM

Lecture/Seminar profile:

Global Negotiation Training (M_GNT3IT)

Degree course	GSMM.ma
Course title	Global Negotiation Training
Course code	M_GNT3IT
Level	Master
Term	WS26/27
Lecturer	Robert Füreder
Contact hours per week	1
ECTS credits	1
Course type	Individual Training
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Content:

- Sales Process in B2B
- Negotiation Methodologies
- Coordinate the selling team
- Analyse the different roles, personalities and cultures from the buying center
- Adaption of the negotiation style based on the different cultures
- Develop and apply the persuasion tactics
- Understand Batna, Zopa, reservation price
- Global Pricing Buckets

Lecture/Seminar profile:

Global Price Management (M_GPM3IC)

Degree course	GSMM.ma
Course title	Global Price Management
Course code	M_GPM3IC
Level	Master
Term	WS26/27
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:

- Price psychology in B2B Markets
- Internal price process
- Different methods of pricing (cost based, competitor based, value based and transactional pricing)
- Price Culture
- Digital Price Management

Lecture/Seminar profile:

International Procurement (M_IPR3IT)

Degree course	GSMM.ma
Course title	International Procurement
Course code	M_IPR3IT
Level	Master
Term	WS26/27
Lecturer	Nikolaus Popper
Contact hours per week	1
ECTS credits	1
Course type	Individual Training
Examinations	continuous assessment
Language of instruction	English
Places for international students	2

Content:

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

Lecture/Seminar profile:

Market and Business Analytics (M_MBA3IC)

Degree course	GSMM.ma
Course title	Market and Business Analytics
Course code	M_MBA3IC
Level	Master
Term	WS26/27
Lecturer	Gerhard Svolba
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:

- Analytical CRM
- Data Warehousing, quality and preparation of the analysis data
- Data Mining Methods (Machine Learning) e.g. Predictive Modelling, Clustering and Market Basket Analysis
- Simulations and What-if-Analysis

Lecture/Seminar profile:

Quantitative and Qualitative Methods (M_QQM3IC)

Degree course	GSMM.ma
Course title	Quantitative and Qualitative Methods
Course code	M_QQM3IC
Level	Master
Term	WS26/27
Lecturer	Piotr Kwiatek, 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	3

Content:

- Qualitative and quantitative research methods,
- Interpretation and triangulation of results
- Processing data analysis (SPSS, MAXQDA)

Lecture/Seminar profile:

Servitization and Service Excellence (M_SSE1IC)

Degree course	GSMM.ma
Course title	Servitization and Service Excellence
Course code	M_SSE1IC
Level	Master
Term	WS26/27
Lecturer	Christian Stadlmann, Pavel Strach
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:

- Introduction and fundamental concepts (SDL, …)
- Dimensions of servitization and leveraging factors
- Elements of profitable service excellence
- Servitization paths and paths to service excellence
- Selling product-service bundles and solutions

Lecture/Seminar profile:

Sales Subsidiary Management (M_SSM3IC)

Degree course	GSMM.ma
Course title	Sales Subsidiary Management
Course code	M_SSM3IC
Level	Master
Term	WS26/27
Lecturer	Christian Reisinger
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:

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

Lecture/Seminar profile:

Expatriate Management (EXP3IL)

Degree course	HRM.ma
Course title	Expatriate Management
Course code	EXP3IL
Level	Master
Term	WS26/27
Lecturer	Hannes Hofstadler, Petronela Altrichter
Contact hours per week	1,33
ECTS credits	2
Course type	Integrated course
Examinations	oral or written examination
Language of instruction	English
Places for international students	2

Content:

• Introduction concerning challenges of expatriate and impatriate mangagement in respect to strategies and the related motives of both parties
• Selection criteria and activities, preperatory necessities before expatriation / impatriation
• Compensation models for expatriation
• Legal, social insurance and tax relevant aspects in case of expatriation / impatriation
• Onboarding of expats and preparation for re-impatriation
• Adaption of expatriation and impatriation strategies according to local cultural conditions
• Global nomads: Leadership challenges, organization and collaboration
• Expat / Impat case studies concerning globally acting organizations
• Methods of global diversity management

Lecture/Seminar profile:

Global HRM (GHR2IL)

Degree course	HRM.ma
Course title	Global HRM
Course code	GHR2IL
Level	Master
Term	WS26/27
Lecturer	Sabine Gromer
Contact hours per week	1
ECTS credits	1,5
Course type	Integrated course
Examinations	oral or written examination
Language of instruction	English
Places for international students	2

Content:

• Challenges in global HR management
• Case studies of Austrian globally acting companies and their activities in International HR
• Methods in global diversity management

Lecture/Seminar profile:

Strategic corporate planning (STR1IL)

Degree course	HRM.ma
Course title	Strategic corporate planning
Course code	STR1IL
Level	Master
Term	WS26/27
Lecturer	Wolfgang Schwaiger
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	oral or written examination
Language of instruction	English
Places for international students	3

Content:

- Fundamentals of Strategic Business Planning (concept of key strategic drivers; relationship and interaction between corporate strategy, organizational structure, and corporate culture)
- The Strategic Business Planning Process (based on the St. Gallen Management Model)
- Strategic Goal Setting (vision, mission, values, etc.)
- Strategic Analysis (environmental analysis, industry analysis, SWOT analysis, etc.)
- Competitive Strategies and Competitive Positioning
- Development of Strategic Business Areas
- Strategic Concepts and Management Tools (core competencies, PIMS, product life cycle, experience curve, portfolio analysis)
- Strategy Implementation and Practical Case Study

Lecture/Seminar profile:

Human Capital Management and Diversity (FUE1IL)

Degree course	OMT.ma
Course title	Human Capital Management and Diversity
Course code	FUE1IL
Level	Master
Term	WS26/27
Lecturer	Christine Ebner, Rainer Dobringer
Contact hours per week	2
ECTS credits	3
Course type	Integrated course
Examinations	oral or written examination
Language of instruction	German
Places for international students	5

Content:

- Bereiche und Basiswerkzeuge des HCM
- Strategische Ansätze im HCM
- Personalplanung
- Personalmarketing / Employer Branding
- Personalsuche und -auswahl: Methoden und Prozesse
- Personalentwicklung / Talent Management
- Gehalts- und Vergütungsmanagement
- Kennzahlen im HRM, speziell in produzierenden Unternehmen
- Interkulturalität: Modelle und Dimensionen der Interkulturalität
- Interkulturelle Unterschiedlichkeiten, Leistung und Werte
- Kommunikationsbarrieren und deren Überwindung

Die Studierenden erleben in einem konkreten Projekt - mit Personen mit unterschiedlichem kulturellen Hintergrund - die veränderten Herausforderungen der Zusammenarbeit und sind in der Lage die eigene Arbeitsweise hinsichtlich Diversität und Integration unterschiedlicher Zielgruppen zu reflektieren und anzupassen.

FH OÖ Electives

Studier dich weiter, bleib flexibel

ACO

Agile Coach

Content

In this course, students put their Agile Coach training into practice by supporting a real-world project in the role of an Agile Coach. The foundational knowledge for this hands-on experience is drawn primarily from the courses Hybrid Innovation Management, Leadership Competence, and Change Management.

- Agile methods and principles
- Agile project management
- Agile roles and ceremonies
- Building and coaching agile teams
- Creativity techniques in Agile
- Management
- Communication and conflict management in Agile Teams

This course is part of the master degree program IPM.

In coordination with TÜV Austria, this training entitles students to take the certification examination for the TÜV „Agile Coach“. Please note that certification is **only** possible if **all the necessary entry requirements** have already been met. Please contact electives@fh-ooe.at for more information.

Dates

04.11.2026	08:00 - 11:30	Campus Wels
05.11.2026	08:55 - 14:15	Campus Wels
06.11.2026	13:15 - 17:25	Campus Wels
13.01.2027	08:00 - 11:30	Campus Wels
14.01.2027	08:55- 16:05	Campus Wels
15.01.2027	09:45 - 12:15	Campus Wels

Registration

Please, contact Olesia.Lanina@fh-stery.at if you wish to be enrolled to any of the elective courses.

Deadline: 30.08.2026

LEVEL
- Master

PREREQUISITES
- Basics of Management

COURSE
- Integrated course

CREDITS
- 2 ECTS

UNITS
- 30

EXAMINATION MODE
- Continuous assessment
- Project report

LANGUAGE
- English

WHERE & HOW
- On site
- Campus Wels

LECTURER
- Ing. Bianca Pommer, BSc. MA

FH OÖ Electives

Studier dich weiter, bleib flexibel

BAT

Battery Technology

Content

- You will have an understanding of how electrochemical, electrical, mechanical and thermal storage systems work. You will get to know how to operate a storage system and their integration into comprehensive energy systems.
- This course focuses on several types of batteries: Basics of energy conversion, capacitor batteries, lithium ion batteries, traction and storage batteries (lead, nickel, sodium), high-energy batteries, redox flow batteries,
- You will learn about the application range of the dif ferent battery technologies, system integration, legal framework, funding for battery technologies.

This course is part of the master degree program DSE.ma

Dates

02.10.2026	08:50 - 12:25	Campus Wels
09.10.2026	08:50 - 12:25	Campus Wels
14.10.2026	08:50 - 12:25	Campus Wels
16.10.2026	08:50 - 12:25	Campus Wels
21.10.2026	08:50 - 12:25	Campus Wels
23.10.2026	08:50 - 12:25	Campus Wels
30.10.2026	08:50 - 11:30	Campus Wels
04.11.2026	08:50 - 11:30	Campus Wels

Registration

Please, contact Olesia.Lanina@fh-stery.at if you wish to be enrolled to any of the elective courses.

Deadline: 30.08.2026

LEVEL
→ Master

PREREQUISITES
→ None

COURSE
→ Lecture

CREDITS
→ 3 ECTS 2 SWS

UNITS
→ 30

EXAM
→ Written exam

LANGUAGE
→ Englisch

WHERE & HOW
→ Campus Wels

LECTURER
→ DI Dr. Christina Toigo

FH OÖ Electives

Studier dich weiter, bleib flexibel

CMA

Change Management

Content

This course enables you to analyse the key psychological and organisational contexts of change in organisations and, building on this, to actively shape change processes.

The main focus is on:

- Models and processes in change management
- Change strategies
- Resistance to change
- Analysis tools for change situations
- Learning organisation
- Corporate culture, role models

Dates

19.10.2026	16:00 - 20:00	Online
09.11.2026	16:00 - 20:00	Online
23.11.2026	16:00 - 20:00	Online
14.12.2026	16:00 - 20:00	Online

Registration

Please, contact Olesia.Lanina@fh-stery.at if you wish to be enrolled to any of the elective courses.

Deadline: 30.08.2026

LEVEL
- Master

PREREQUISITES
- Courses in the field of organisation, psychology or social skills (ba) completed

COURSE
- Integrated Course

UNITS
- 3 ECTS

UNITS
- 30

EXAMINATION MODE
- Contributions during the course and the distance learning element
- Final exam

LANGUAGE
- English

WHERE & HOW
- Online (MS Teams)
- E-Learning Course

LECTURER
- DI Ludwig Pekarek

FH OÖ Electives

Studier dich weiter, bleib flexibel

EMT

Energy Meteorology

Content

The course covers fundamental meteorological concepts, including air pressure, wind speed, temperature, radiation, atmospheric structure, aerosols, clouds, and atmospheric dynamics.

It introduces different timescales of weather variability (diurnal, synoptic, seasonal, and climate-related) and their impact on renewable energy production, particularly wind, photovoltaic, and solar thermal systems.

Students learn statistical methods for analyzing weather data and approaches to simulate weather-related variability in energy generation.

Further topics include climatology, climate variability, and the current state of knowledge, as well as global climate databases for assessing renewable energy potential.

The course also addresses weather forecasting, covering its historical development, current methods, and prediction accuracy across different spatial and temporal scales (nowcasting to long-term forecasts). Numerical models, downscaling, post-processing, ensemble forecasting, and the limits of predictability are also discussed.

Dates

09.10.2026	08:50 - 11:35	Campus Wels
14.10.2026	08:50 - 11:35	Campus Wels
16.10.2026	08:50 - 11:35	Campus Wels
23.10.2026	08:50 - 11:35	Campus Wels
30.10.2026	08:50 - 11:35	Campus Wels
04.11.2026	08:50 - 11:35	Campus Wels
06.11.2026	08:50 - 11:35	Campus Wels

Registration

Please, contact Olesia.Lanina@fh-stery.at if you wish to be enrolled to any of the elective courses.

Deadline: 30.08.2026

LEVEL
→ Master

PREREQUISITES
→ None

COURSE
→ Integrated Course

CREDITS
→ 3 ECTS 2 SWS

UNITS
→ 30

EXAM
→ Final exam

LANGUAGE
→ English

WHERE & HOW
→ Campus Wels

LECTURER
→ Mag. Wolfgang Traunmüller

Financial Education

Content

This course offers a practice-oriented introduction to the conscious and self-determined management of money. Participants gain a fundamental understanding of their financial habits and learn how to actively shape their economic future.

The seminar combines financial fundamentals with psychologically grounded insights into patterns of thinking and behavior related to money. The course integrates theory, reflection, and practical methods.

Key focus areas include:

- Fundamentals and key components of financial intelligence
- The psychology of money and personal financial habits
- Strategies for financial well-being and stress prevention
- Debt, investments, and the conscious management of risk
- Creating an individual financial plan
- Pathways to building a compelling financial future

This course is part of the master's program LET.ma.

Dates

12.01.2027	17:00 - 21:00	online
19.01.2027	17:00 - 21:00	online
02.02.2027	17:00 - 21:00	online

Registration

Please, contact Olesia.Lanina@fh-stery.at if you wish to be enrolled to any of the elective courses.

Deadline: 30.08.2026

LEVEL
→ Master

PREREQUISITES
→ Completed bachelor

COURSE
→ Integrated Course

CREDITS
→ 2 ECTS 1 SWS

UNITS
→ 15

EXAM
→ will be communicated at the beginning of term

LANGUAGE
→ English

WHERE & HOW
→ online

LECTURER
→ Elizabeth Cruz-Uribe

Formula Student Project

Content

In this course you will gain detailed knowledge of the development, construction, design and manufacture of vehicles and you can implement this in the „Formula Student“ project. You will get to know methods for independently organizing a team and learn how to evaluate the development using business methods of cost accounting.

Main focus:
- Conception
- Design
- Development and construction of a FSAE racing car

The teams of the international Formula Student event series will participate in a global engineering competition along with teams from other universities. The times reserved in the timetable for the elective course are used to work on project content and for internal team coordination (Campus Wels or online).

Dates

Meetings every Wednesday at Campus Wels **4 - 5.30 pm** starting from **07.10.2026**.

This course will definitely take place.

Registration

Please, contact Olesia.Lanina@fh-stery.at if you wish to be enrolled to any of the elective courses.

Deadline: 30.08.2026

LEVEL
- Bachelor / Master

PREREQUISITES
- Lectures of study program LCW.ba

COURSE
- Integrated course

CREDITS
- 4 ECTS

UNITS
- 60

EXAMINATION MODE
- Project report

LANGUAGE
- English

WHERE & HOW
- Campus Wels & online

LECTURER
- Dipl.-Ing. (FH) Manuel Frank, M.Sc.

IMPORTANT
- Max. 8 consecutive semesters
- Binding declaration of participation (disclaimer)
- Entails membership of the registered association ‘FHOOE Racing Team - Studentischer Verein zur Förderung von Forschung, Bildung und Entwicklung für die österreichische Wissenschaft’ with all rights and obligations.

Global Startup development

Content

This course enables you to create or work on your own Business Idea. It helps you to plan product market launch, developing a Business Model, writing a Business Plan and doing a perfect Pitch. In a Nutshell: to become your own entrepreneur.

Contents:

- Entrepreneurship and Startup Business
- How to get a Business Idea
- Trends and Motives
- From Idea to Market and Prototyping
- Value Proposition Model and Business Development
- Business Planning
- How to do your perfect Pitch

Dates

08.10.2026	13:30 - 17:30	Campus Linz
22.10.2026	13:30 - 17:30	Campus Linz
29.10.2026	13:30 - 17:30	Campus Linz
12.11.2026	13:30 - 17:30	Campus Linz
19.11.2026	13:30 - 17:30	Campus Linz
26.11.2026	13:30 - 17:30	Campus Linz

Registration

Please, contact Olesia.Lanina@fh-stery.at if you wish to be enrolled to any of the elective courses.

Deadline: 30.08.2026

LEVEL
- Bachelor and Master

PREREQUISITES
- None

COURSE
- Integrated course

CREDITS
- 2 ECTS 2 SWS

UNITS
- 30

EXAM
- Value Proposition Model
- Canvas
- Business Plan
- Pitchvideo

LANGUAGE
- English

WHERE & HOW
- Campus Linz

LECTURER
- FH-Prof. Dr. Gerold Weisz

IPM

International Project Management

Content

The students are learning the specific characteristics of international project management and the different cultural ways of management

→ Intercultural decision-making and responsibility for a successful management in intercultural business situations
→ Getting knowledge about the own and foreign cultures
→ Overview of different cultural ways of management
→ Leadership in an international context
→ Specific characteristic in international and intercultural project management
→ Enhancements of intercultural key competences

Dates

03.02.2027	08:00 - 15:10	Campus Wels
04.02.2027	08:00 - 15:10	Campus Wels
08.02.2027	08:00 - 15:10	Campus Wels
10.02.2027	08:00 - 13:20	Campus Wels

Registration

Please, contact Olesia.Lanina@fh-stery.at if you wish to be enrolled to any of the elective courses.

Deadline: 30.08.2026

LEVEL
→ Master

PREREQUISITES
→ None

COURSE
→ Integrated Course

CREDITS
→ 3 ECTS

UNITS
→ 30

EXAMINATION MODE
→ Written exam
→ oral assessment during tutorials

LANGUAGE
→ English

WHERE & HOW
→ Campus Wels

LECTURER
→ Markus Feistritzer

FH OÖ Electives

Studier dich weiter, bleib flexibel

IPP

Introduction to Python Programming

Content

Learn to use Python programming language and get ready to start scripting using PyCharm (IDE) and Jupyter Notebook.

- Basics (data types, collections, functions, ...) in programming
- OO programming
- Selected modules (os, re, sys, pandas, random, etc.)
- Django (web application)
- Regular expressions in Python
- Turtle/Graphics in Python

This course will definitely take place.

Dates

08.12.2026	14:25 - 17:00	Online
15.12.2026	14:25 - 17:00	Online
12.01.2027	14:25 - 17:00	Online
19.01.2027	14:25 - 17:00	Online
26.01.2027	14:25 - 16:05	Online

Registration

Please, contact Olesia.Lanina@fh-stery.at if you wish to be enrolled to any of the elective courses.

Deadline: 30.08.2026

LEVEL
- Bachelor

PREREQUISITES
- None

COURSE
- Integrated course

CREDITS
- 2 ECTS

UNITS
- 14

EXAMINATION MODE
- Written exam
- Project
- Project presentation

LANGUAGE
- English

WHERE & HOW
- Online (MS Teams)

LECTURER
- FH Ass. Prof. DI Susanne Schaller MSc MSc

Introduction to Quantum Computing

Content

In this course we discuss the following:

quantum states, superposition, entanglement, quantum gates (quantum operations), quantum measurements, quantum computing, problems that can be solved more efficiently by quantum computers, potential applications to real-world problems, state-of-the-art of quantum computers, quantum key distribution, quantum communication.
Throughout the course you will do exercises on a real quantum computer. Don‘t worry, the exercises will be simple - even if you haven‘t programmed before - , but will help you get a feeling as what quantum computing is. Exercises are optional.

By the end of this course, you will:

- understand the key differences between classical and quantum computing
- recognize problems where quantum computing offers an advantage
- be aware of current technological limits and the state of the art
- evaluate claims about the risks and opportunities of quantum computing
- try out basic quantum algorithms using IBM's free quantum tools

This course will definitely take place.

Dates

05.10.2026	18:00 - 21:30	Online
12.10.2026	18:00 - 21:30	Online
19.10.2026	18:00 - 21:30	Online
02.11.2026	18:00 - 21:30	Online
09.11.2026	18:00 - 21:30	Online
16.11.2026	18:00 - 21:30	Online
23.11.2026	18:05 - 20:45	Online
30.11.2026	18:05 - 20:45	Online

Registration

Please, contact Olesia.Lanina@fh-stery.at if you wish to be enrolled to any of the elective courses.

Deadline: 30.08.2026

LEVEL
- Bachelor

PREREQUISITES
- None

COURSE
- Integrated course

CREDITS
- 3 ECTS

UNITS
- 30

EXAMINATION MODE
- Continuous assessment
- 4 assignments during the course

LANGUAGE
- English

WHERE & HOW
- Online

LECTURER
- FH-Prof. DI Dr. Jürgen Fuß

FH OÖ Electives

Studier dich weiter, bleib flexibel

MSP

Motivational Speaking

Content

This course provides a practice-oriented insight into the art of effective presence and persuasive speaking. Participants learn how to develop speeches and presentations step by step, communicate their messages clearly, and inspire their audiences in a lasting way.
The focus is on developing a strong, authentic presence—on stage, in front of the camera, or in digital formats. Through the deliberate use of body language, voice, and personal presence, participants learn to consciously shape and deepen their impact.
The course combines theory, practical exercises, and feedback processes to foster confidence, charisma, and rhetorical skill.

Key thematic areas include:

- Structure and dramaturgy of a speech or presentation
- Body language, voice, and presence
- Developing stage presence and charisma
- Creating “magic moments”
- Confident interaction with any audience
- Designing authentic media and camera appearances
- Telling and conveying stories effectively

This course is part of the master’s program LET.ma.

Dates

02.10.2026	13:30 - 17:30	Campus Steyr
03.10.2026	08:30 - 17:30	Campus Steyr

Registration

Please, contact Olesia.Lanina@fh-stery.at if you wish to be enrolled to any of the elective courses.

Deadline: 30.08.2026

LEVEL
→ Master

PREREQUISITES
→ completed bachelor

COURSE
→ Integrated Course

CREDITS
→ 2 ECTS 1 SWS

UNITS
→ 15

EXAM
→ will be communicated at the beginning of term

LANGUAGE
→ English

WHERE & HOW
→ Campus Steyr

LECTURER
→ Mag. Ronald Leber

NDL

Neural Networks and Deep Learning

Content

In this course, participants will acquire fundamental knowledge of the principles and concepts behind neural networks and develop the ability to design and train them effectively. They will learn to apply deep neural networks and convolutional neural networks to practical tasks and utilize various types of neural networks in Python using TensorFlow/Keras to solve real-world problems. Additionally, they will gain insights into advanced architectures such as recurrent neural networks and generative adversarial networks, deepening their understanding of more sophisticated artificial intelligence methods.

- Basics and overview
- Multi-layer perceptrons and the backpropagation algorithm
- Deep networks
- Practical tips and tricks for training neural networks
- Convolutional neural networks and their application to image classification and object detection
- Recurrent neural networks and their applications in natural language processing Overview of further topics (e.g., generative adversarial networks)

Dates

06.10.2026	15:20 - 17:55	Campus Linz
13.10.2026	15:20 - 17:55	Campus Linz
20.10.2026	15:20 - 17:55	Campus Linz
27.10.2026	15:20 - 17:55	Campus Linz
03.11.2026	15:20 - 17:55	Campus Linz
10.11.2026	15:20 - 17:55	Campus Linz
17.11.2026	15:20 - 17:55	Campus Linz
24.11.2026	15:20 - 17:55	Campus Linz
01.12.2026	15:20 - 17:55	Campus Linz
15.12.2026	15:20 - 17:55	Campus Linz

Registration

Please, contact Olesia.Lanina@fh-stery.at if you wish to be enrolled to any of the elective courses.

Deadline: 30.08.2026

LEVEL
- Master

PREREQUISITES
- Basics of Calculus (Functions & Derivatives)
- Basics of Machine Learning

COURSE
- Integrated course

CREDITS
- 3 ECTS

UNITS
- 30

EXAMINATION MODE
- Exercises
- Final exam

LANGUAGE
- English

WHERE & HOW
- Campus Linz

LECTURER
- Dr. Mustafa Arikan M.Sc B.Sc

NLS

Next Level Skills for Student Leaders

Content

Next Level Skills for Student Leaders (NELS) is a virtual course designed to elevate the capabilities of students across Europe and Sub-Saharan Africa. It hones essential skills such as critical thinking, media literacy, leadership, and effective communication. The programme is structured around three comprehensive modules („Future Challenges“, „Next Level Skills“ and „New Ways of Student Organising“)

Topics:

- Future Challenges“ delves into pressing topics like megatrends, digital transformation in education, and sustainability
- „Next Level Skills“ focuses on refining leadership capabilities and fostering inclusive communication, also in the virtual realm
- „New Ways of Student Organising“ explores democratic engagement, values within higher education, and the art of effective networking

Dates

22.10.2026	14:00 - 16:30	Online
23.10.2026	14:00 - 16:30	Online
27.10.2026	13:00 - 16:15	Online
28.10.2026	13:00 - 16:15	Online
29.10.2026	13:00 - 16:15	Online
30.10.2026	13:00 - 16:15	Online
13.11.2026	14:00 - 16:30	Online
16.11.2026	14:00 - 17:15	Online
17.11.2026	14:00 - 17:15	Online
18.11.2026	14:00 - 17:15	Online
19.11.2026	14:00 - 17:15	Online
20.11.2026	14:00 - 17:15	Online

Registration

Please, contact Olesia.Lanina@fh-stery.at if you wish to be enrolled to any of the elective courses.

Deadline: 30.08.2026

LEVEL
- Bachelor / Master

PREREQUISITES
- None

COURSE
- Integrated course

CREDITS
- 3 ECTS 2 SWS

UNITS
- 30

EXAM
- participation in sessions, quizzes & exercises
- development of an own project
- peer feedback to other projects

LANGUAGE
- English

WHERE & HOW
- online

LECTURER
- FH-Prof. Mag. Dr. Silke Preymann

SAS Business Analytics Specialist

Content

You will attend a student's workshop and the e-learning modules **SAS Base programming Specialist** (2 e-learning modules and 1 certification to pass) as well as **SAS Machine Learning** (1 e-learning module and 1 certification to pass). The course results in a dedicated, jointly signed certificate and badge (FH OOE and SAS).

The key learning outcomes of the course are:

- Handling data and business projects
- Understanding analytics trends, life cycle, and SAS Viya
- Learning SAS Base Programming for data analysis
- Mastering data manipulation with SAS DATA steps
- Using SAS Visual Data Mining and Machine Learning for analytics tasks

Dates

This course is a **self-study** course and can be started any time from October on.

Please make sure to check out the website to get all relevant information on how this course works.

https://fh-ooe.at/studienangebot/fh-ooe-electives/kursangebot-sose-2025/sas-business-analytics-specialist

There is also a recorded info session on the website explaning the entire course and procedure.

Registration

Please, contact Olesia.Lanina@fh-stery.at if you wish to be enrolled to any of the elective courses.

Deadline: 30.08.2026

LEVEL
- Bachelor / Master

PREREQUISITES
- None

COURSE
- Integrated course / e-learning module and online students workshop

CREDITS
- 6 ECTS

UNITS
- n.n.

EXAMINATION MODE
- Certification exam

LANGUAGE
- English

WHERE & HOW
- Self-study course

LECTURER
- Online course provided by SAS

FH OÖ Electives

Studier dich weiter, bleib flexibel

SLS

SAS Life Sciences Analytics Specialization

Content

This SAS specialization consists of 150 hours of SAS learning material and includes:

- **Life Sciences Analytics School**: a Live online format that will be held 1x per year
- **SAS Programming Certification**: an online e-learning format
- **SAS Fundamentals in Clinical Research:** an online e-learning format
- **LEAP study**: a guided usecase and a Live online format that will be held 1x per year

The course results in a dedicated, jointly signed certificate and badge (FH OOE and SAS).

Dates

This course is a **self-study** course and can be started any time from October on.

Please make sure to check out the website to get all relevant information on how this course works.

https://fh-ooe.at/studienangebot/fh-ooe-electives/kursangebot-ws-25-26/sas-business-analytics-specialist

There is also a recorded info session on the website explaning the entire course and procedure.

Registration

Please, contact Olesia.Lanina@fh-stery.at if you wish to be enrolled to any of the elective courses.

Deadline: 30.08.2026

LEVEL
- Bachelor / Master

PREREQUISITES
- programing language would be of advantage
- base statistics

COURSE
- Integrated course / e-learning module and online students workshop

CREDITS
- 6 ECTS

UNITS
- n.n.

EXAMINATION MODE
- Certification exam

LANGUAGE
- English

WHERE & HOW
- Self-study course

LECTURER
- Online course provided by SAS

FH OÖ Electives

Studier dich weiter, bleib flexibel

TAI

Trustworthy AI: Ethics, Human Factors & AI ACT

Content

This lecture introduces students to key ethical, legal, and societal issues related to artificial intelligence. It emphasizes human-centered perspectives, fundamental ethical principles, and the responsible development and deployment of AI systems. Students will develop the ability to critically reflect on the tensions between technological innovation and ethical responsibility and to apply these insights to real-world examples.

After finishing the lecture you will be able to
- Identify and apply key ethical principles and human factors in AI development and deployment
- Understand the structure and objectives of the EU AI Act
- Assess AI systems based on legal and ethical requirements
- Contribute to the design of responsible, human-centered AI solutions in interdisciplinary teams

Dates

22.09.2026	16:00 - 20:00	Online
23.09.2026	16:00 - 20:00	Online
24.09.2026	16:00 - 20:00	Online

Registration

Please, contact Olesia.Lanina@fh-stery.at if you wish to be enrolled to any of the elective courses.

Deadline: 30.08.2026

LEVEL
→ Bachelor / Master

PREREQUISITES
→ None

COURSE
→ Lecture

CREDITS
→ 1 ECTS

UNITS
→ 15

EXAMINATION MODE
→ Final exam

LANGUAGE
→ English

WHERE & HOW
→ Online

LECTURER
→ FH-Prof. Mag. Dr. Martina Gaisch